



How can I maximize the effectiveness of my own data?

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EXPLOSION OF DATA SOURCES



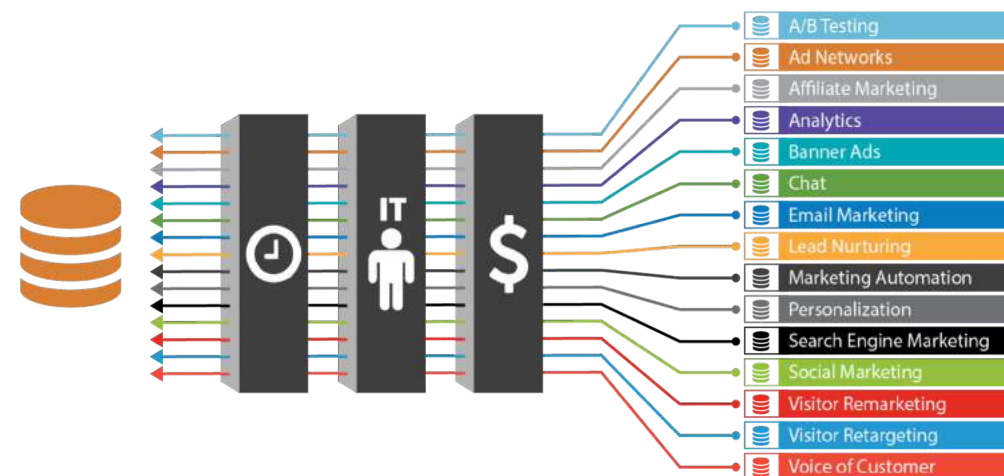
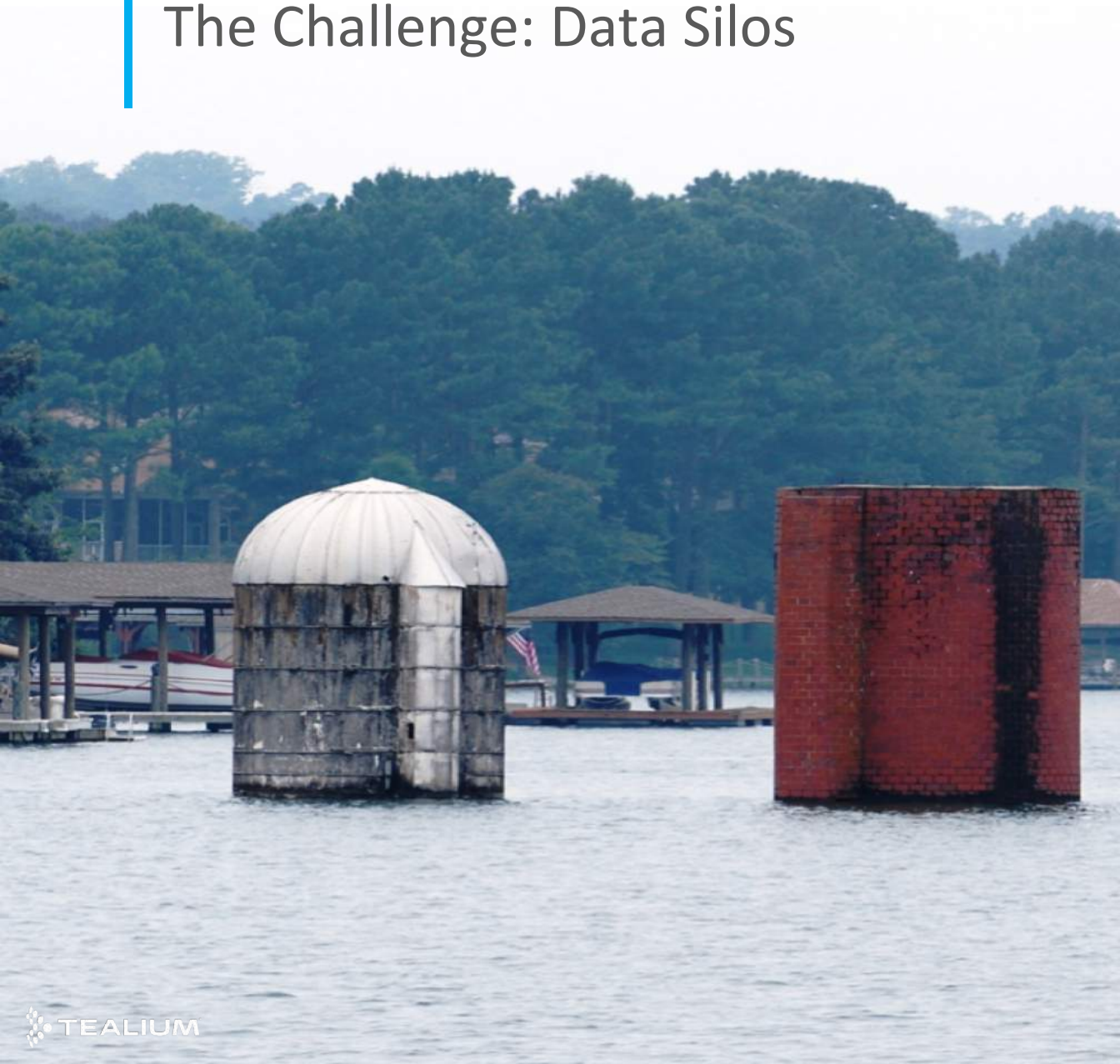


**Data is the language of
customer relationships**

The image features a person's hands, one on the left and one on the right, holding various glowing digital icons. The left hand holds a small icon of a building with red arrows pointing upwards. The right hand holds a larger icon of a grid with red arrows pointing upwards. The background is a dark, bokeh-filled space with orange and yellow light spots. Floating around the hands are several semi-transparent digital elements: a blue bar chart, a blue line graph with an orange arrow, a blue grid, and a blue document with a red arrow. The overall theme is digital data and value exchange.

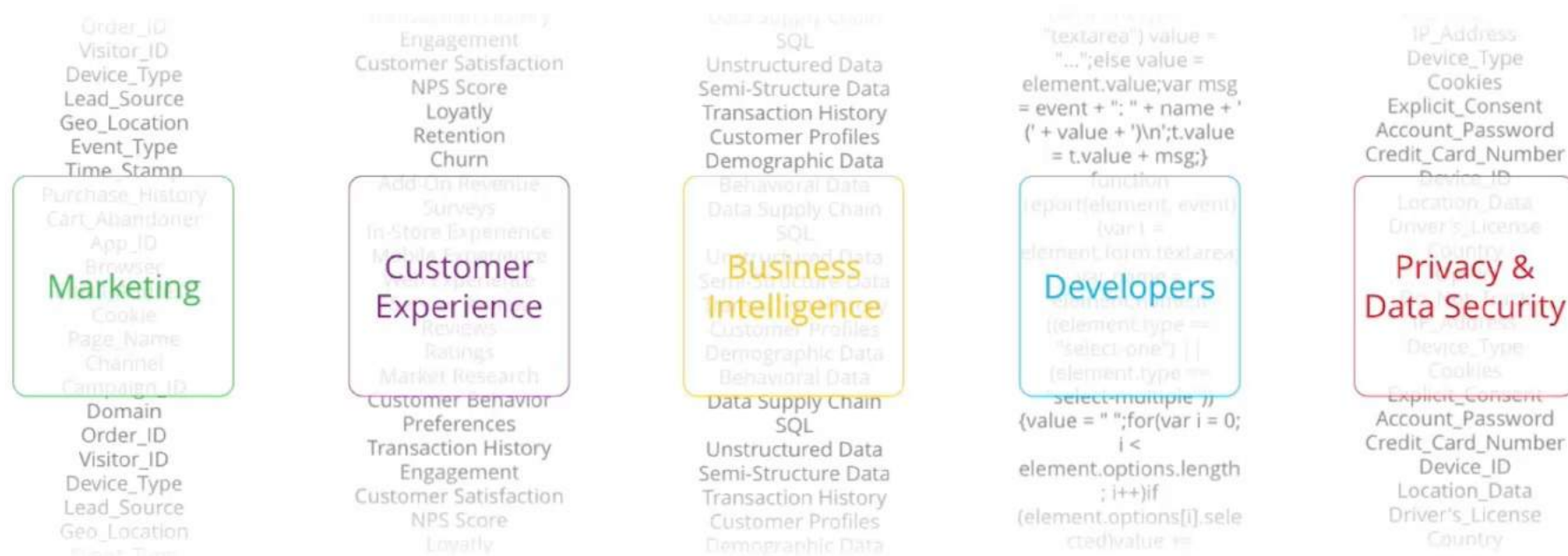
Leverage Data to Drive Value Exchanges

The Challenge: Data Silos



Despite millions spent on software, experts & reporting, data continues to sit in non-actionable, unwieldy silos.

Embrace the Data Silos



Resulting in Operational Issues

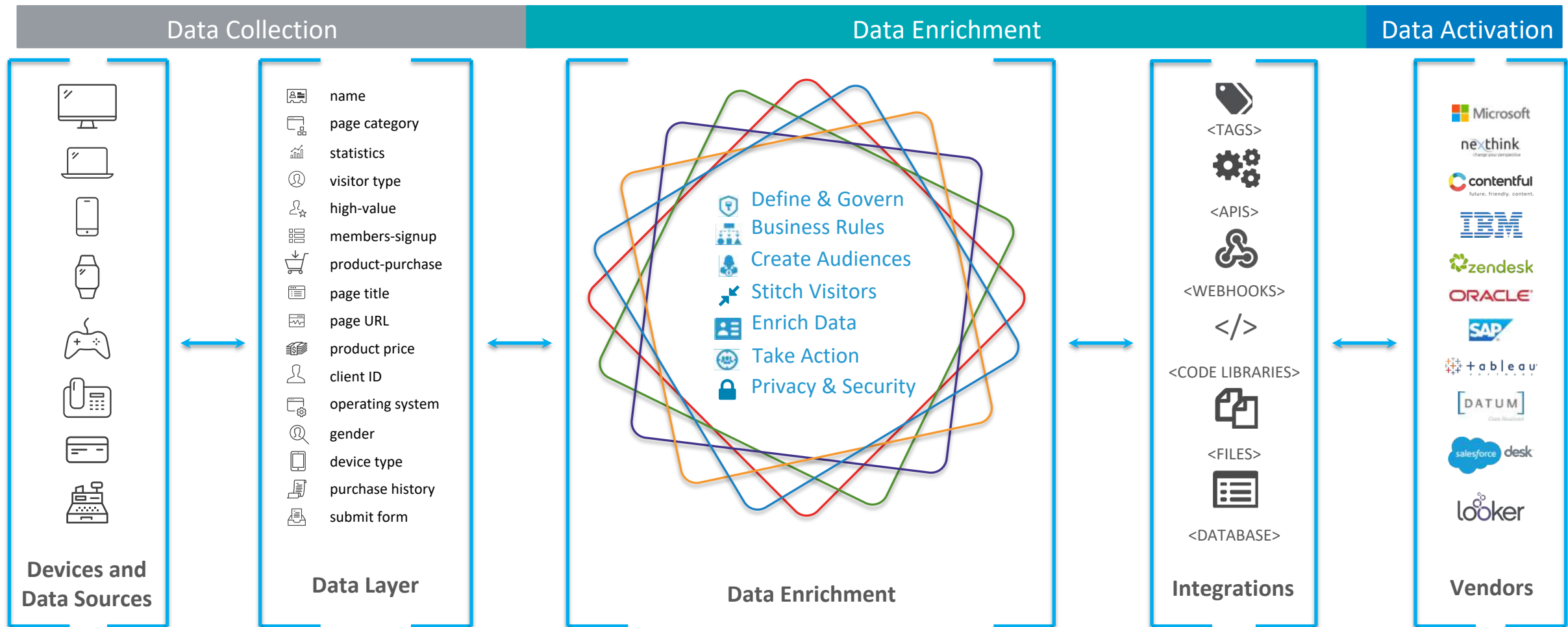
Organisational Data Fragmentation

Delaying the ability to be respond to opportunities in the moment

Creation of data blind spots that result in poor decisions and customer experiences

Introduction of data privacy and legal risk

Overcoming The Challenge of Silos: Create A Data Supply Chain



...but have you noticed how most people in the organisation want to start here?
At the end of the data supply chain.

Data Activation

Microsoft

nextthink
change your perspective

contentful
future. friendly. content.

IBM

zendesk

ORACLE

SAP

+ a b | e a u

[DATUM]
Data Revolution

salesforce desk

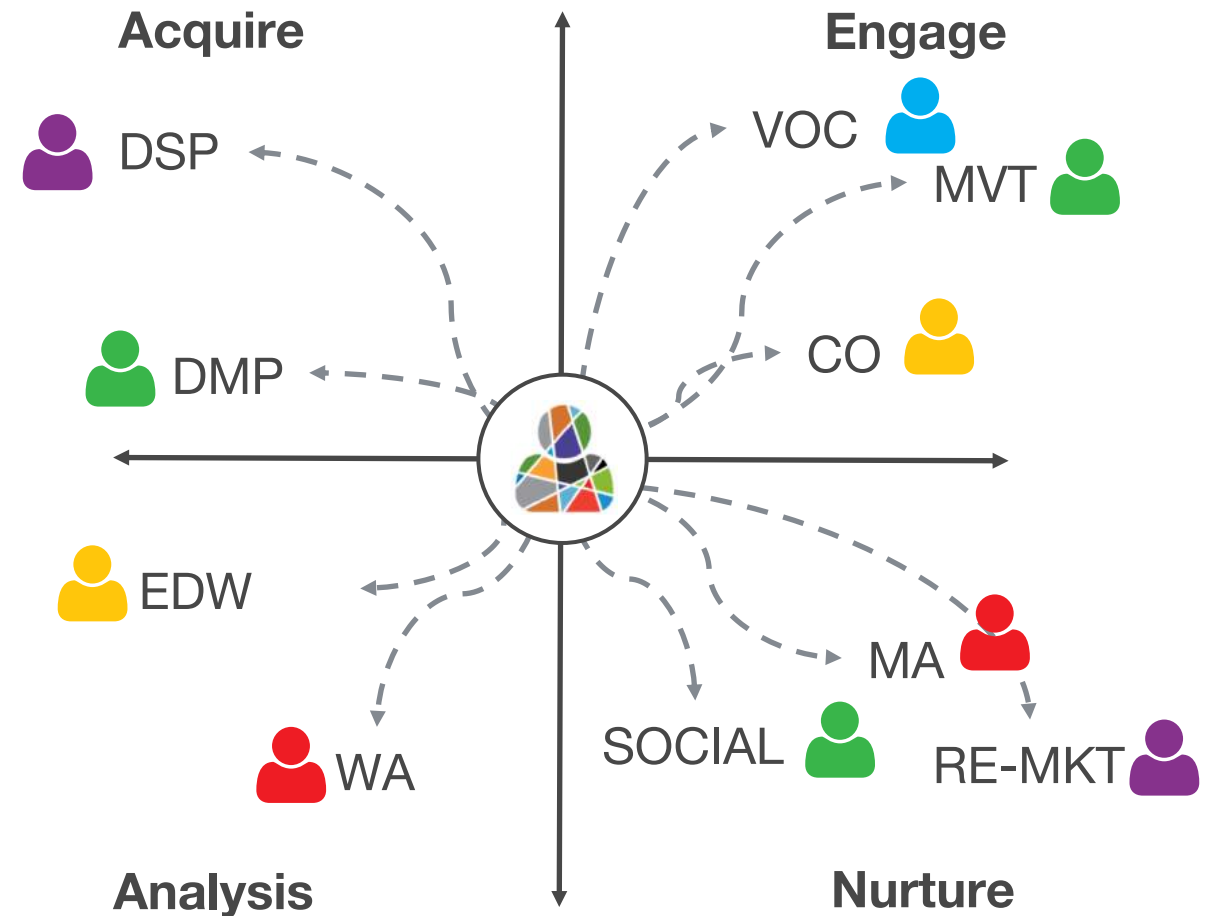
looker

Vendors

Vendors Create Data Silos for Narrow Purposes

The customer is the centre of data creation.

- Data flow is typically only one way out from the user centre
- Each technology vendor only captures a portion of the data, only a slice of the total data pie
- Almost impossible to get a complete view of the user...especially from tools with a narrow focus



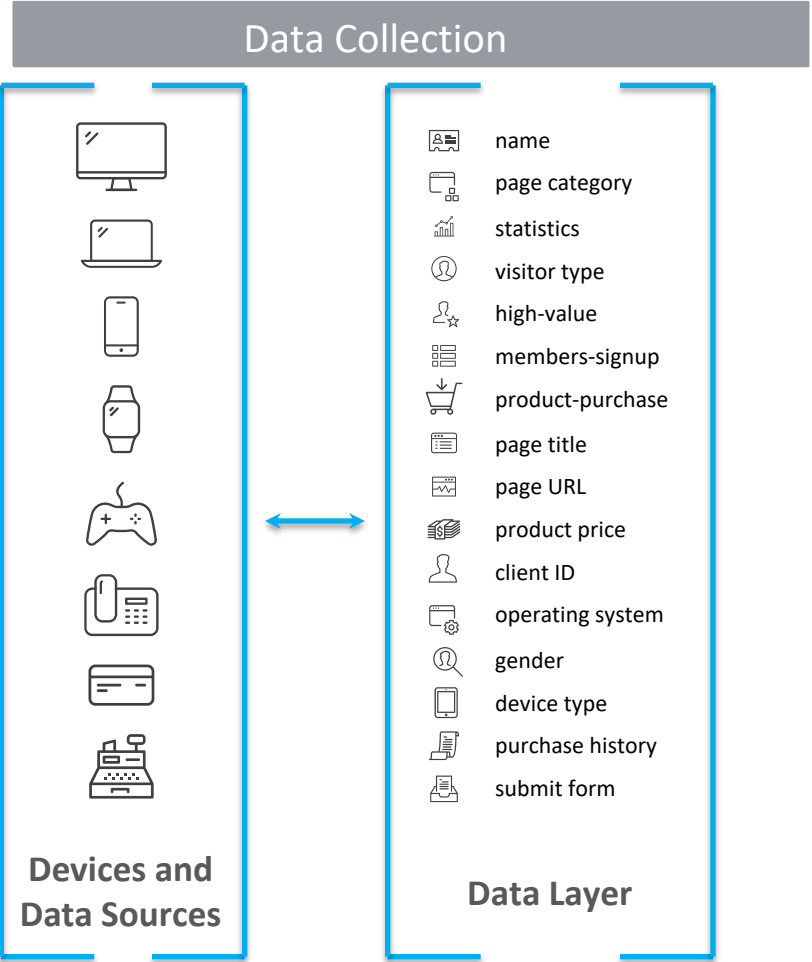
The Real-Time Data Supply Chain

Data Collection

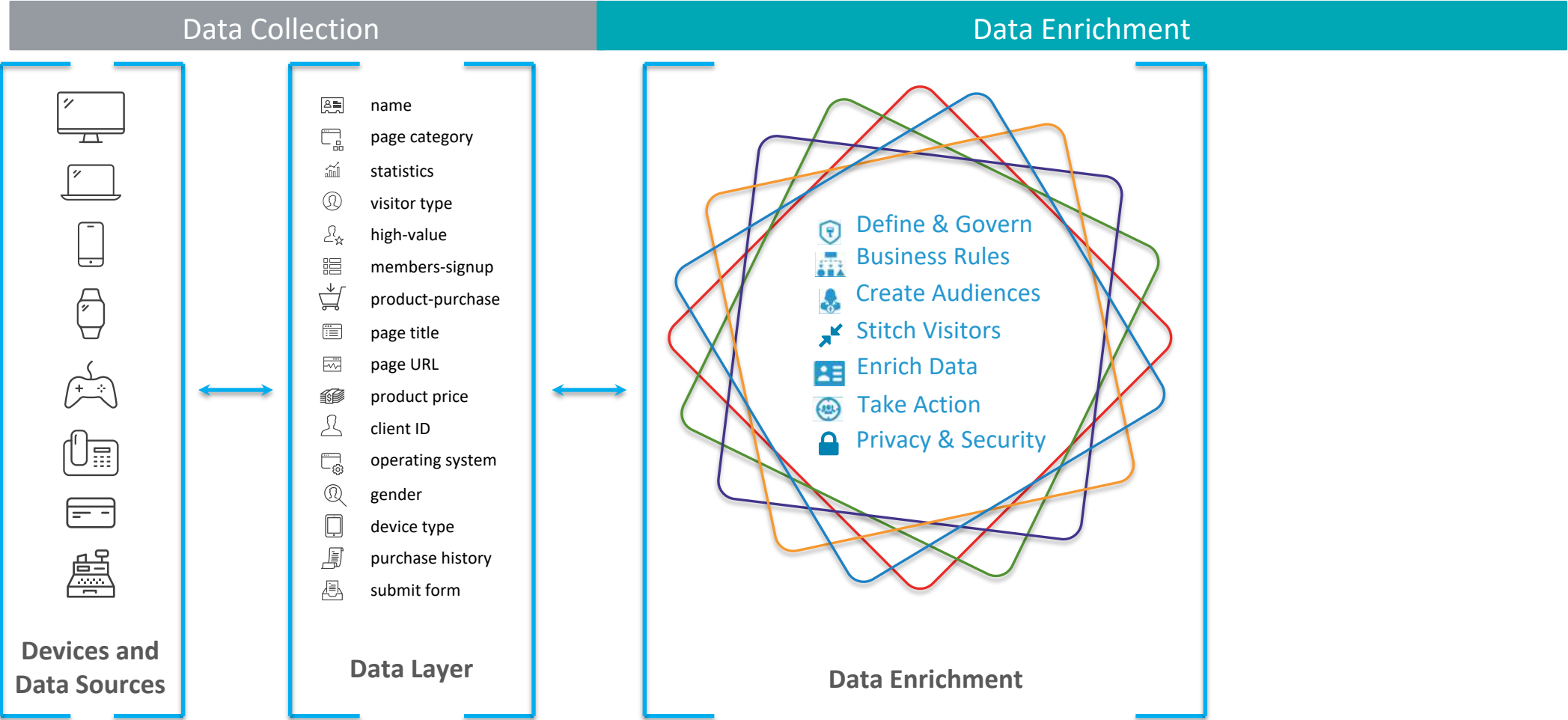


**Devices and
Data Sources**

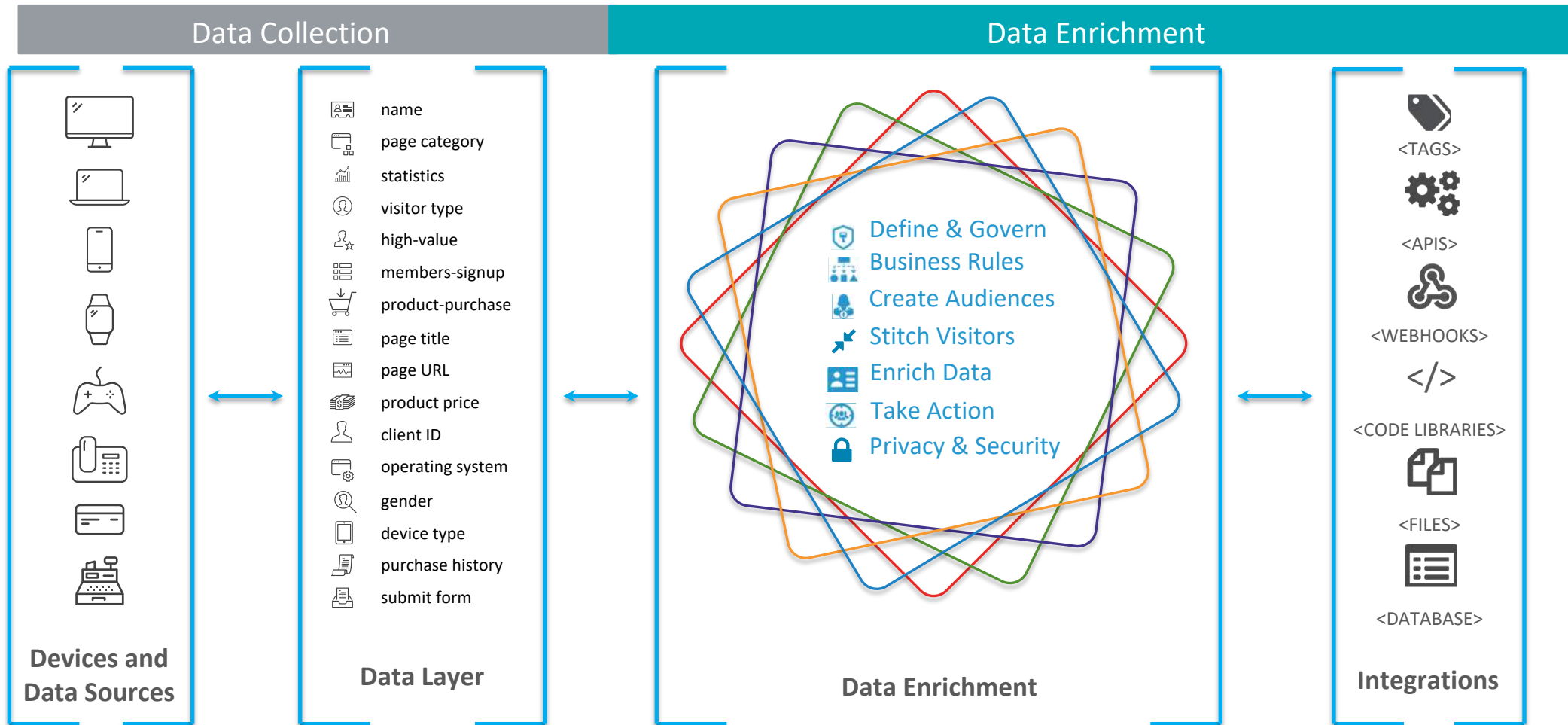
The Real Time Data Supply Chain



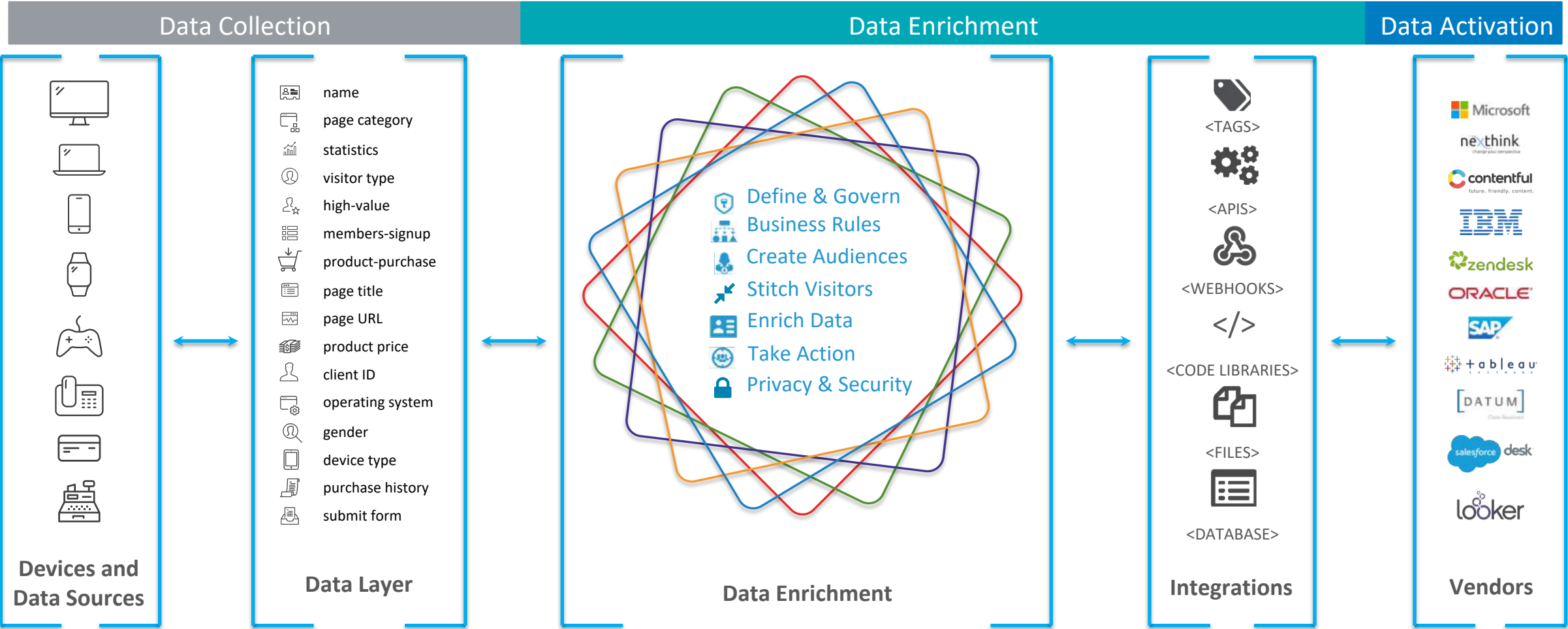
The Real Time Data Supply Chain



The Real Time Data Supply Chain

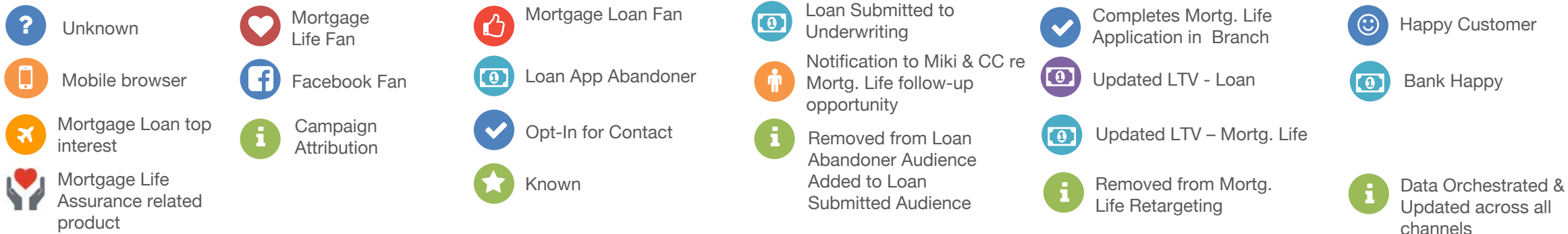


The Real Time Data Supply Chain



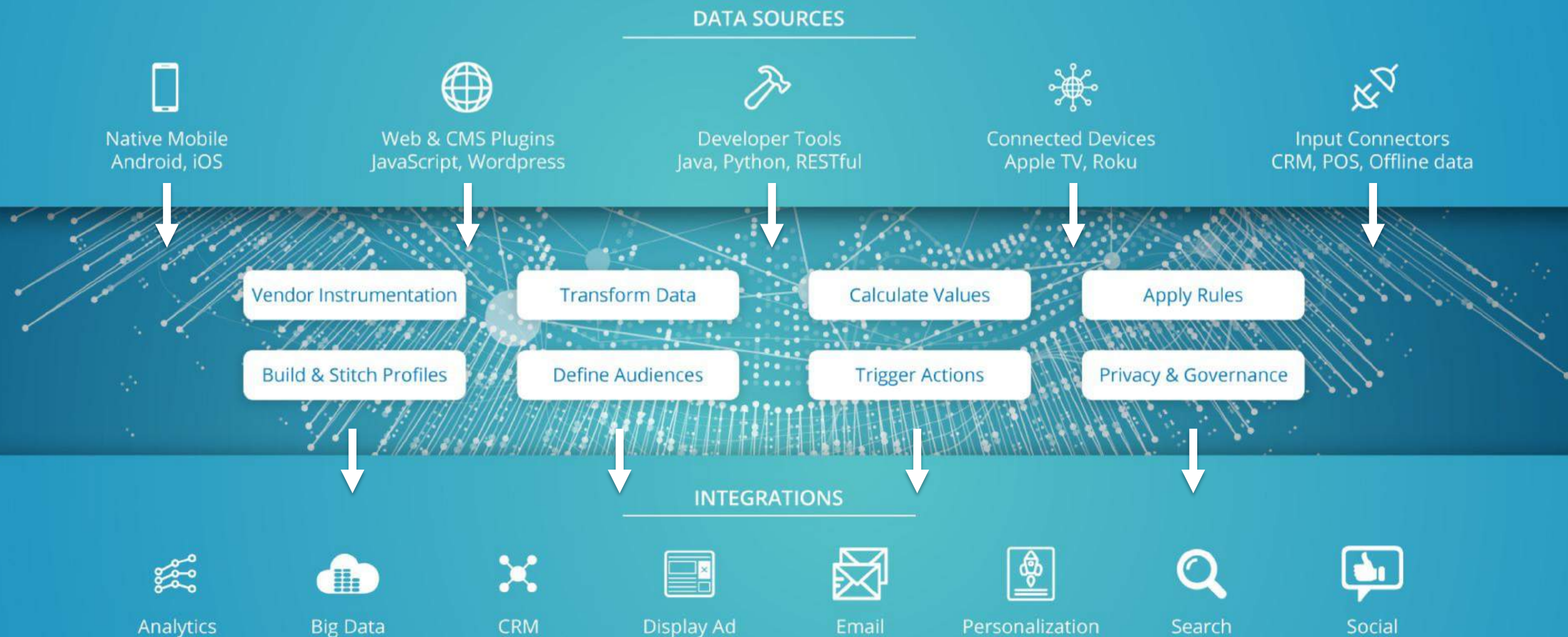
Miki - An example persona to maximise my own data

Multi-Brand Multi-Device Omni-Channel Data Orchestration



Integrate Everything

One hub for every data source and touchpoint





Thank You for Listening Any Questions?

13th Sept 2018

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