

3 Steps to Innovate With Data

This next era of data empowers organizations to innovate in ways that create new opportunities for value. Think about how you can reimagine customer experiences to make them more personalized and integrated; how you can make your products smarter and connected; and how you can transform your organization to adopt new data-driven business models.

It's a bright and exciting future. But only organizations that harness the power of their data will be able to fully explore its potential. The rest? They may find themselves falling behind as their industry adapts. The differentiator is an organization's ability to create new value by innovating with data.

A new era begins

As we increasingly shift from physical experiences to personalized and integrated digital experiences, data is what connects the two worlds.

65%

of global GDP will be digitalized by 2022.¹

96%

of digital leaders say their ability to collect, analyze and act on data makes it easier to adapt and survive.²



How to thrive in a hyperconnected world

The importance of data isn't new. What's changed is the ever-growing sources of data and how organizations use emerging technologies to rapidly unlock its value.

61%

of organizations have used insights and analytics from their data management practice to develop a new product or service.³

65%

of organizations have used insights and analytics from their data management practice to make a major strategy adjustment.³



To successfully navigate this changing landscape, organizations should take the following steps to rethink how they generate, process, store and act on new data.



1. Meet data where it lives

Today data comes from everywhere—mobile devices, cloud-based software, IoT sensors and so much more.

6x faster

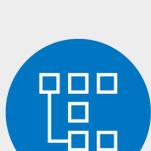
Data created at the edge will grow 6x faster than that of other systems.⁴

Harness the opportunity of all this distributed data by modernizing your infrastructure to unlock new, real-time use cases:

- **Connect people, things and systems with 5G.** Create new value chains by connecting all the relevant parts of your digital ecosystem.
- **Find your edge where data lives.** Unlock innovative new real-time use cases by moving infrastructure and applications toward edge locations where data is generated and needs to be acted on.
- **Bring the benefits of the public and private cloud to the edge.** Consistently manage the edge, which delivers immediate value, and the cloud, which delivers long-term value.

The 5G possibilities

As the first mobile infrastructure built in the cloud-era, 5G will dramatically expand the number and type of devices generating data. It opens up entirely new data-driven use cases that we never before thought possible.



2. Optimize your data flow

Say goodbye to siloed business functions and disconnected data and workflows. Instead, imagine being able to get the right data to the right people in your organization at the right time with emerging technologies to accelerate your decision-making.

85%

of business leaders say they'll use artificial intelligence (AI) and data models to predict disruption in three to five years.²

Modernize your data pipeline to enhance data flow across your organization:

- **Master the lifecycle of your data from cradle to grave.** Modernize your data management practices to improve the volume, type and quality of data you ingest, prepare and analyze.
- **Take your decision-making beyond human scale.** Apply AI to derive deeper insights and make better, faster decisions that differentiate your business.
- **Transform security into an innovation accelerator.** Take action to make your security intrinsic, pervasive and proactive.

AI in real life

A secure, free-flowing pipeline of data allows organizations to take advantage of AI-based solutions that can:

- **Recommend pricing based on historical patterns.**
- **Forecast volume, revenue and profit changes.**
- **Analyze customer sentiments toward a new product.**



3. Create what your customers crave

Build a culture of innovation focused on creating the integrated experiences, smarter products and data-driven business models your customers want.

89%

of organizations say data management and analytics is one of their top 10 business and IT priorities for the next 24 months.³

Modernize your innovation process so that you can deliver on new ideas and changing needs that much faster:

- **Modernize how you design and build digital products.** Build in-house competence in the skills your organization needs by immersing yourself in modern data and software development practices.
- **Deliver better software to production, continuously.** Provide a consistent developer and operator experience across private clouds, public clouds and all edge locations to accelerate your software to production.
- **Acquire the data innovation skills for your success.** Bridge your talent gap by evolving, upskilling, complementing or augmenting your team.

The development differentiator

Internal software development capabilities provide organizations with the ability to ideate and innovate faster, while keeping up with customer needs.

Ready for the future

The importance of data to your organization is only growing. By modernizing your data infrastructure, data pipeline and software development processes, you can create additional value through new customer experiences, smarter products, data-driven business models and more.

At Dell Technologies, we help you adopt [emerging technologies](#) to accelerate every stage of your data pipeline so that your organization is ready for what's next. And with Intel® innovation built-in, deliver the data capacity and transaction speed needed for real-time, analytic decision-making.

Explore how to improve your data management maturity to develop innovative products and solutions.

[Read More](#)

¹ Based on the IDC Blog "IDC Reveals 2021 Worldwide Digital Transformation Predictions: 65% of Global GDP Digitalized by 2022, Driving Over \$6.8 Trillion of Direct DX Investments from 2020 to 2023," October 29, 2020. Full Blog: <https://www.idc.com/getdoc.jsp?containerId=prUS46967420>.

² Based on the Digital Transformation Index, Dell Technologies, October 2020. Full report: <https://www.delltechnologies.com/resources/en-us/asset/briefs-handouts/solutions/dt-index-2020-executive-summary.pdf>.

³ ESG eBook "The Data Management Imperative: The Critical Differentiator in the Data Era" commissioned by Dell Technologies, October 2020. Results based survey of 500 business leaders in North America and Western Europe on data management maturity and practices. Actual results will vary. Full report: <https://www.delltechnologies.com/en-us/what-we-do/connectedio.htm#overlay=/collaterals/unauth/brochures/solutions/the-data-management-imperative.pdf>.

⁴ Based on IDC InfoBrief™, Embedded Intelligence: Innovative Outcomes with Edge Cloud" sponsored by Dell Technologies, May 2020. Full Report: <https://www.delltechnologies.com/resources/en-us/asset/analyst-reports/solutions/embedded-intelligence-innovative-outcomes-with-edge-cloud.pdf>.