



flexera™

DATA: FUEL FOR THE ENTERPRISE



WALKER WHITE

SVP, PRODUCTS, FLEXERA



**“Reasonable people,
presented with the same information,
tend not to disagree.”**

- Larry Ellison, CEO, Oracle Corporation



TECHNOLOGY ASSETS POWERS THE INTERNET OF THINGS

BY 2025

80B DEVICES

IoT WILL REPRESENT

\$13T

IN REVENUE

Enterprise Technology Data is Growing Exponentially

Today's data issues...

- Exploding data silos/data lakes
- No common naming conventions
- No market and business context

...create risk and inefficiency

- 40% of IT initiatives fail
- 99% of breaches target EOL software
- Bad data increases costs 10x



Tomorrow's growth...

- Enterprise devices to double by 2020
- 28B connected devices by 2020
- Evolving definition of devices and assets

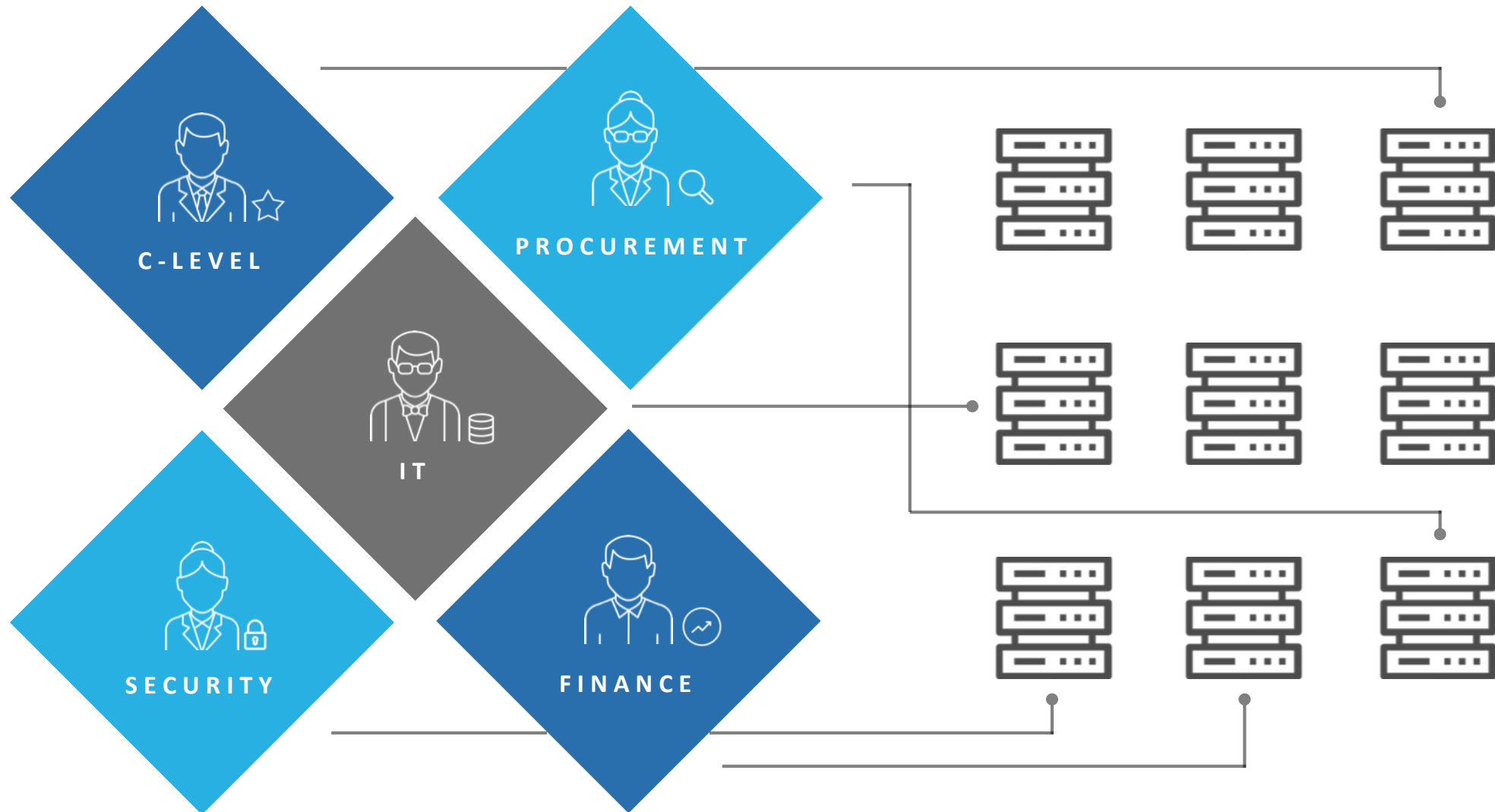
...generates more issues

- Rapid growth device types and services
- Massive increase in data generation
- Increasing data variance

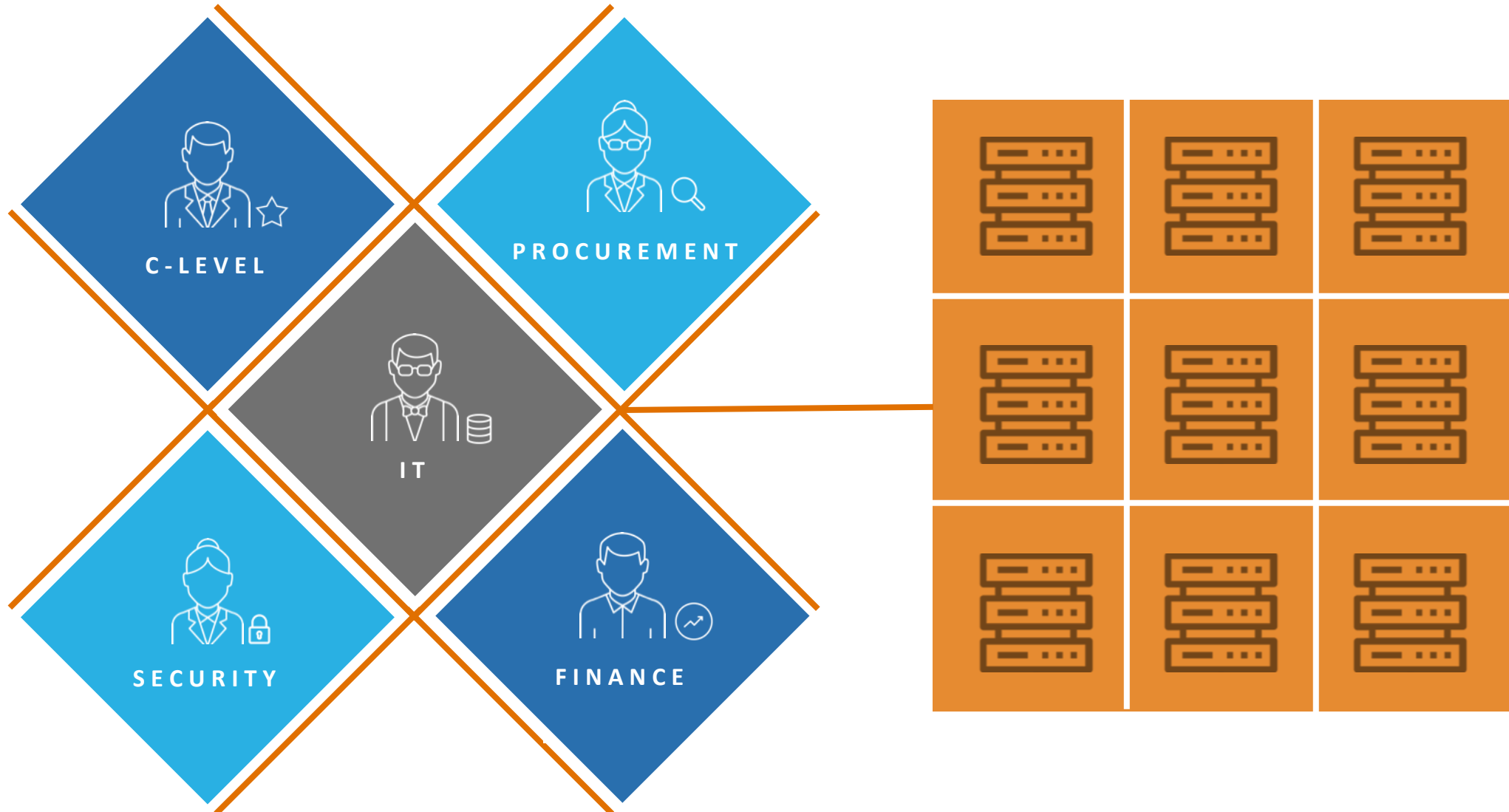
**THE COLLISION OF THESE TWO TRENDS EXHAUSTS OPERATIONAL
RESOURCES AND STARVES INVESTMENT IN INNOVATION**

1) Gartner Research, "Measuring the Business Value of Data Quality";
2) Verizon 2016 Data Breach Investigation Report;
3) Dr. Thomas Redman, "Data Driven: Profiting from Your Most Important Business Asset"

More People and Functions Need to Access the Data



Disconnection Creates a Siloed Organization



Characteristics



IRRELEVANT



INCOMPLETE

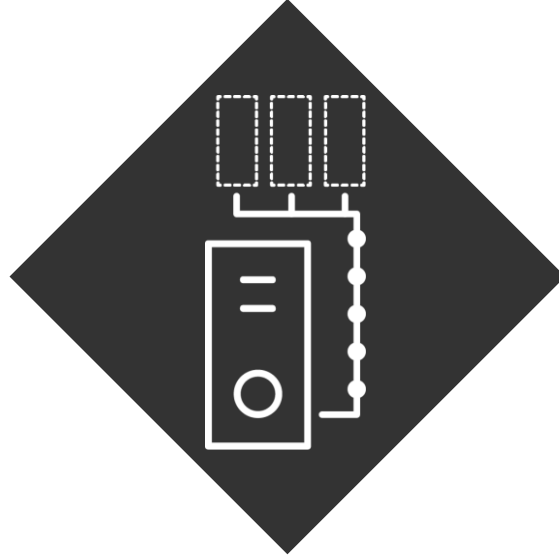


INCONSISTENT

Parallels



JAVA

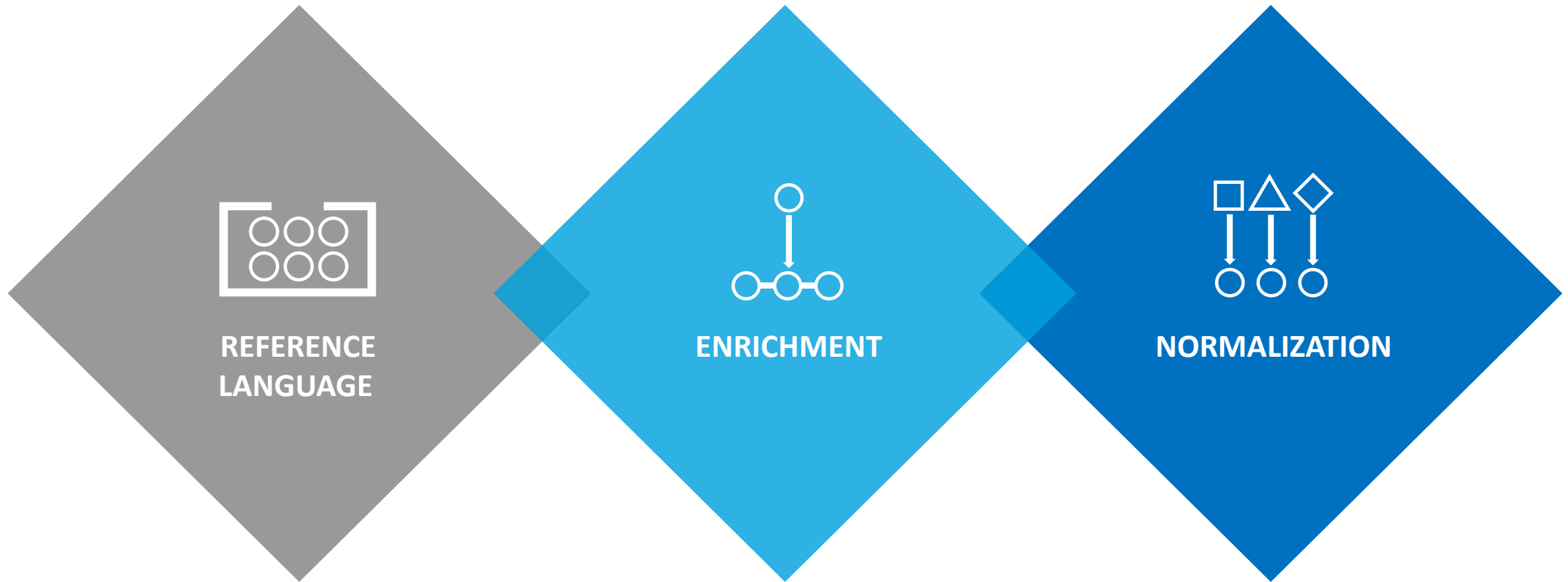


VIRTUALIZATION

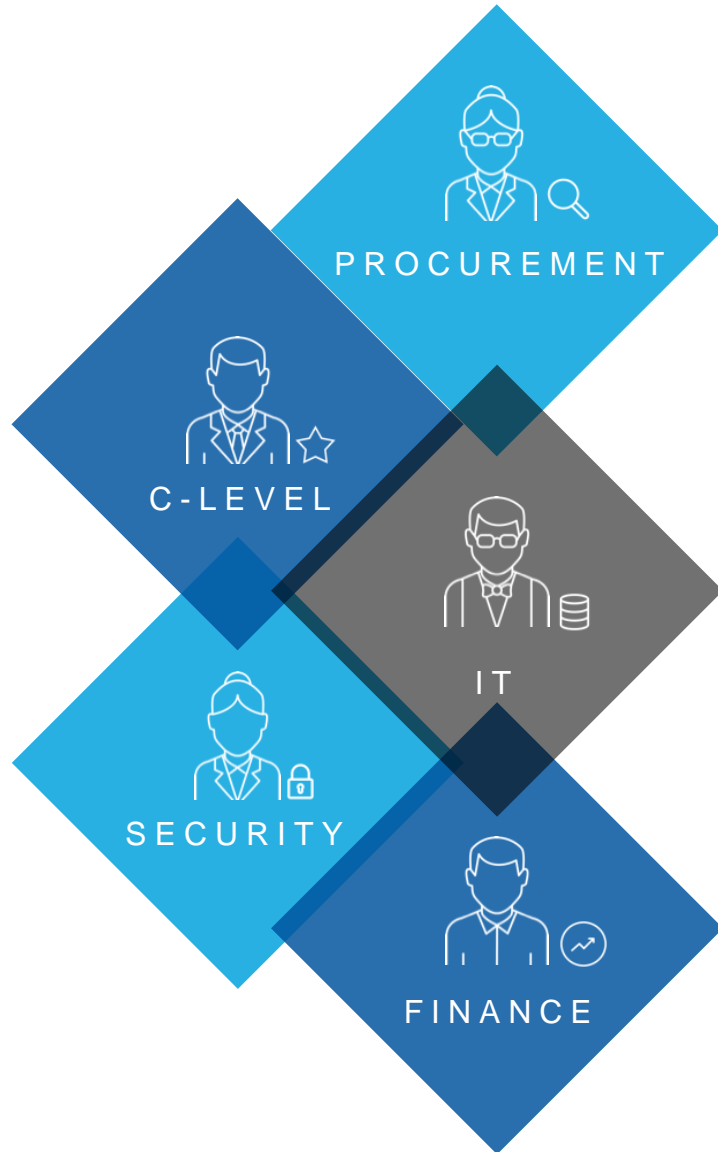


SOFTWARE DEFINED
NETWORKS

Solution Characteristics



Desired End State

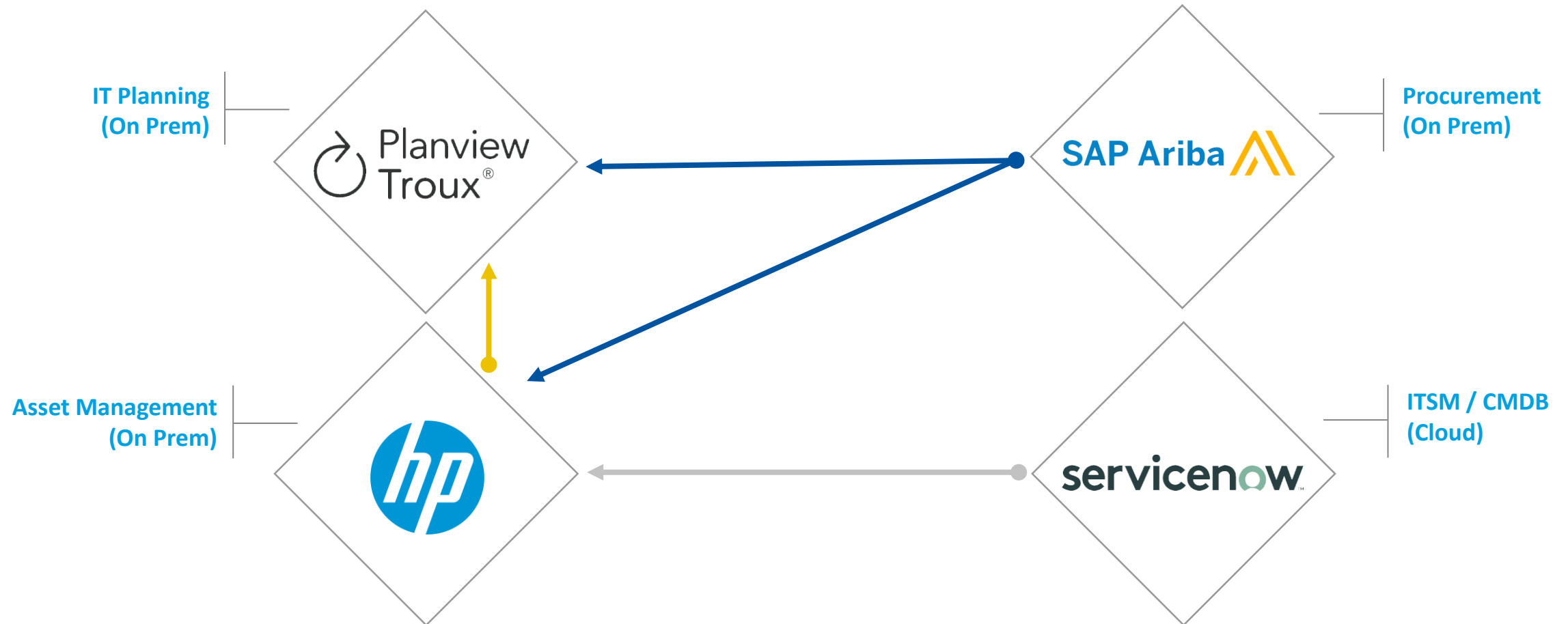


**EVERYONE CAN ACCESS
WHAT THEY NEED
WHEN THEY NEED IT**

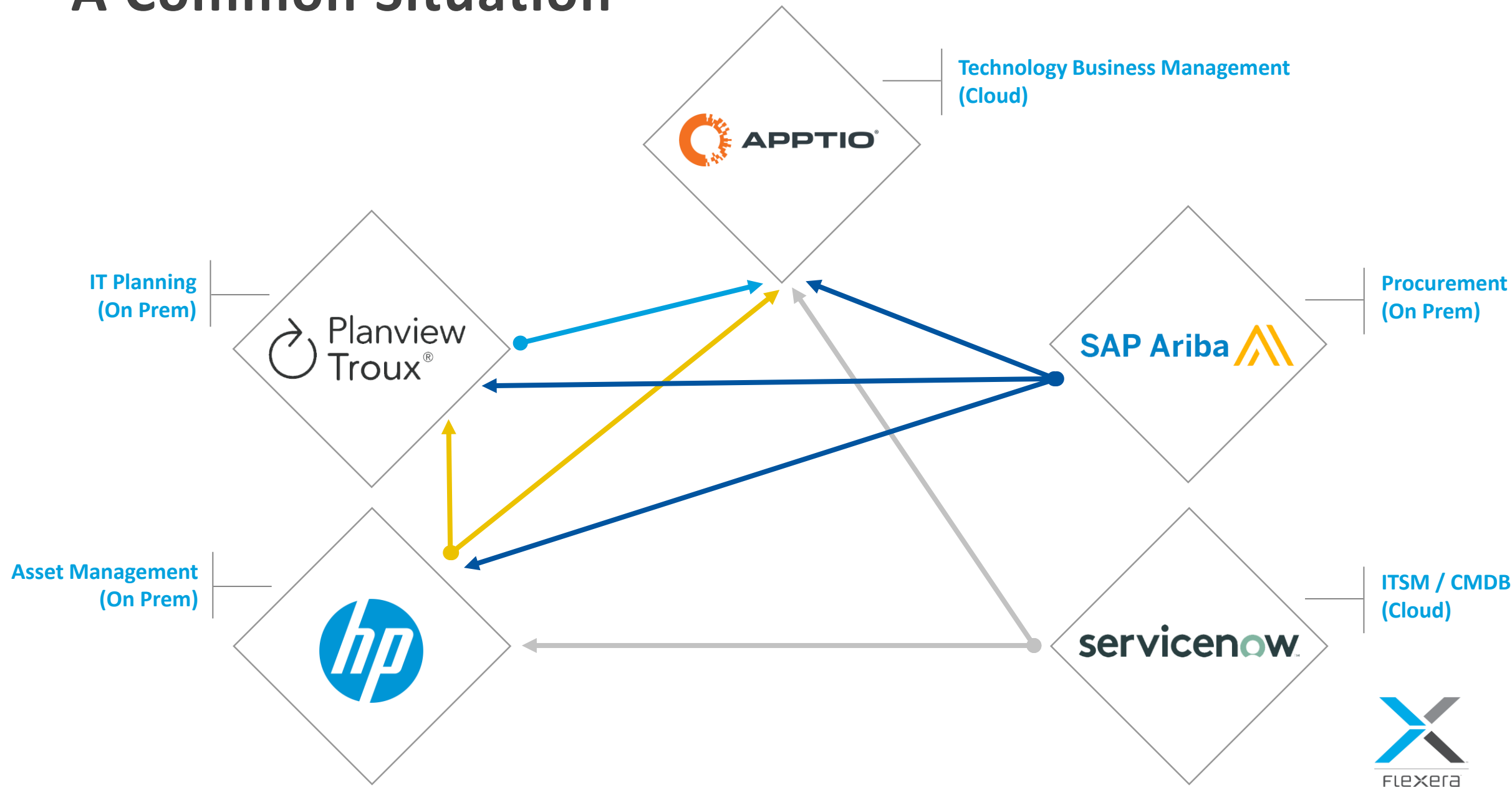
A CUSTOMER EXAMPLE



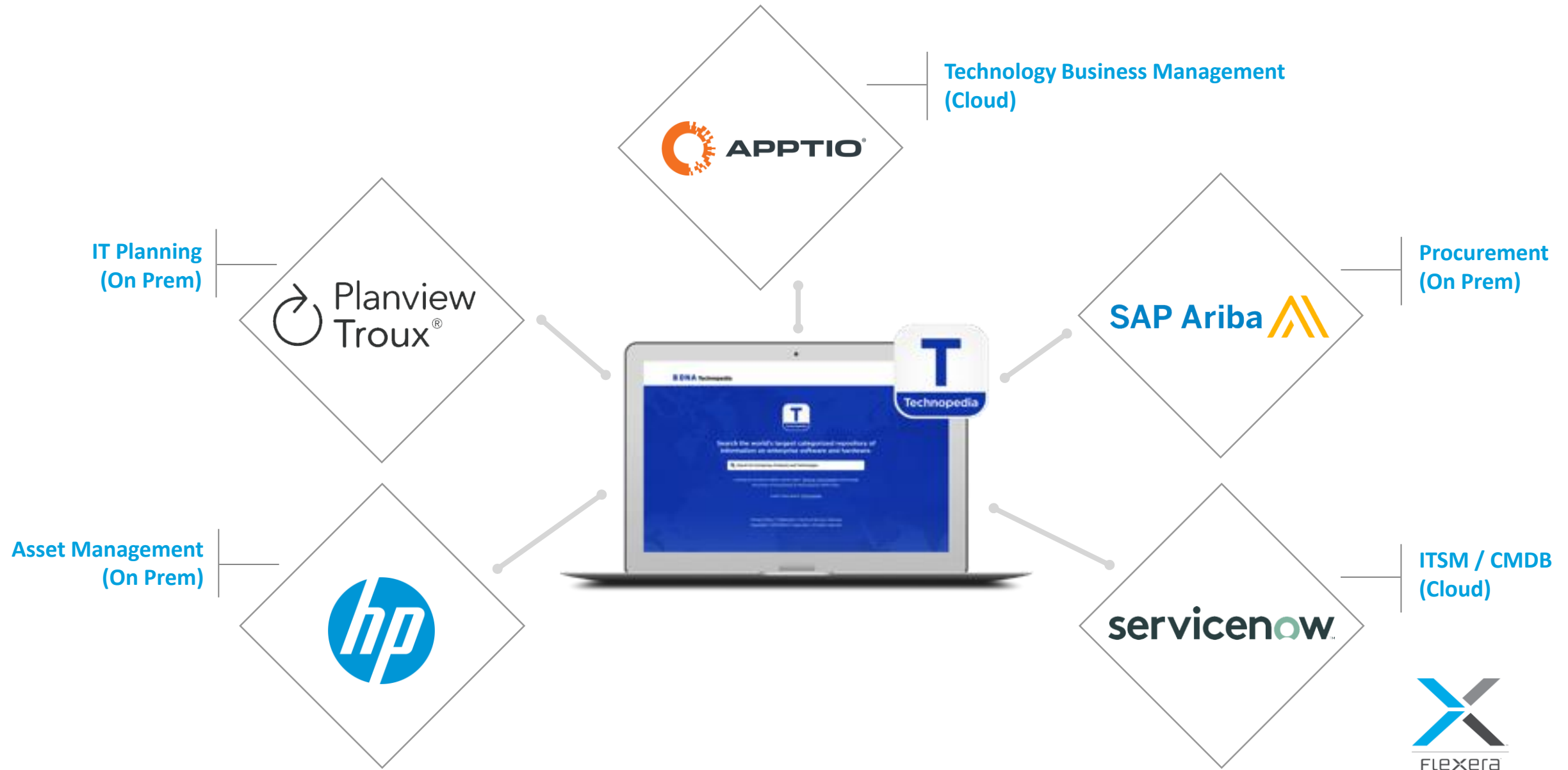
A Common Situation



A Common Situation



The Common Language for IT



Data Quality and the Tenets of TBM



GAIN TRANSPARENCY INTO COSTS

- Simplify aggregation and analysis of data
- Consistent reporting across functions



BENCHMARK AGAINST PEERS

- Align relevant market data
- Consistent data representations



STRATEGIC INSIGHT

- Categorization and aggregation of IT data
- Drill down through structured taxonomy



DRIVE VALUE CONVERSATIONS

- Share common language across functions
- Elevate discussion with market data



PLAN PER DEMAND AND STRATEGY

- Clear visibility into as-is state
- Market data for planning

**“Once we know something, it’s hard to
imagine what it was like not to know it.”**

- Dan Heath, *Made to Stick*



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Questions





THANK YOU!

Additional Resources:

- Gartner Critical Capabilities for SAM Tools 2018
flexera.com/samleader
- Forrester Total Economic Impact of the Flexera Data Platform
flexera.com/forrester-tei-report