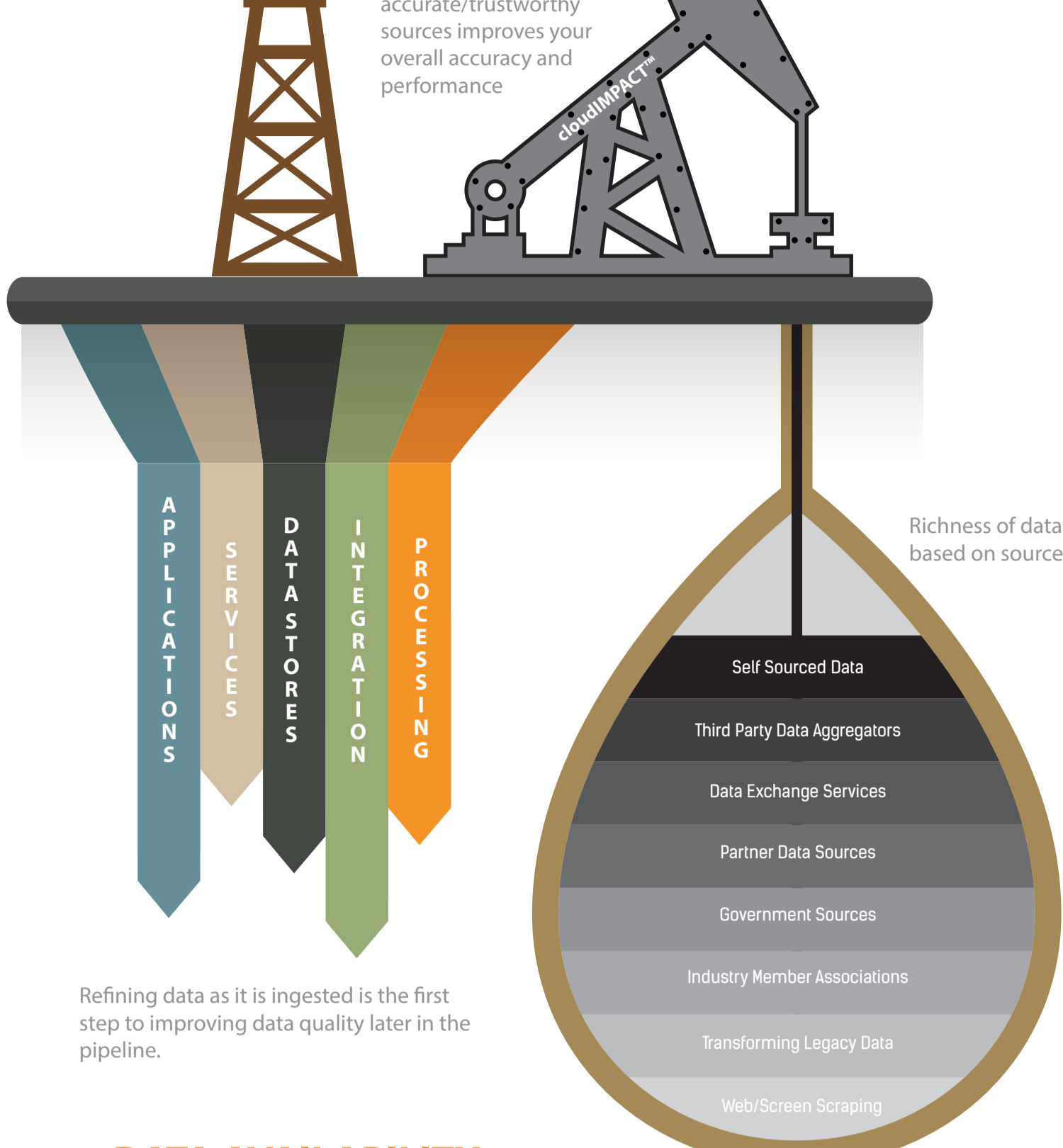


## DATA VALUE CHAIN

Are you utilizing the best sources of data for your specific needs and industry? Knowing which data is actionable and/or relevant is key to building value for your business and customers.

### QUALITY OF DATA SOURCES



### DATA AVAILABILITY

Utilizing cloud computing to store, process, secure and source data to your applications, data services, clients and partner systems.

Multi-region cloud architectures can improve performance and availability of your data while leveraging robust environments to scale your capabilities.



## Cloud Data Store

ENCRYPTION BLOCKCHAIN\* ACCESS DISTRIBUTION  
GOVERNANCE SCALABILITY RELIABILITY

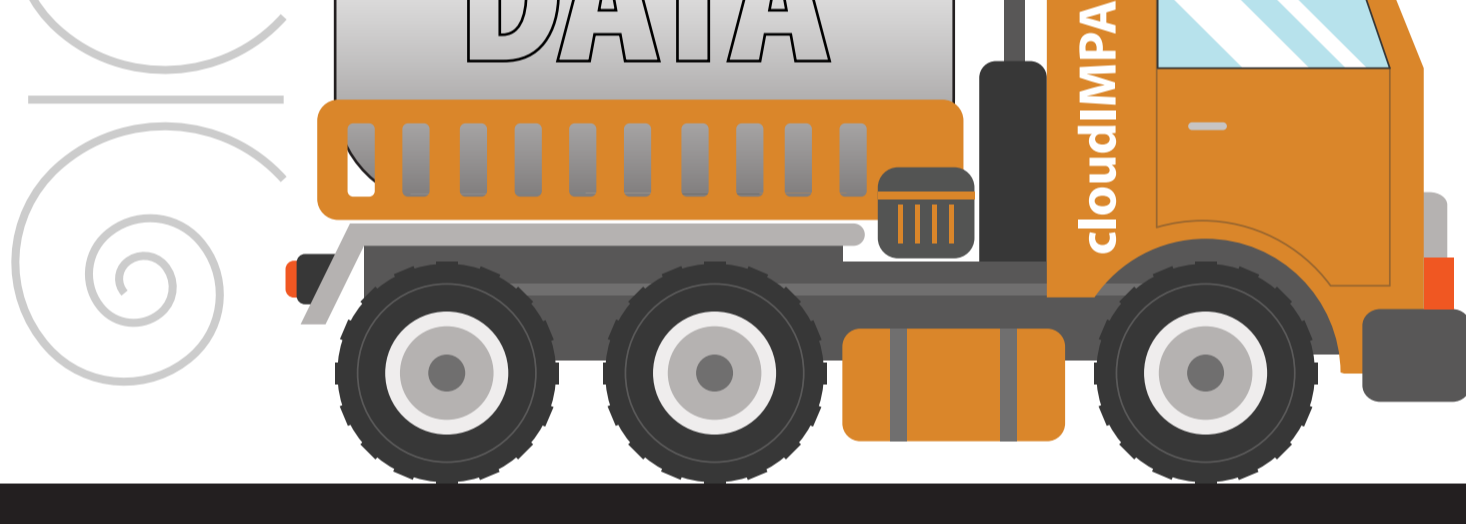


\*Although Blockchain shows promise of improving interoperability, security, speed, etc. there are still many hurdles to get over for it to be prevalent in today's business flows

Processing data utilizes ETL (Extract, Transform & Load), EMPI (Enterprise Master Person Index), De-duping, Cleansing, Validating, Structuring, Enrichment, Exporting, Reporting, Quality and Auditing.

### DATA PROCESSING

Transporting, exchanging, and transforming data as it passes through your distribution pipeline from source to storage and various endpoint destinations



### DATA UTILIZATION

Your applications, systems, services, clients and customers are consuming your data in many ways and depend on the richness of your data to enhance and or guide their business decisions. Providing access to valuable and actionable data is value your clients can recognize instantly. Know how your data is used so that you can structure it properly.



Data drives almost every aspect of a business. Critical to the utilization of data is how your enterprise is architected to leverage it across systems, applications, and processes. Without a streamlined data architecture, you are limiting your ability to efficiently use the data you've gathered and paid for. The value you accumulated is lost as islands of information are left to sit where they could be assisting with business decisions, forecasting, increasing sales potential and overall value that isn't being leveraged with your clients.

### GLOBAL DATA BREACHES

Data is borderless due to how information is stored in the cloud, used to extend user experiences and security of local everyday use. We are connected on many levels when it comes to data. Access to this information needs to comply with data rights and privacy laws across the globe.

The EU continues to enhance gathering and use of personal entending to the US and when architectures, you need to laws and regulations for your geographic location.

Treat your data as a valuable pirates and data thieves that for vulnerabilities and ways to clients are part of your data are following proper security data supply chain.



protections for its citizens around the information. In fact, EU laws are you are planning your ensure that you are following all specific industry and or

asset that needs securing from are constantly on the lookout hijack your data pipelines. Your eco-system so ensuring they protocols is critical to the entire



### TOOLS

The tools you leverage to mine and process data are just as important to your success as the data itself. Assume you have a robust data catalog and your data is ready for processing. The right tools will add value to the data itself as well as the way it is transformed, enriched, distributed, utilized and made actionable. Data itself isn't a complete solution and requires additional steps to make it ready for distribution and use across your enterprise and to your customers.

cloudIMPACT™ can assist you on your data journey by guiding your resources on how to establish an overall Data Management strategy as well as how to execute on a well formed plan to drive data decisions and designs based on real world experience and expertise.

Data is your number one asset when it comes to business insight and making the right decisions to drive and guide your critical decisions for success.

Contact us to learn more...

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<http://cloudIMPACT.com>