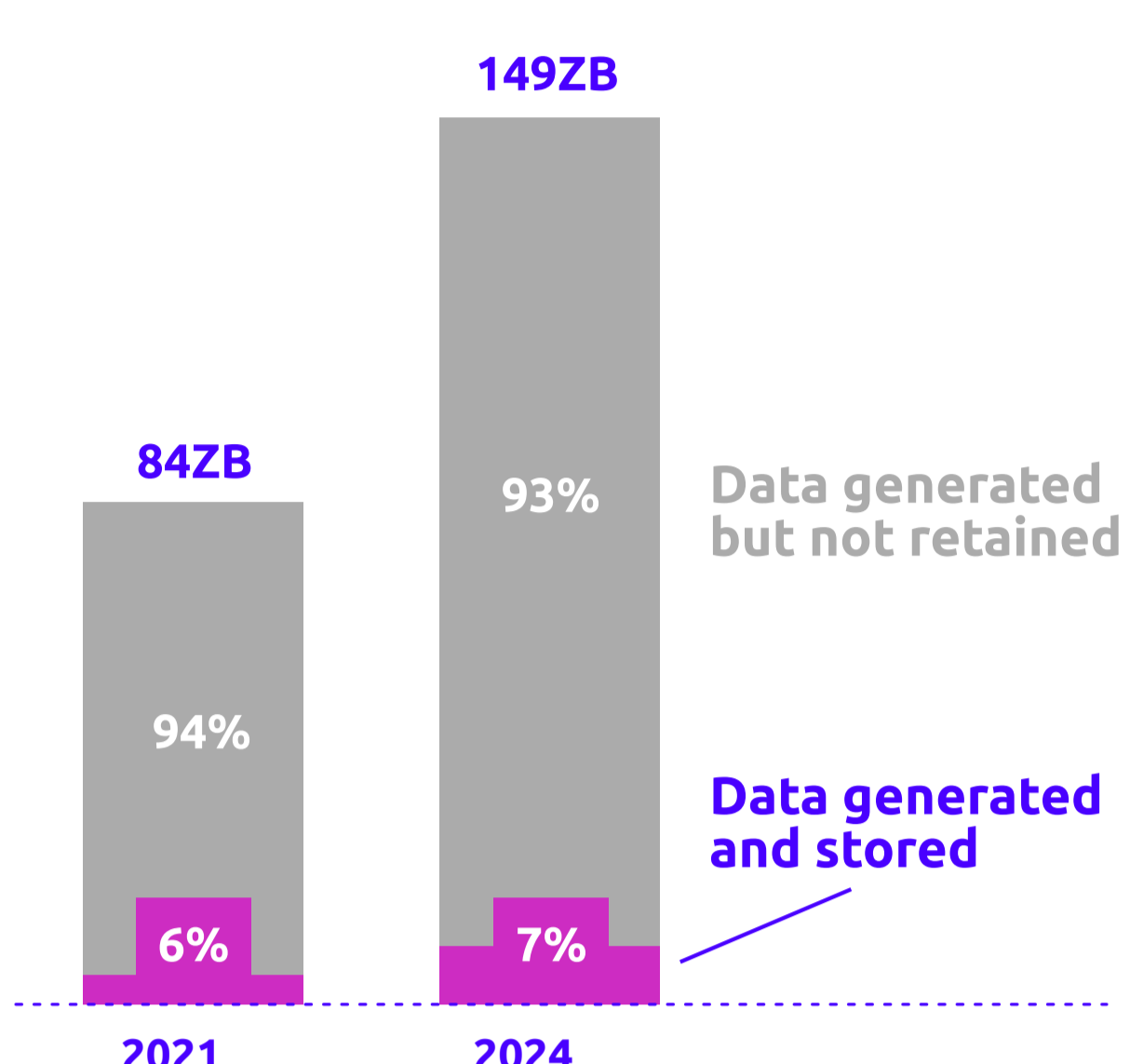


5 key learnings:

A New Architecture to Manage Data Costs and Complexity



Lesson 1 | The volume and velocity of data are increasing



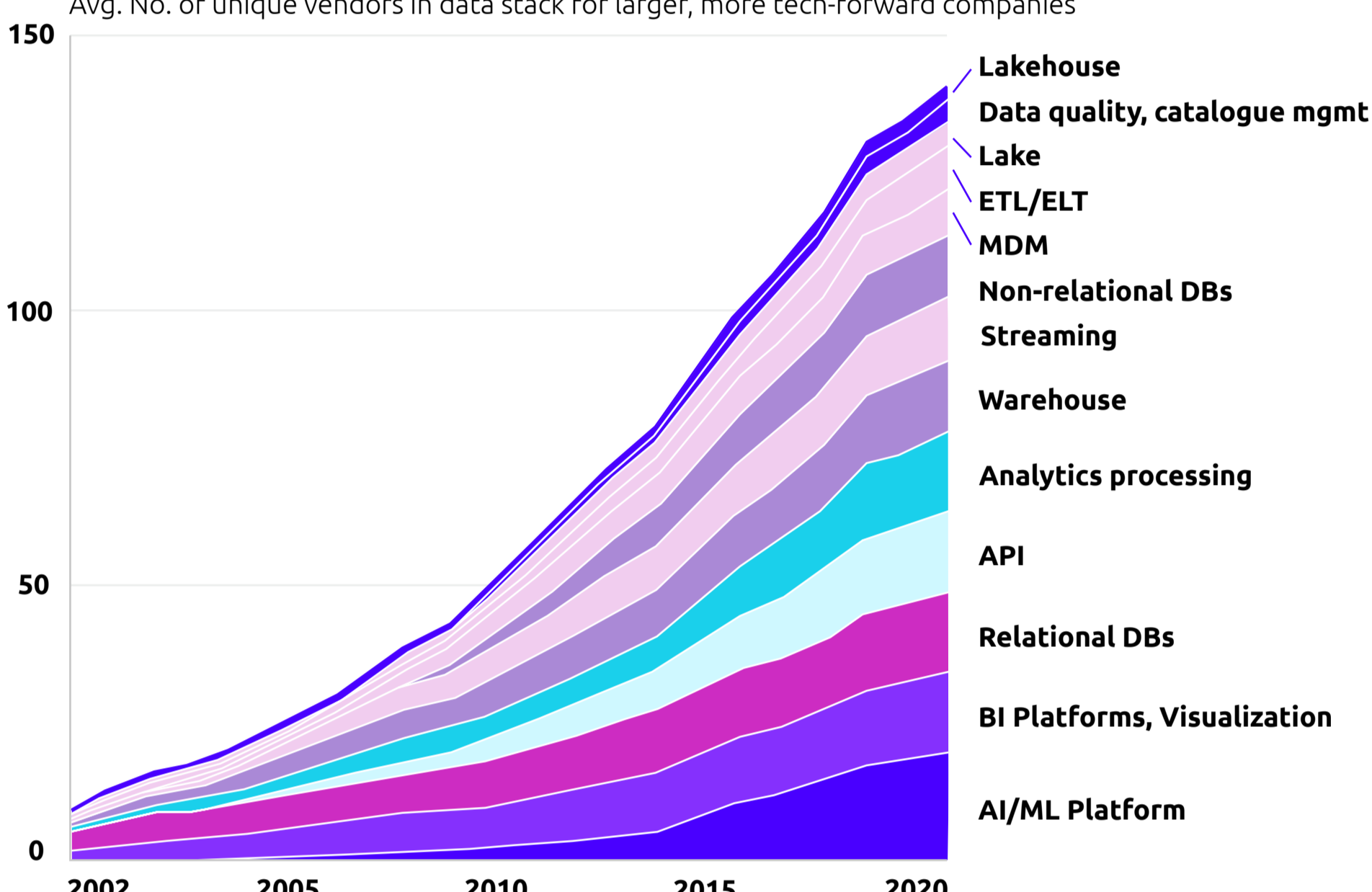
Of the 6-7% of data that's stored:

More than 50% of this data is dark data. **Businesses don't use this data to derive business value.**

Lesson 2 | Data leaders: 50% architectural complexity is a significant pain point

Extreme vendor proliferation

Avg. No. of unique vendors in data stack for larger, more tech-forward companies



10 years ago:
50 vendors

Today:
150 vendors

Lesson 3 | Organizations struggle with attracting and retaining talent as well as data architecture complexity

Data architecture complexity

Attracting and retaining skilled data talent

- Breaking data silos across business units
- Maintaining the quality of data
- Managing data sprawl
- Managing operational costs
- Managing too many use cases
- Outdated and inflexible data architecture
- Empowering data teams to be agile

Implementing a data-driven business strategy

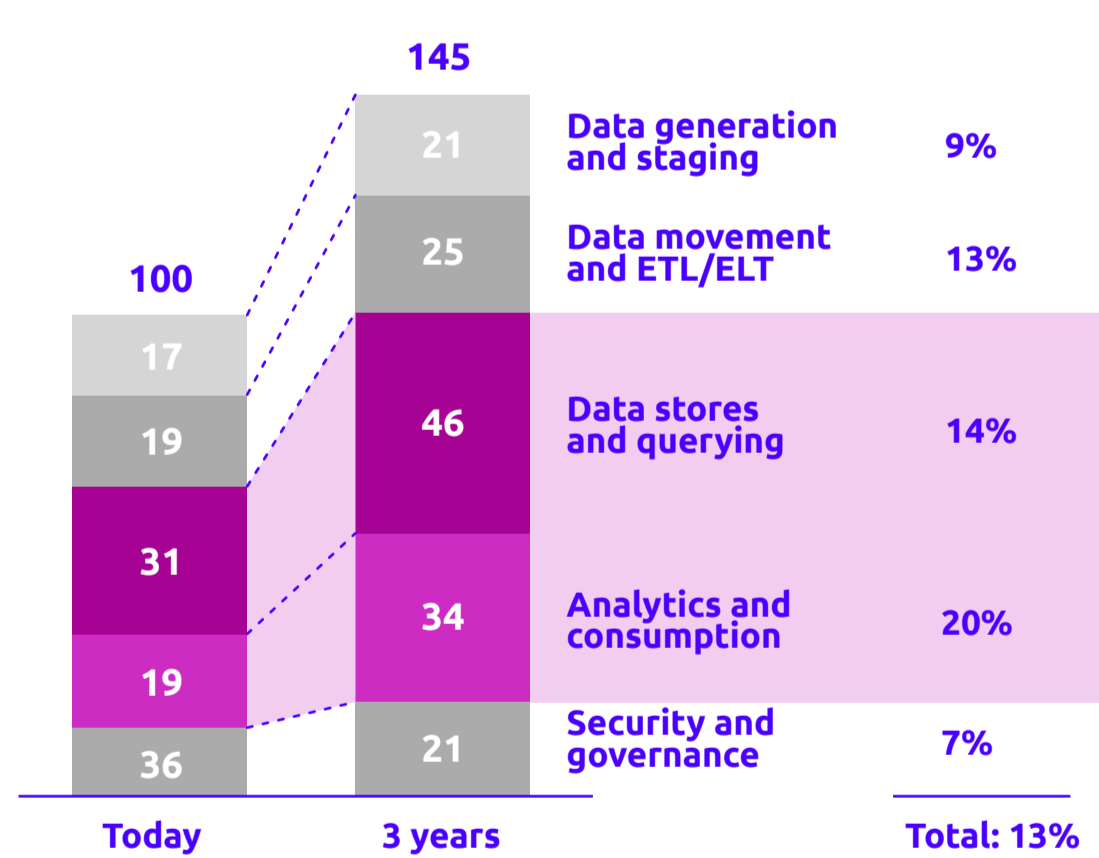
- Managing multiple data platforms

Higher pain point

Lesson 4 | Total cost of data, projected to grow 13% every year

Cost by data lifecycle

Cost contribution, indexed to 100

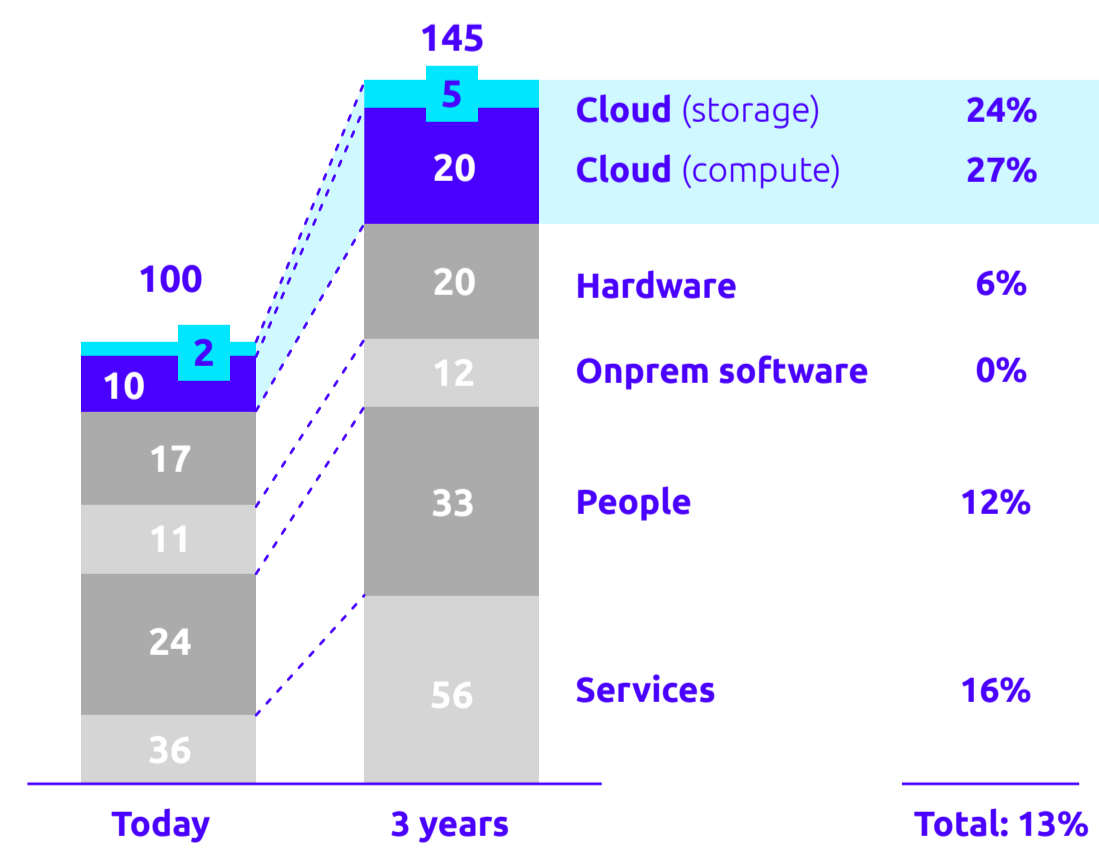


Which part of the data life cycle is driving growth of costs:

- Storage of data and querying of data
- Analytics and consumption of data

Cost by type and location

Cost contribution, indexed to 100



Costs by type and location:

- Cloud costs, especially compute
- People costs

Lesson 5 | Data architectures are evolving to be more federated and service-oriented

