

Inside The Post-Digital Shift:

Exponential Biz Models built for Precision Decisions at Scale

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Data is the foundation of every digital business and the future requires the rapid enablement of precision decisions

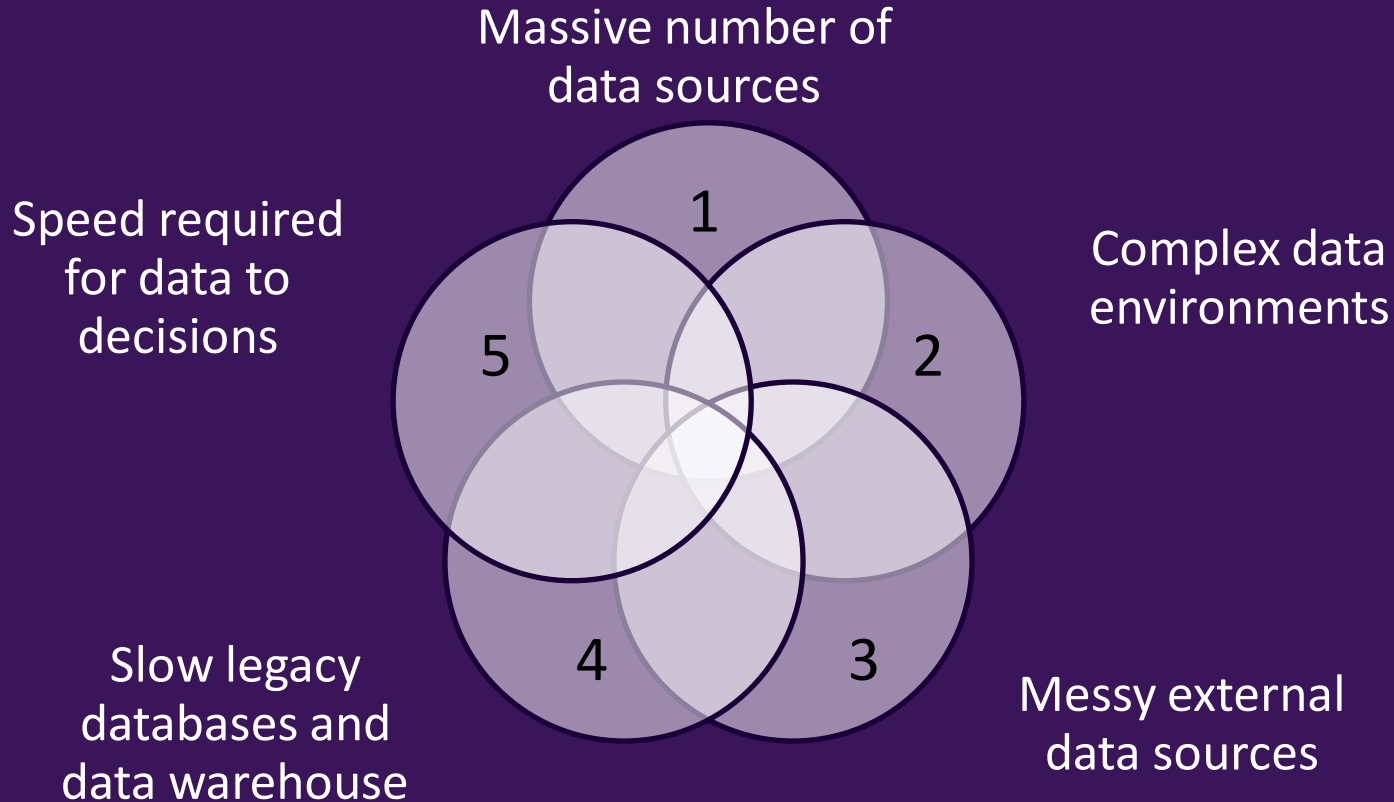


[View summary](#)



Why Precisions Decisions Are So Hard

Existing systems struggle with 5 forces...



Data and content explosion goes exponential

90% of data
created in last
2 years 2014,
1 year 2015,
1 ms 2025

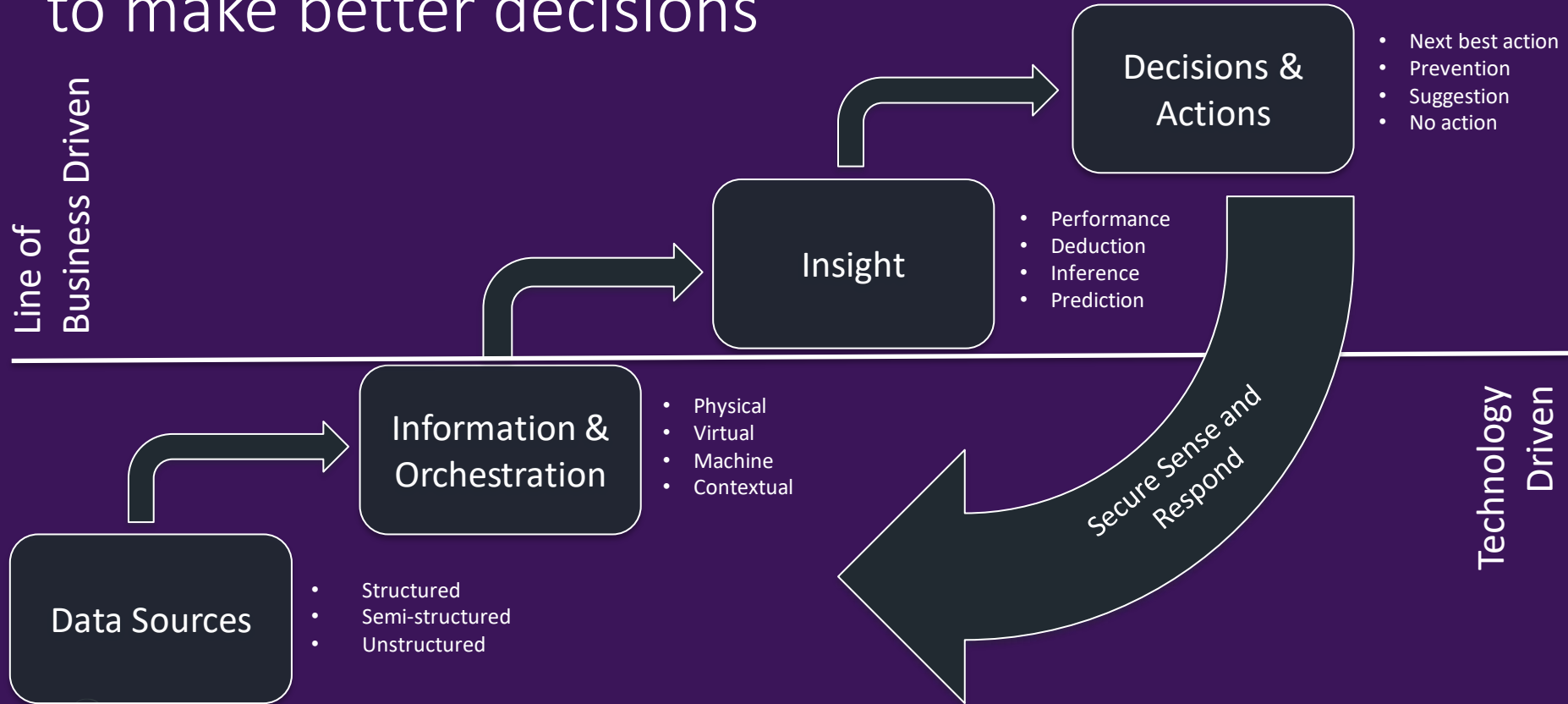
1B viral
connections
per minute by
2025

**100
Billion**
sensors in
devices by
2025

70% of
mission critical
data will reside
outside four walls
by 2025

Source: Constellation Research, Inc.

Use big data context to improve analytical insight to make better decisions



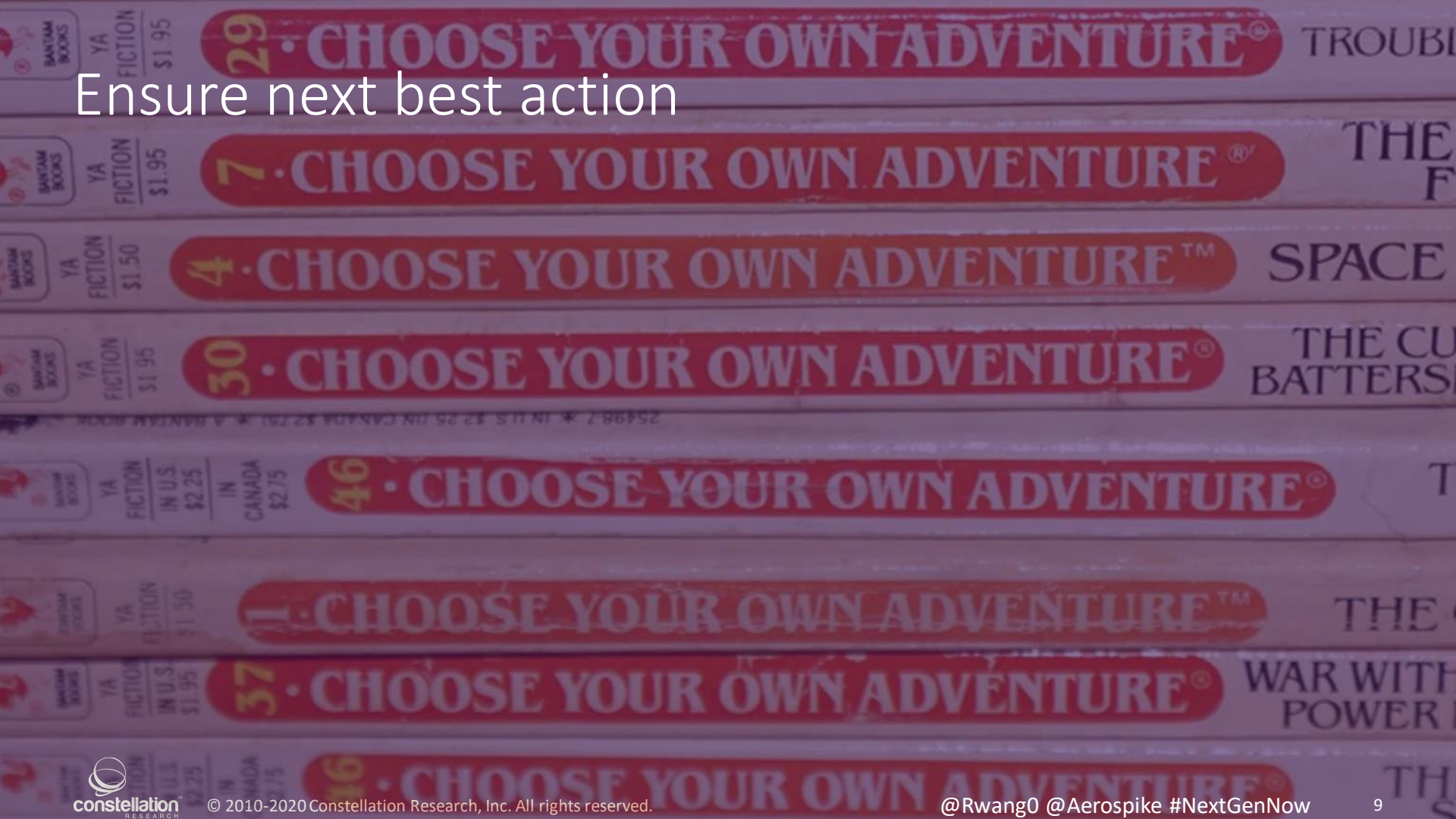


Look Into Key Business Scenarios

Answer complex business questions



Ensure next best action



Deliver mass personalization at scale

Drive dynamic pricing and pricing optimization



Address regulatory compliance



Mitigate risk





Key Elements of Success

Speed

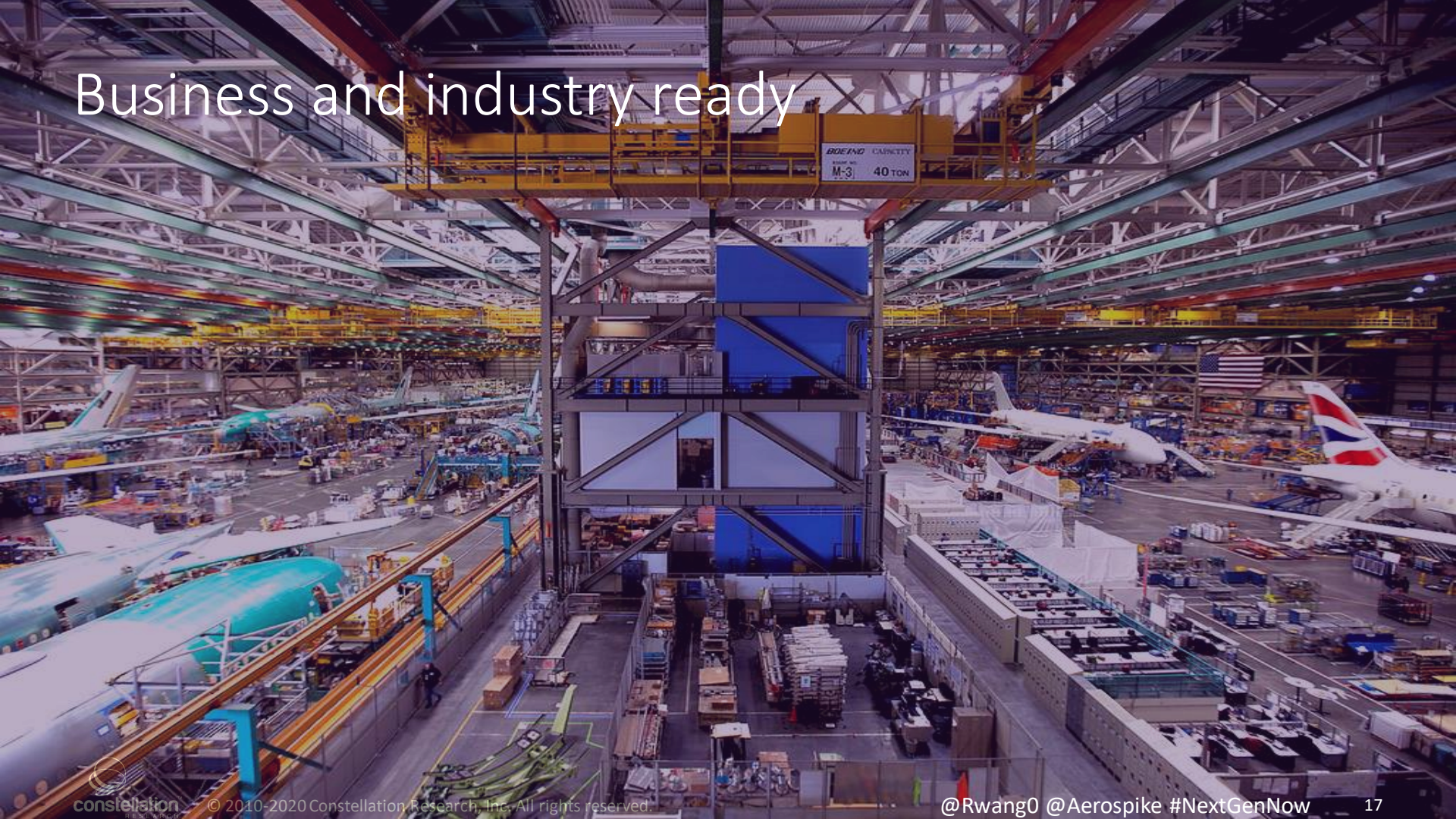


Ease of use



easy

Business and industry ready



Contextually relevant



Flexible architecture

Secure

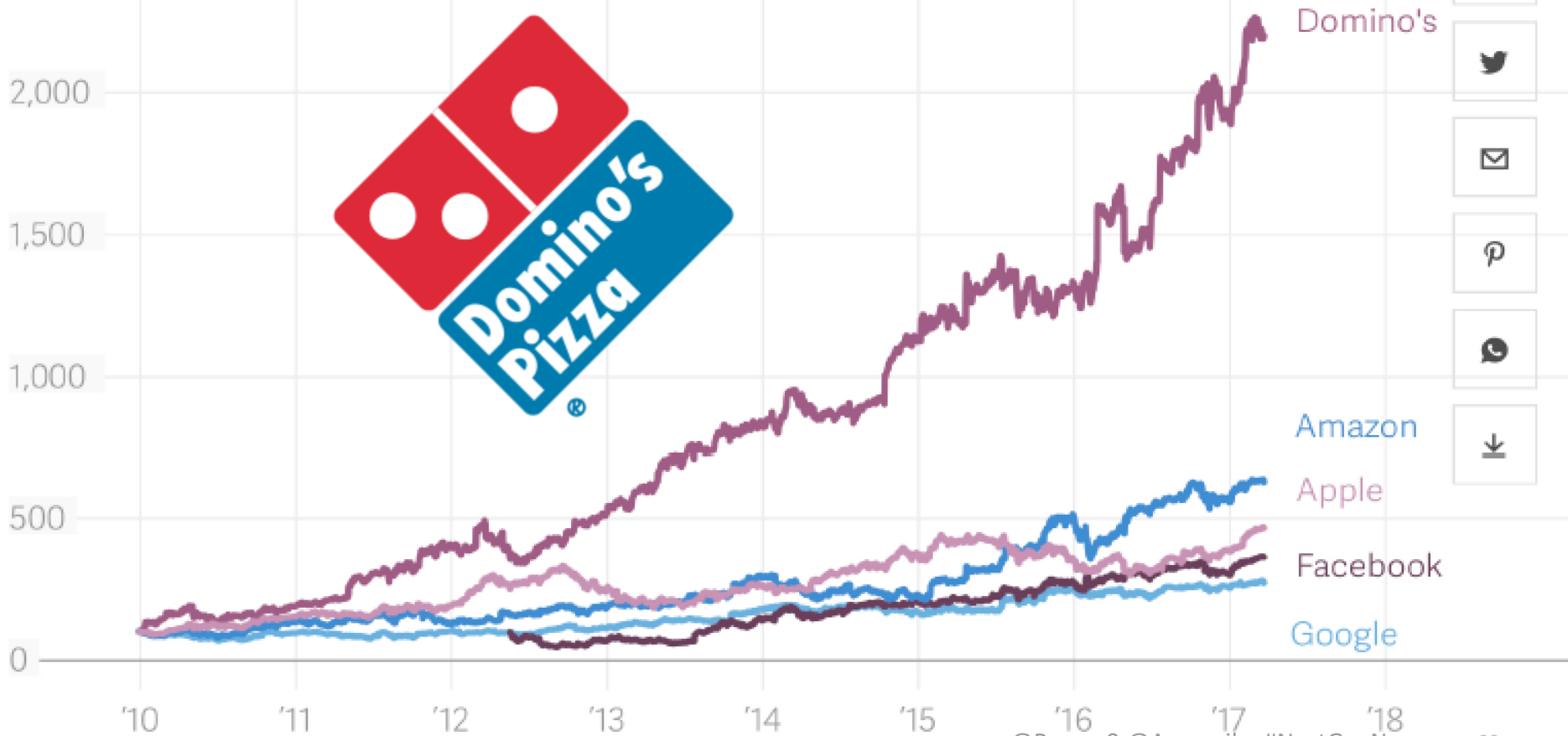


Data Powers Future Business Models

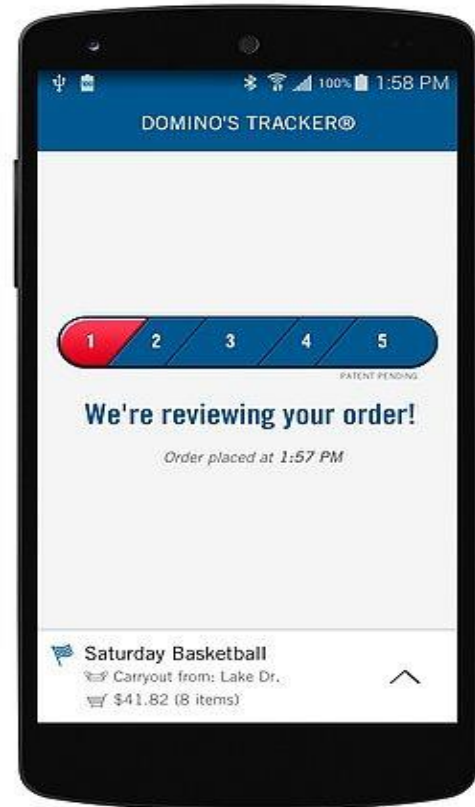
What's the hottest performing stock since 2010?



What's one of the hottest stocks since 2010?



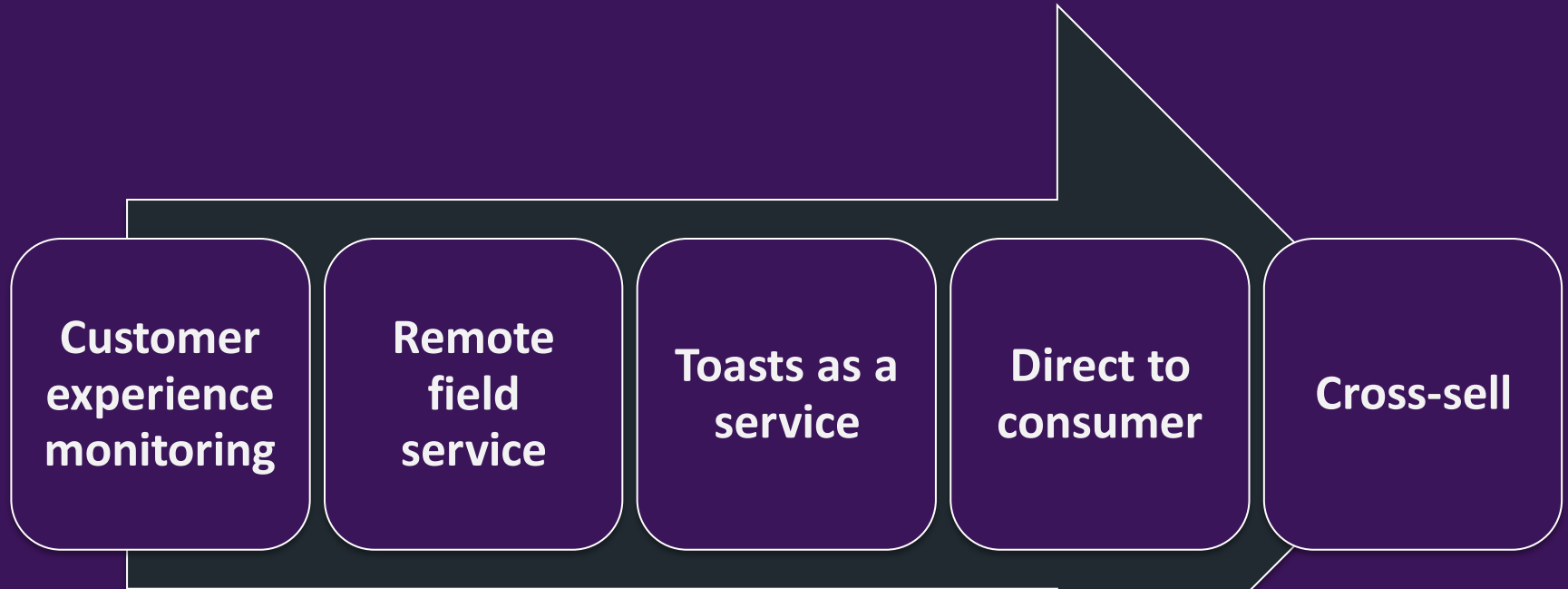
How often do you order pizza a week?



The shift from product to services to outcomes




New AI business models powered by data





Get started now

The background of the slide is a collage of various colored paper scraps, including yellow, orange, pink, blue, and purple. Each scrap has a large, hand-drawn black question mark on it. The scraps are layered and crumpled, creating a textured, abstract look.

Start with the business question



Find all your data sources

Build data proficiency

Connect to the right people



Deliver awesome visualization



Five steps to get started



Join me and other innovators at

Join me and other innovators at Constellation's 10th Annual Connected Enterprise



The Ritz Carlton, Half Moon Bay, CA | October 26-29, 2020 | www.constellationevents.com

Thank you.
Any questions?

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