



TREASURE  
DATA

# TOTAL DATA MANAGEMENT

A CONSOLIDATED, ACTIONABLE VIEW  
OF CUSTOMER DATA

Based on



Research®

# Transform Data to Decisions

It's no secret. Organizations that leverage customer data for decision making increase their competitive advantage. We're talking about a complete understanding of your customer for real-time, actionable intelligence. You know this is what you need to do, but the complexity of total customer data management makes this no simple task.

Enterprises have customer data scattered across the organization in silos, creating a less than ideal customer experience. By centralizing customer data, you can provide more personalized, relevant and engaging interactions and experiences.

**Merging fragmented data silos, making sense of the data, and then using the analyzed data across your business to make timely decisions that serve your customer and bottom line — that's your priority.**

## Ask yourself:

- Are you able to access customer data from any device and put it into action **quickly**?
- How many internal and external systems and sources of customer data do you need to **consolidate** for a single view of your customer?
- Is your customer data **accessible** to the **right people** at the **right time**?

You need a single, continuous view of your data if you have any hope of understanding your customer. You also need a flexible and smart analytics platform that helps you transform that data into decisions. This 451 Research excerpt speaks to the changes that have occurred in the data integration and management space, including how to turn the concept of the data lake into reality in order to deliver greater business agility and benefits.

