Creating an Intelligent Business

The imperative of a data management strategy

Data is your company’s most critical asset. It’s the key to unlocking the insights that can inspire your company’s greatest innovations and help differentiate you as a leader in your industry. High-quality, trusted and readily-available data is the foundation of an intelligent business, but achieving that level of data integrity requires a modern data management strategy.

Unfortunately, many organizations are realizing that there’s a discrepancy between the value they want to achieve with their data and what their data management approach enables them to do today. Data management strategies are often fit for a world where insights and outcomes are delivered in hours or days. But that timeline doesn’t meet the requirements of the new data era. With organizations managing 13.53 petabytes of data on average,1 more data than ever is being created and it needs to be consumed in real time for rapid insights, which will strain even advanced data management strategies.

According to the Dell Technologies Digital Transformation Index, data management to transform data into something that is useful and protected ranks as the #2 planned investment priority over the next 1-3 years.2

Organizations know that a centralized approach to data isn’t agile enough to deliver the smarter products and personalized, in-the-moment experiences that customers today require, yet they’re struggling to transform into an intelligent business. They need a data management strategy that enables them to create new value by making it easy to find the right data to extract the most valuable insights. Becoming an intelligent business requires a new approach.

In this white paper, Dell Technologies outlines a path forward to help you unlock your organization’s data potential.
A data management strategy for intelligent businesses

An organization’s data offers limitless potential. Not only is data critical for competitive differentiation, but it’s also the key to your company’s future. Organizations are shifting from iteration to innovation by using emerging technologies, powered by data, to create new business and customer value. In fact, in the last 12 months, 61% of organizations have used insights and analytics from their data management practice to develop a new product or service, and 65% of organizations have used those insights and analytics to make a major strategy adjustment. But if these decisions are made based on mismanaged data, they can have disastrous consequences.

Trust your data and make sound strategic decisions by implementing a reliable data management strategy and transforming into an intelligent business.

High-quality, trusted and readily-available data is the foundation of an intelligent business.

The data volumes organizations manage rose 40% over the last year. Organizations believe poor data quality cost them an average of $11.8 million in 2018.
Three critical components of a modernized data management strategy

Data is the foundation on which intelligent businesses are built. It enables personalized customer experiences, smarter products and data-driven business models. Become an intelligent business by ensuring that your strategy equips you to efficiently do the following:

1. **Properly process data.** While this may seem obvious at first glance, the data deluge has made the data management challenge daunting. These aspects help you properly process your data:
   - **Discover:** Catalog existing data to more easily uncover insights and discover unknown, dormant data. With the right solution for unstructured data set management and insights, you can identify, classify and move data between heterogeneous storage systems and the cloud.
   - **Prepare:** Data preparation and processing are critical steps for making raw data usable. Your organization can also get accurate insights by cleaning and normalizing data to fix any inaccuracies, synchronizing it and creating a single view of entities.
   - **Integrate:** Data silos are inevitable. Stop fighting them by using solutions that integrate internal and external data sources, regardless of whether they are on-premises, in multiple clouds or distributed across myriad edge locations.

2. **Meet the data era’s storage requirements.** Many organizations face different storage requirements today because they need to use a combination of public cloud, private cloud and edge solutions. Meet those requirements and enable workloads to run consistently across your infrastructure with these three components:
   - **Store:** Ensure your storage solutions can work with your public cloud, private cloud and edge solutions and meet your data demands.
   - **Protect:** Insights derived from analyzing data are an intelligent business’s most valuable assets. Make sure you’re protecting those assets by using solutions that reduce risk for data-intensive workloads, advance security and improve data mobility across heterogeneous environments.
   - **Process:** Make sure you have the processing power, GPUs, CPUs and fast throughput to analyze high volumes of complex data and support the sophisticated artificial intelligence (AI) techniques that provide valuable insights.

**BENEFIT:** Properly process data to get higher-quality data faster to make better strategic decisions.

**BENEFIT:** Modernize your data management strategy to gain the advantages of a distributed approach without the drawbacks of siloed data management.

Organizations manage 13.53 petabytes of data on average, a staggering 831% increase since 2016.\(^1\)
3. **Have clear, easily accessible data.** Data scientists and analysts need to receive and act on insights faster. Eliminate processes that create bottlenecks and enable smarter business decisions with these three components:

- **Analyze:** Using pre-designed and pre-validated AI solutions gives intelligent businesses an edge by allowing them to stay laser-focused on their business. Use these solutions to get your analytics project started faster and to make sounder decisions.

- **Insights:** Get the internal or external help that you need to align business and IT objectives for AI, determine the use cases best suited for your business and locate the necessary skills to build the required mathematical models and algorithms.

- **Act:** It’s not enough to derive insights from your data, you need to drive outcomes by acting on those insights and changing behavior. Build the modern software development skills you need to develop data-driven, personalized and differentiated customer experiences at scale.

**BENEFIT:**
Apply internal and external resources to accelerate insights and actions to gain a competitive advantage.

Today, every organization is trying to transform and stay relevant as emerging technologies disrupt industries and create new digital leaders. As powerful systems and computing capabilities bring more and better data into your organization, that data can create new value for your enterprise and drive better user experiences but only if it’s expertly managed, protected and operationalized across its entire lifecycle. Become a leader in the data era by equipping yourself with holistic and consistent data operations to create new value with data when it’s timely and advantageous.
Partnering with Dell Technologies

Whether you have an advanced data management practice or none at all, we’re ready to help you unlock and create ongoing value with your data capital. At Dell Technologies, we envision a future where you can drastically improve the volume, type and quality of data you ingest, prepare and analyze in a consistent way across the core, the cloud and the edge.

Accelerate your journey to becoming an intelligent business by partnering with us. Our 165,000 team members wake up every day thinking of what we can do to make you more successful with your data. We help customers modernize their data management approach with:

Innovative technology solutions

- A Gartner-recognized Leader in data management research including primary storage, distributed file systems and object storage, data center backup and recovery solutions, integrated risk management solutions, and hyperconverged infrastructure.

- Leader in enterprise-grade solutions

Unmatched expertise

- Most trusted data management solutions provider in the world

- Experience helping organizations of all sizes and in all verticals

Essential insights

- Access to best practices and data scientist certifications

- Proven approaches to accelerate transformation

Adopting proven solutions to support your data management strategy

Now is the time to turn data into intelligent insights, but deriving insights from data requires so much more than just installing point products. To be an intelligent business, your organization needs a modern data management approach and proven solutions to support that strategy.

Sources:
5. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

© Dell Technologies 2020

DellTechnologies.com/ConnectedCIO