Making Data Your Greatest Asset

How to unlock continuous, unlimited value.

In the modern business, data is everything. It shapes our decisions. Guides our operations. Helps us know our customers and give them better experiences. It's the key to unlocking unlimited value.

But surprisingly, most businesses treat data as a commodity. It's siloed within business units, poorly managed, and inaccessible to those who need it. Unsecured. Unintegrated. Unutilized.

To maximize the value of your data, you need to treat it as your greatest asset. **Here's how.**

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It's time to rethink your approach to data.

MOVE FROM

Business unit-focused

Data is restricted to a single business unit.

TO

Enterprise-focused

Treat data as your most valuable asset.

Traditionally, data has been owned by specific business units who collect and use it for their own purposes. But this approach wastes resources and restricts the value of that data, producing narrow views of the individual parts of the business—not the business as a whole.

The right approach is to own the data not at a business unit level, but at the enterprise level, with a focus on end-to-end requirements across multiple functions. All data, no matter its source or origin, becomes a CXO responsibility, treated as the business's most valuable asset. Now, everyone across the organization can get actionable answers to cross-functional questions and obtain a holistic view of the enterprise.

"We have built a single version of truth with a very powerful data model using Teradata Vantage. The simplicity of the data model and the power of Vantage allows us to separate some business and to deliver it to others, and at the same time, bring in and incorporate other businesses to us."

José Manuel Valiño
Executive Director of Information Technology, Innovation, Process, and Operations, ABANCA

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MOVE FROM
Siloed

Data is duplicated across many silos.

TO
Reusable

Store once, use many times.

As with business unit–focused data, siloed data can't deliver its true value because it lacks the cohesion and uniformity that's necessary for the business to act quickly. When people and departments duplicate their data instead of sharing it, they're not working off the same information. The result is data drift, which results in inconsistencies, confusion, and a loss of agility.

Instead of duplicating your data for every use case, your business needs to store it once in the data analytics ecosystem and ensure it is accessible to everyone who needs it, moving the analytics to the data (not the other way around).

"It's really about bringing in all the disparate sources of data so that you can interact with them in one sandbox. If your data is siloed you're not going to be able to get the full value out of it because the customer that's giving you that data is not siloed."

Seth Moore
VP, Analytics & Business Intelligence, Overstock

MOVE FROM
Isolated

Data is isolated and not combined with other data.
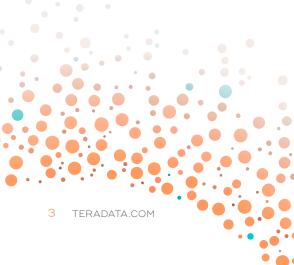
TO
Integrated

More answers. Deeper insights.

Data in isolation delivers limited value—a myopic view of a small fraction of the business. The true power of enterprise data comes from combining multiple sources and types of data to produce a broader view of the organization and get answers to the most complex questions.

Maybe your next marketing breakthrough is hidden in your inventory data; maybe finance data is the key to overcoming a major sales challenge. This kind of cross-functional analysis drives efficiency without data overlap, accelerates data engineering efforts, and enables new levels of competitive advantage.

"We understand very granular costing and profitability of every shipment, and because it's at the level of the shipment, we can aggregate it up to trade lanes, countries, products, customers, and then we can start to take action on pricing, revenue management, capacity management, and so on. We can be very surgical about how we approach pricing, costing, and profitability."

Graeme Aitken
VP of Business Controlling, DHL Express

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MOVE FROM
Constrained

Data is manipulated to answer specific questions.

TO
Scalable

Answer any question, any time, at scale.

For data to become a truly high-yield asset, it must be delivered at multidimensional scale across eight core dimensions: Data Volume, Data Latency, Query Data Volume, Query Complexity, Query Concurrency, Query Response Time, Schema Sophistication, and Mixed Workloads.

This poses a problem for traditional analytics platforms that can only increase the scale of one dimension at the cost of another. But Teradata's multidimensional scalability enables each dimension to scale independently, giving users the flexibility to ask any question, any time, unconstrained by technology.

"We have so much data in different locations. We shipped eight million units and operated on nineteen-thousand miles of road, which does create lots of different data points, lots of data to sift through. But having everything in the data warehouse let us scale everything up, and instead of looking at one location on our network, we were able to look at the whole network."

Amber Huber
Manager of Network Planning and Systems, Norfolk Southern Corporation

MOVE FROM
Unmanaged

Data is inconsistent in how it is managed.

TO
Managed

Get the most out of your data.

If data is to be your most valuable asset, you need to treat it with the same rigor and consistency you'd apply to other critical resources. To get the desired results faster and more effectively while also reducing the overall cost of data, data needs to be managed, which includes overseeing its reliability, quality, governance, and lifecycle; measured by defining key metrics against its value, usage, and contribution; and monitored by understanding and driving consumption of the data and ensuring frictionless utilization.

"Teradata is an enterprise system. Our biggest consumer, which is justifiably the biggest because they're the biggest section of the bank, is personal and commercial banking. US wealth management is a big user of Teradata. AML, fraud, CRM systems, insurance, they all rely on Teradata to store their data and do their analytics."

Ahmad El-Kays
Senior Director, Enterprise Data Analytics Architecture, RBC

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MOVE FROM
Limited

Only select users have access to the data.

TO
Democratized

Empower everyone to work with data.

When more people and processes in your business have frictionless access to all the data, the more value is created. And with so much data coming into the modern enterprise, users need a flexible, agile, untethered way to access the right data, analytics, models, and advanced functions based on their requirements.

To create an effective and widely adopted data culture, you need a platform that can accommodate functionally unlimited users and concurrency while managing tactical and strategic queries with sophisticated workload management at scale.

"We need to get to the data, we need to do daily logs and ingestion, and that's where Teradata greatly helps us. It really delivers the value. It allows the business people to really approach the customers."

Jan Romportl
Chief Data Scientist,
O2 Czech Republic

MOVE FROM
Unprotected

Data is vulnerable to breaches, and security measures are not followed.

TO
Secured

Protect your most valuable asset.

It goes without saying that safeguarding your data is critical to ensuring ongoing customer trust and competitive advantage. But with the amount of data flowing into modern organizations, keeping it all protected, yet accessible to the right users (and compliant to evolving regulations), is a huge challenge.

Today, protecting your data means managing vulnerability, encryption, and authentication, while delivering role-based access and ensuring fine-grained security controls.

"Who is using the data, who's accessing it, why they're using it, where is it coming from—all of that is captured… It's important because we need to understand how data is flowing and how people are using it. A lot of the reasons why we do the lineage or figure out how data has moved is regulatory."

Ahmad El-Kays
Senior Director, Enterprise Data
Analytics Architecture, RBC

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MOVE FROM
Single-purpose

Data is leveraged for a single purpose and then discarded.

TO
Operationalized

Put your data to work.

Creating value from data is more than just delivering "one-off" insights. Treating your data as your greatest asset means operationalizing it to create exponential scale and value—integrating the data directly into business processes and systems and using it to drive ongoing production.

To do so, the data must be streamlined, managed, and automated at enterprise scale, industrializing the processes that encompass Data Acquisition (DataOps), Advanced Analytics and Model Management (AnalyticOps).

"There are certain areas where customers are shockingly patient—like, mindblowingly patient with their experience. And there are others where they are not patient at all in ways you wouldn't even imagine. Until you start to mine the data sequentially and see the time-series pathing of customer interactions, you'd really never guess that customers interact digitally this way."

Seth Moore
VP, Analytics & Business Intelligence, Overstock

Ready to get started?

Teradata is the cloud data analytics platform company, built for a hybrid multi-cloud reality, solving the world's most complex data challenges at scale.

We help businesses unlock value by turning data into their greatest asset. See how at **Teradata.com**.

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