

WHAT DO CDOs WANT TO INVEST IN?



WHY CLOUD IS IMPORTANT TO INTEGRATE

Farouk Ferchichi, CDO & Head of Business Intelligence, Toyota Financial Services

I don't believe we have a scope today. I think that people don't want to take the risk and to maximise the return of investment on data we have to be in the cloud – the cloud cuts the cost of maintaining and operating and using data – we can store data that otherwise we could not find easily.



UTILISING AND MONETISING DATA

Lorraine Stone, UK Country Director, Telefónica Dynamic Insights

Now that we have a strong existing foothold in the transport/public sector/infrastructure/passenger services market, we are able to monetise our data.

The capabilities that we've developed within transport we're now applying to out-of-home media for the measurement of digital media. We're also testing some of those capabilities in other markets.

We've also come back to look at different technologies that may allow us to generate precision in the retail sector. As a whole the telecoms industry is not there yet but we believe that there are different technologies that will allow us to generate the level of precision to allow retailers real insight too.



DATA DIFFICULTY

John Belchamber, Global Business Intelligence at Telefónica Digital

It's the traditional stuff still, such as business process. It's trying to move things quickly in the face of immovable business processes, restrictions, and getting the data.

Getting the data is the easier part and we can normally deliver very quickly, but it's actually the business process around getting access to that data which is the critical thing. That should be the easiest bit, but it actually proves often to be the most difficult part!



DATA MANAGEMENT

Farouk Ferchichi, CDO & Head of Business Intelligence, Toyota Financial Services

The benefits of having an integrated approach to data management comes from having the right balance between data supply chain, the risk associated with it and the return of investment. If we don't have a good foundation we are going to have a hard time, meaning if you are more focused on risk or more on innovating you are not going to extract the maximum value from it, and this is all about governance!



SOLUTIONS

As data, digital, customer and IT departments are unifying across the business to get a better view of the data and extract maximum value from it, find out what solutions being offered by vendors are keeping up with this change.



BROADENING DATA APPLICATION UNDERSTANDING

Craig Milroy, Chief Data Officer, TD Bank

Some CDOs tend to focus upon one element of the role more heavily; data governance, strategy, data quality, risk, security; but there is a big need for a broader understanding of data applications if business are to succeed.

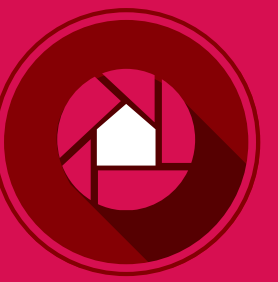


HOW THE MARKET HAS CHANGED

The Chief Data Officer is one of the hottest new job titles emerging today. All industries are rapidly investing in data as an integral part of their business strategy for achieving operational improvements, competitive advantage and revenue growth.

As a result, data has moved from being a backroom issue predominantly focused on IT systems, compliance issues and data management to being a boardroom issue focused on strategy, insight and competitive advantage. The challenge however, remains in bring able to effectively move between the back office and the boardroom with ease using new agile solutions.

UNIFIED APPROACH



Talvis Love, CISO, Cardinal Health

Information is critical to running the operations and driving the strategy for our business. As such having a comprehensive view on data and information is essential to achieving the goals and objectives of both.

WANT MORE TOP TIPS ON DATA STRATEGIES?

THEN JOIN AS AT THE CHIEF DATA OFFICER EXCHANGE IN LONDON (MARCH 16TH - 17TH)
FOR MORE INFORMATION EMAIL EXCHANGEINFO@IQPC.COM OR CALL +44 (0)207 368 9484

REQUEST A BROCHURE



SOLUTIONS

As data, digital, customer and IT departments are unifying across the business to get a better view of the data and extract maximum value from it, do you think solutions and the vendors are keeping up and why (or why not)?

“WE DO DATA MODELLING AND HAVE SYSTEMS IN PLACE SUCH AS SAS. WHAT WE STRUGGLE WITH IS VISUALISATION OF DATA, DATA INFRASTRUCTURE AND BOTTLE NECKS, AS OUR DATA IS NOT STORED IN ONE PLACE”

Head of Analytics, Laser UK

“YES SOLUTION PROVIDERS ARE KEEPING UP. THERE ARE SO MANY COMPANIES OUT THERE BUT THE CHALLENGE IS THAT THEY DON'T HAVE AN ESTABLISHED MATTER EXPERTISE. THEY GIVE YOU TOOLS BUT YOU STILL NEED TO FIGURE IT OUT YOURSELF RATHER THAN GIVING YOU SOME TARGETED SOLUTIONS. THE OTHER CHALLENGE IS THAT THEY DON'T HAVE ADD-ONS, THIS TRANSLATES INTO LACK OF INTEGRATION AND UNDERSTANDING OF THE ENTIRE COMPANY'S DATA SUPPLY CHAIN.”

Chief Data Officer & Head of Business Intelligence, Toyota Financial Services

“SOME CDOS TEND TO FOCUS UPON ONE ASPECT OF THE ROLE MORE HEAVILY: DATA GOVERNANCE, STRATEGY, DATA QUALITY, RISK, SECURITY; BUT THERE IS A NEED FOR A BROADER UNDERSTANDING OF DATA APPLICATION.”

Chief Data Officer, TD Bank

“WE ARE IN THE EARLY STAGES OF EXPLORATION. HAVE A SERIOUS AMOUNT OF ACCESSIBLE DATA. IT IS DIFFICULT TO ALIGN THE INFORMATION WITH MARKETING DUE TO THE PRIVATE NATURE OF THE CONTENT.”

Head of EMEA Marketing Analytics, Paypal

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