



THE FUTURE OF BUSINESS

# 5 Ways IT Teams Can Help Unlock the Value of Data

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# The Value of Data to Digital Enterprises

In the rush towards digital transformation, individual lines of business in organisations, have built up collections of unconnected systems, each generating a diversity of data.

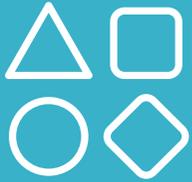
While these systems are suitable for rapidly launching services and are aimed at solving individual challenges, digital enterprises will need to take a platform approach to unlock the full value of the data they generate.

Data-driven enterprises can increase revenue and shift to higher margin offerings through personalisation tools, such as recommendation engines and dynamic pricing. Cost cutting can be achieved with predictive maintenance that relies on streaming sensor data integrated with external data sources. Increasingly, advanced organisations will monetise their integrated data by providing insights as a service.





# Digital Enterprises Face New Challenges



## Growing Complexity

Digital transformation, microservices architectures, and hybrid cloud have created new complexities for technology teams. Managing these disparate environments is now beyond the capabilities of human operators.



## Data Explosion

The deployment of connected machines and customer-facing digital services have resulted in an explosion of data. IT teams are tasked with breaking down silos to unify the data before AI can reveal its full value.



## Skills Gap

There is high demand for digital expertise – at the same time, employees want more flexibility. Employee-centric programs to recruit, grow, and retain talent must include a focus on automation to ensure employees can focus on higher-value tasks.

Here are 5 ways in which IT teams can mitigate these challenges.



#1

# Data & AI Projects Must Focus on Data Access

One of the greatest challenges data-driven organisations face is in providing access to the right data at the right time to the right people.

Many applications, data warehouses, and data lakes sit disconnected from one another in silos, which is exacerbated when an organisation operates in a heterogenous IT environment. Data generated in one application cannot be integrated and analysed with that from another. Hybrid cloud aims to make data available wherever it is needed, regardless of where it is created or stored. By integrating the diversity of data types – whether it is time series, unstructured, video, or system of record – new insights can be revealed. The implementation of a data fabric ensures access to data from the edge to cloud.



When the organisation can unify data and transmit it securely wherever it needs to, it will be ready to begin developing applications that utilise machine learning, deep learning, and AI.

## DATA REMAINS A CHALLENGE FOR SUCCESSFUL AI DEPLOYMENTS

43%



Integration with existing solutions

35%



Identifying the right data

34%



Data quality



#2

## Transformation Requires a Hybrid Cloud Platform

Hybrid cloud provides the ability to place each workload in an environment that makes the most sense for the business, while still reaping the benefits of a unified platform.

Private cloud offerings have developed, now boasting many of the features of public cloud, such as consumption-based pricing, unified management console, and reduced latency when deployed in cloud-adjacent facilities. Meanwhile, public cloud has matured, becoming capable of hosting business critical workloads with high availability and performance requirements. Adopting a microservices architecture, coupled with advanced management platforms, ensures applications can be developed with portability in mind.



FinOps tools have become sophisticated enough to ease the transition from on-prem to cloud, providing a level of budgetary certainty that enterprises are accustomed to.

### REASONS FOR HYBRID CLOUD ADOPTION

**55%**

Leverage existing data centre investments

**47%**

Some workloads more suitable for private cloud

**47%**

Regulatory requirements

**47%**

Access PaaS from public cloud provider

**45%**

On-prem apps not suited for public cloud



#3

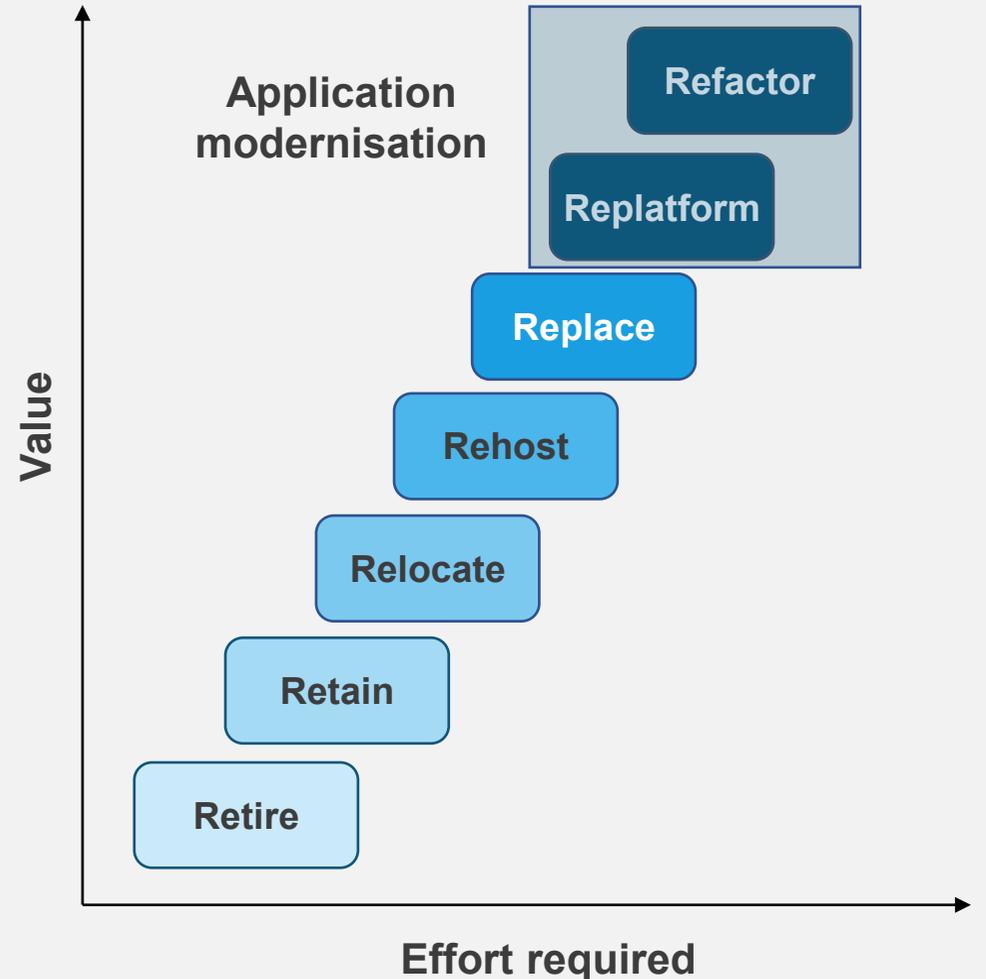
## Application Modernisation Unlocks Future Value

Ecosystem research finds that only 32% of organisations today focus on application modernisation, compared to 55% at the start of 2021.

Yet, the importance of delivering better experiences to internal and external stakeholders has not gone down. This de-prioritisation can harm businesses. IT teams should:

- Begin with a 7Rs assessment to create a cloud migration plan
- Realise immediate savings by retiring unneeded applications
- Gain experience with simple relocate and rehost migrations
- Replace commodity applications with SaaS
- Modernise applications by replatforming and refactoring for hybrid cloud

### 7Rs ASSESSMENT







#5

## Cyber Strategy Should be Zero Trust – Backed by the Right Technologies

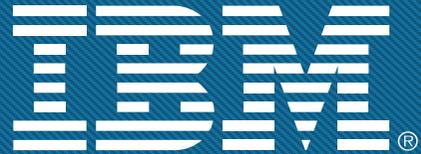
**Perimeter security is no longer a sufficient means of protection in a distributed environment. Zero Trust is the answer.**

As enterprises roll out digital services across the organisation, their attack surface expands and the sensitivity of their data increases. Hybrid cloud underpins application modernisation. However, a microservice architecture adds security risks associated with increased complexity. Orchestration is necessary to manage containerised applications, enforce policies, and ensure standardisation. Organisations need to unify, connect, and coordinate their cybersecurity technologies and operations with threat intelligence and AI-powered automation.

Organisations have to build Digital Trust with privacy, protection, and compliance at the core. This will mean that the Zero Trust strategy is backed by automated identity governance, robust access and management policies, and least privilege.

**MAJORITY OF ORGANISATIONS EXPECT A DATA BREACH**





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