

DATA - CENTRIC STRATEGIES FOR ENTERPRISES:

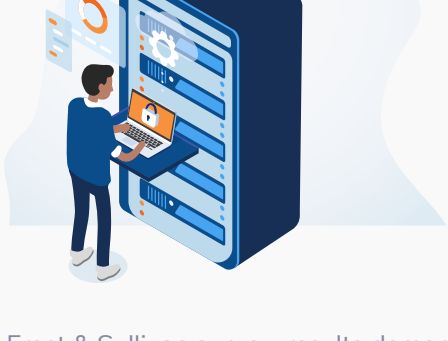
Is Your Data in the Right Place, with the Right Performance and Protection?

In a recent Frost & Sullivan webinar, a select group of CIOs and industry thought leaders from Bristol Myers Squibb, DXC Technology, Ericsson and Verizon came together to discuss why a data-centric strategy for managing and protecting data is the best approach for all enterprises today across all industries.

The webinar and wide-ranging data discussion that followed was moderated by Brian Cotton, Partner and Senior Vice President, Information and Communications Technologies Practice, Frost & Sullivan.



SURVEY RESULTS FROM 2019 FROST & SULLIVAN



In a Frost & Sullivan survey, results demonstrated the top 3 features that enterprise IT decision makers were looking for in data management solutions are:

- 01 Deployment flexibility (cloud, on-premises, hybrid)
- 02 Data security and role based access
- 03 Inter-operability, collaboration and workflow management

SURVEY RESULTS FROM 2019 VERITAS SURVEY:



In a 2019 Veritas Technologies survey, long-term damage to the enterprise was a direct result of ineffective data management. The top 3 negative issues cited were:

- 01 Increase in operating costs
- 02 Less efficient employees
- 03 Lack of agility

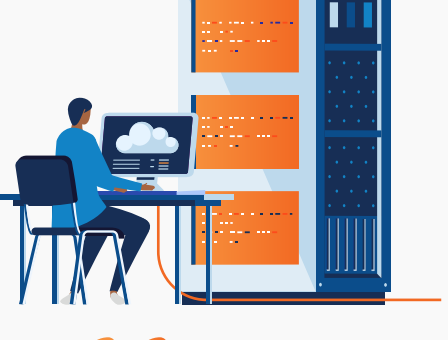
“The way our customers are interacting with data is different and their expectations about how fast it’s available is a lot more demanding than it used to be.”

– Ramzi Sayyid, Director of IT, Verizon



POLLING RESULTS:

Webinar attendees were asked, about what portion of your organization's environment has adopted a data-centric strategy?



75% responded: **under 25%**

25% responded: **approximately 75%**

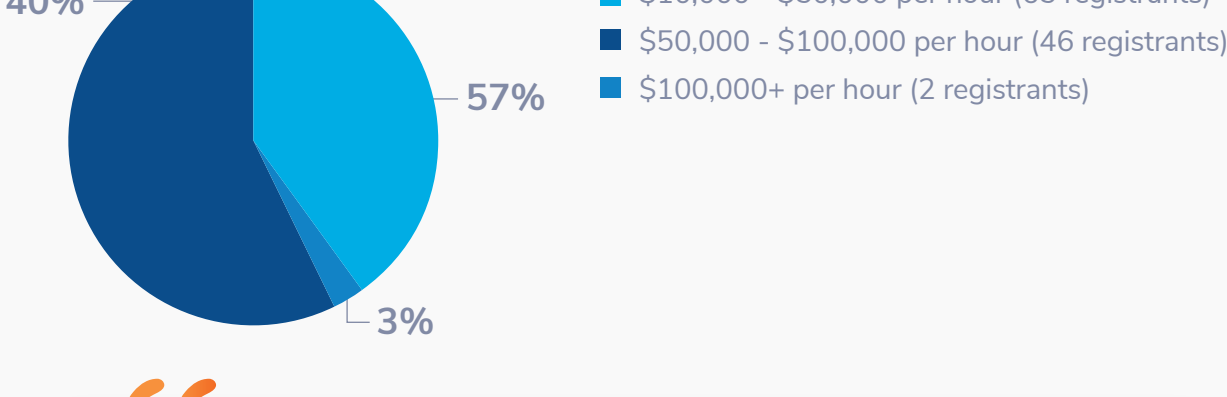
“Realizing the value of data means it has to be shared seamlessly across the organization.”

– Brian Cotton Partner and Senior Vice President, Information and Communications Technologies Practice, Frost & Sullivan

FROST & SULLIVAN

REGISTRANT RESULTS:

When asked about their estimated loss of revenue / productivity for every hour of data loss with their business critical, webinar participants responded:



In a Veritas study, it was revealed that IT decision makers believe that there's significant financial justification for making their organization's data management capabilities more effective. In fact, results suggest that there can be more than a **2 times return** on every dollar invested in doing so.

DISCUSSION QUESTION

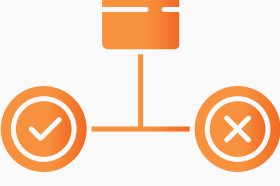
During the webinar, panelists were asked, why should organizations use a managed service instead of managing it themselves? Here's what they had to say:



The answer depends on the organization



Managed services can augment capabilities



Look at the core business and determine where benefits can be realized...let that guide your decision about managed services versus self-management



Regulations or geo-political circumstances also need to be considered. Whether its customer-facing data or social-facing data may also influence the decision.

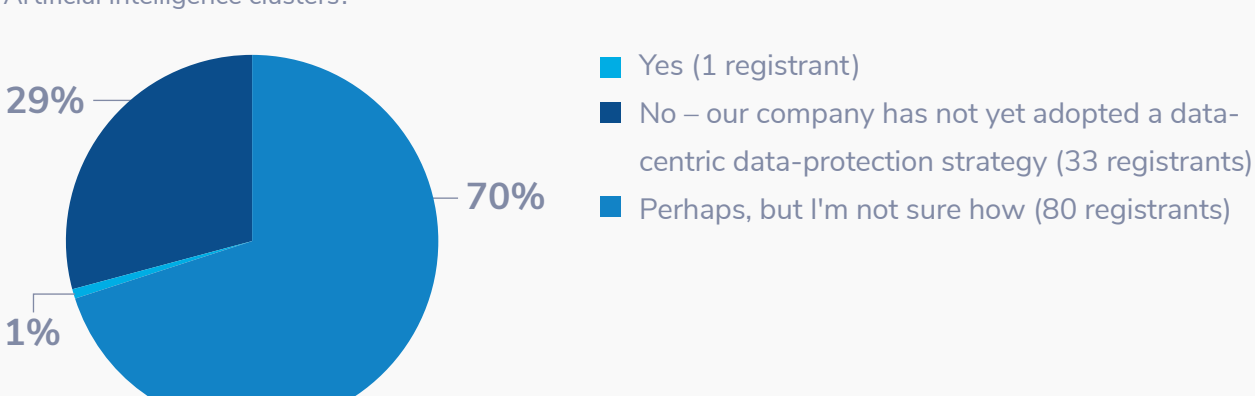
“Data is usually very fragmented... Ask how confident can you feel that the data is a single source of truth? How can you have a sense of credibility associated with data?”

– Akhil Gokul, Head of Core & Cloud CTO, Ericsson



REGISTRANT RESULTS:

In a poll, webinar participants were asked if their company would benefit from using its backup storage for more than just backing up its data, specifically for data analytics, machine learning, and Artificial Intelligence clusters?



“I am seeing a change in many organizations in that they now want to function at the speed of the cloud. Whether in public cloud space or on premise, they want to recover faster and faster.”

– James Miller, Chief Technology Officer and Vice President for Cloud and Platform Services, DXC Technology



DISCUSSION QUESTION

Panelists were asked: what strategy do you have in place to gain the most value from your data? Ask: how can we generate business value? Two primary ways:



01 Make management decisions that leverage analytics/reporting/metrics and looking at the right KPIs.



02 Examine how your customers are or could be using data to make their life easier. Look at the customer experience and drive the right metrics to support or improve that. Make that investment.

TAKEAWAY –

The abundance of data available to enterprises today is unprecedented and will continue to grow. It's critically important that companies analyze, normalize, share and leverage data for valuable business insights and customer service. Organizing the enterprise around the data and using the right tools and applications to collaborate with stakeholders, share data with customers, and keep data secure can help ensure that your organization grows.