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VANTAGE POINT 2021

Integrated & Democratized.

How To Make Data Your Greatest Asset in 2021.

In 2021, the modern enterprise won't just leverage data but, instead, will use data as the primary foundation to build business from the ground up. With this shift, CxOs will need to adopt a new approach to data analytics – one that is 100% integrated and democratized – to harness the full power of enterprise data.

NEW YEAR. NEW APPROACH.

The most successful businesses use 100% of their data – and their people.

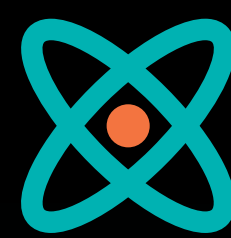


Integrated

So long, silos.

It's time to use 100% of everything.

Under pressure to harness the full power of their data, leaders will focus on consolidating their data analytics by combining multiple sources and types of data to produce a broader view of the organization and market.



Democratized

Meet the new Data Scientist. You.

All hands on data.

Data science will be a part of everyone's work in 2021. CxOs will focus on increasing data access within their organization and cultivating citizen data scientist. More individuals, from different departments, with different roles, will be expected to glean insights from enterprise analytics, and will be encouraged to collaborate with internal data analysts and teams.

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As we enter 2021, laggards have an existential imperative to reinvent themselves digitally, and leading firms struggle to keep pace with demands. All of these enterprises need to capitalize on 100% data integration with predictable costs, reliable performance, and real-time visibility. ”

Bonnie Holub, Managing Partner, Practice Lead, Data Science, Americas, Teradata

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One of the larger trends that I see for 2021 is a greater sense of collaboration. Long gone are the days where analytics were done by the privileged few or the qualified folks who know how to program. ”

Sri Raghavan, Director of Data Science and Advanced Analytics, Teradata

A Single Source of Truth.

Creating Shared Responsibility and Success.

Data has long been a primary driver of digital transformation for business. In 2021, this trend will continue, but CxOs will need to up their game to ensure they are getting the most value from their data. To provide a more complete view of their organization, leaders will need to give up old ways of data siloization and invest in platforms that streamline 100% of data analytics.

Simultaneously, executives will ask new teams within their organization to use data. With more citizen data scientists across the organization, leaders will rely on integrated data platforms to establish a shared, singular source of truth. Integrated data will lay the foundation for democratized workflows within the organization, enabling more teams to drive insights and outcomes for the business. Learn more at teradata.com/vantagepoint2021.

Teradata can help.

Only Teradata has the technology to help businesses to reap new benefits and position themselves for success now and into the future. Learn more at teradata.com.

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