



DATA DAY OUT

Singapore 23 August 2019



DATA DAY OUT

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Vice President, Product Marketing



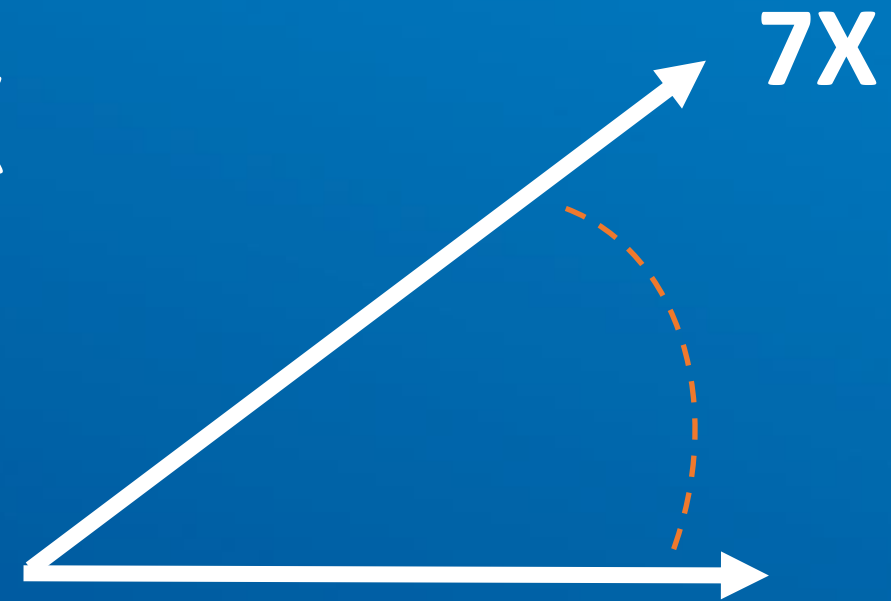


We help **people** see and understand data

A man in a blue shirt is pointing his right hand towards a computer monitor in a modern office. A woman with blonde hair is sitting at the desk, looking at the monitor. The desk has a keyboard, a mouse, and a tablet. The background shows a large window with a view of a city skyline. The text "Everyone wants a data-driven culture" is overlaid in white on the image.

Everyone wants a data-driven culture

**Insights-driven
organisations will grow 7X
faster than global GDP**



Source:

Insights-Driven Businesses Set the Pace for Global Growth –
Forrester Research, 2018



92% failing to scale analytics

Source: McKinsey Analytics, 2018

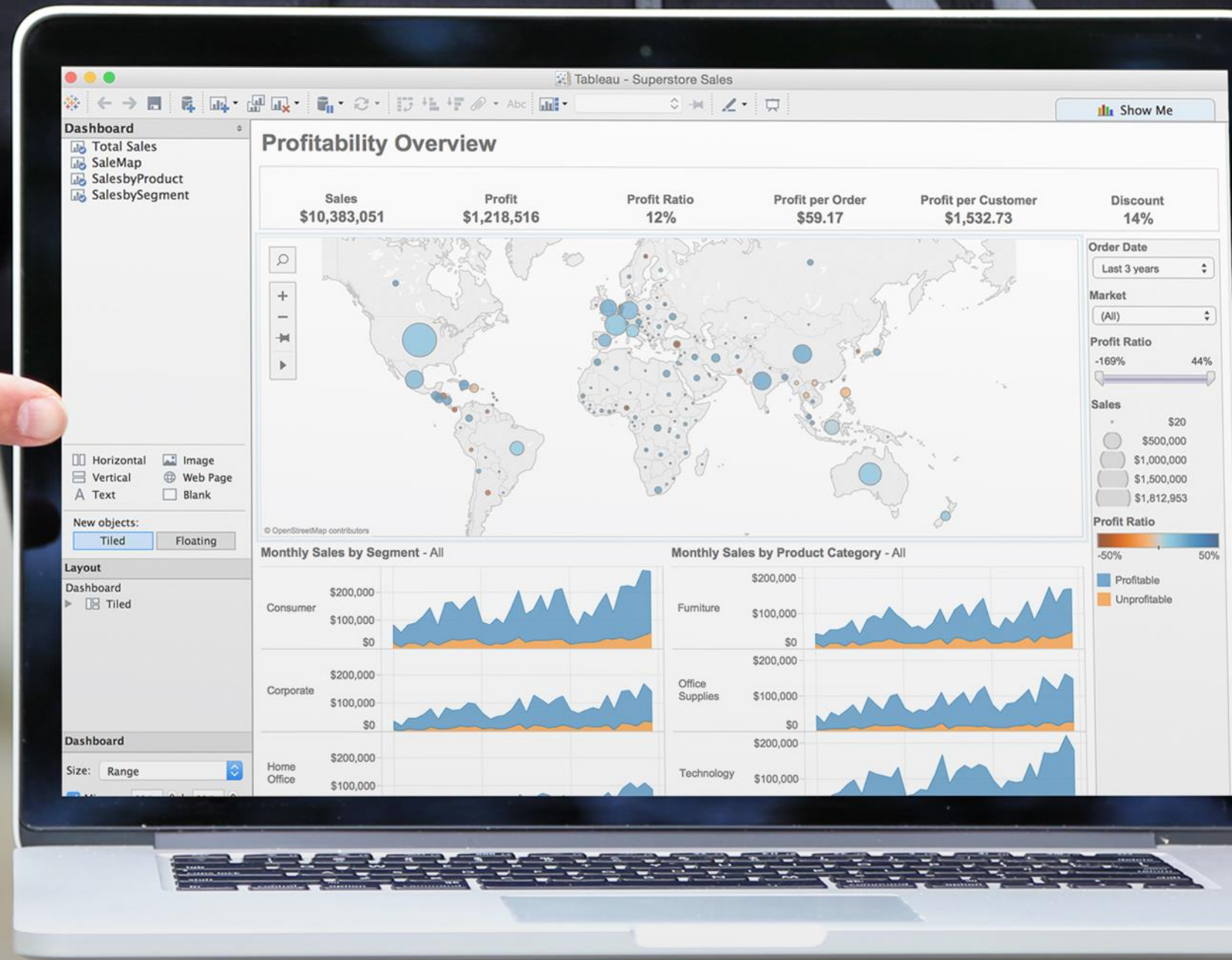


Create a Data Culture

1. Relies on Language

2. Is Flexible & Adaptive

3. Is Shared with Others



Relies on language



A hand holding a blue pen is pointing at a data chart on a document. The chart features a bar graph with stacked bars in teal, red, and gold, and a line graph with green and red lines. The text "Data literacy" is overlaid in white on the image.

Data literacy

A hand holding a blue pen, pointing at a data chart on a document. The chart features a bar graph with stacked bars in teal, red, and gold, and a line graph with green and red lines. The text "Data literacy" is overlaid in white.

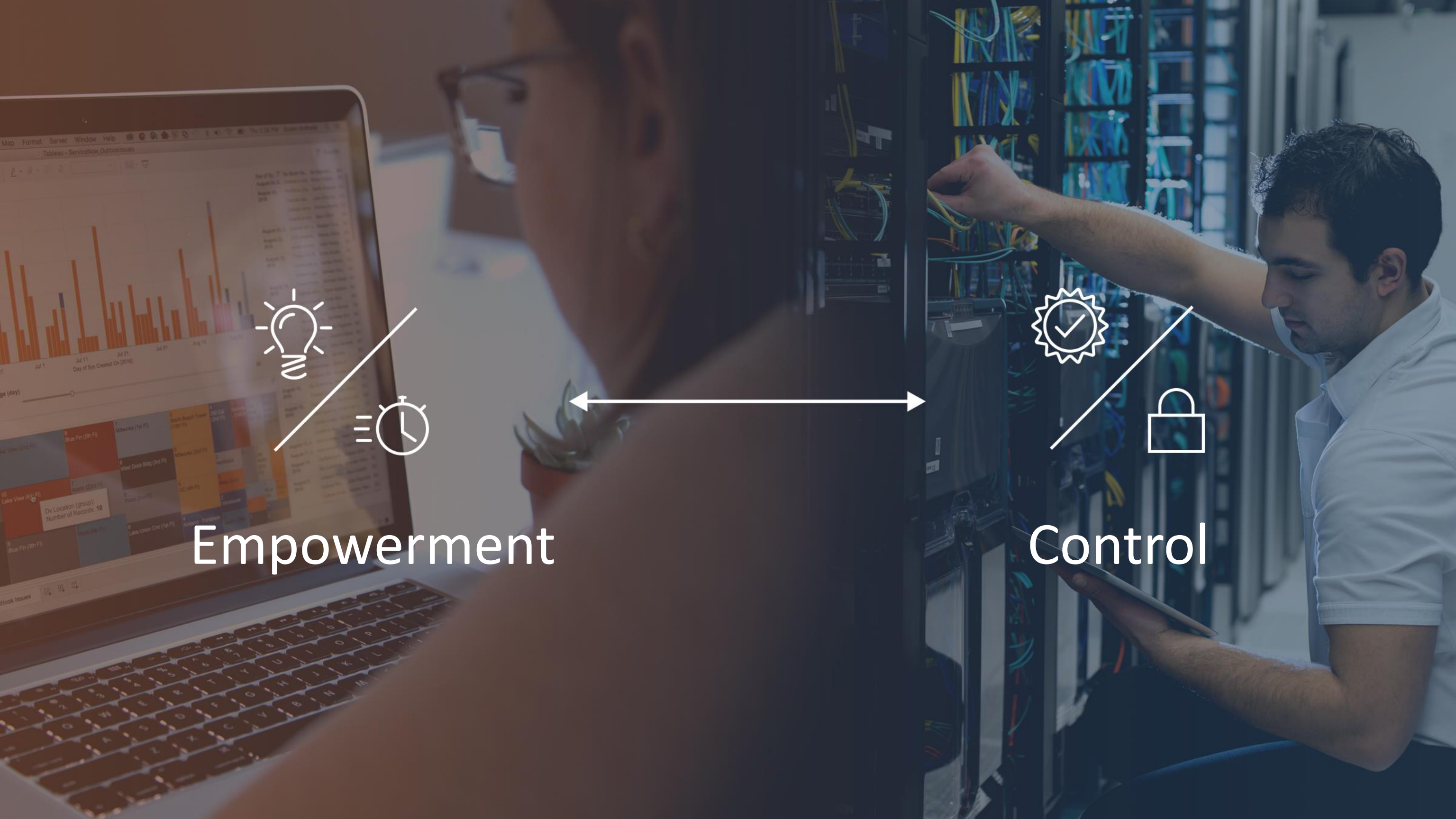
Data literacy

Flexible and adaptive

A decorative pattern of small, semi-transparent dots in various shades of blue and teal, arranged in a dense, wavy band across the bottom of the slide.

Flexible and adaptive

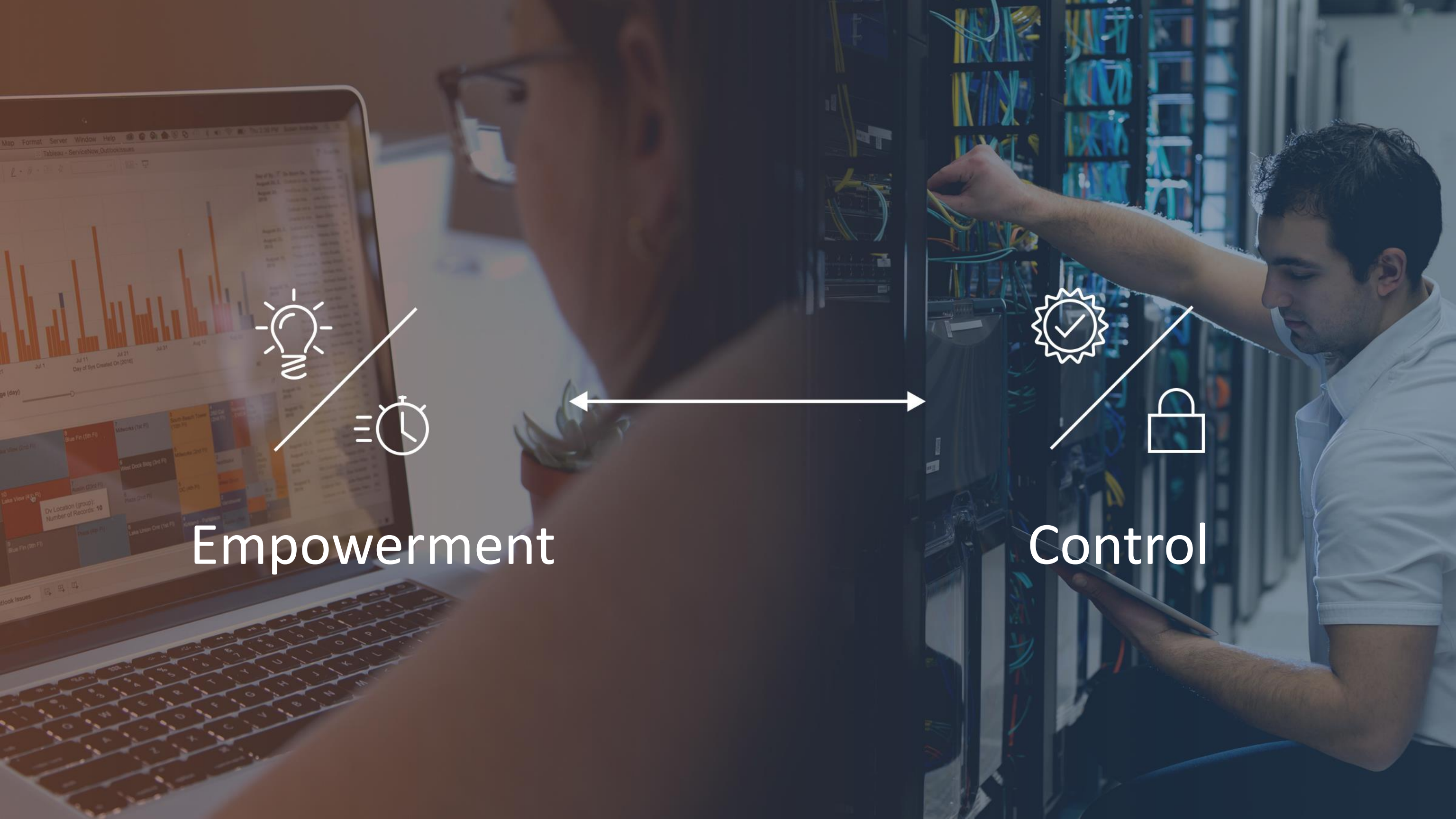
A decorative pattern of small, semi-transparent dots in various shades of blue and teal, arranged in a dense, irregular grid at the bottom of the slide.



Empowerment



Control



Empowerment



Control



Coffee Sales

WORKBOOK • By Piper • 2,744 views • 3 • Extract: Sep 20, 2016, 12:06 PM

Views 15 Data Sources 1 Refresh Schedules 0 Subscriptions 0 Permissions Details

Search for a user to view their permissions

User / Group	Permissions	View	Interact	Edit
All Users (122)	Custom	✓ ✓ ✓ ✓ ✓ ✗	✓ ✗	✓
authors (93)	Custom	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✗	✓
Agatha Christie	Custom	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Arthur Conan Doyle	Editor	✓ ✓ ✓ ✗ ✗	✓ ✓ ✗ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Douglas Adams	Custom	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗
Edgar Allan Poe	Editor	✗ ✗ ✗ ✗ ✗ ✗	✗ ✗ ✗ ✗ ✗	✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗
Lari	Denied			

Governance through empowerment

Add a user or group rule

Coffee Sales

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Arthur Conan Doyle	Editor	✓ ✓ ✓ ✗ ✗	✓ ✓ ✗ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Douglas Adams	Custom	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗
Edgar Allan Poe	Editor	✗ ✗ ✗ ✗ ✗	✗ ✗ ✗ ✗	✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗
Lari	Denied			

Governance through empowerment

Add a user or group rule

Shared with others

Learning



Learning

Inspiration



Learning

Inspiration

Recognition



A woman with long dark hair is leaning over a desk, pointing at a laptop screen. A man with short dark hair is sitting at the desk, looking at the screen with his hand on his chin. They appear to be in a meeting or collaborative work environment. The background is slightly blurred, showing other people and office equipment. The entire image has a blue tint.

Learning

Inspiration

Recognition

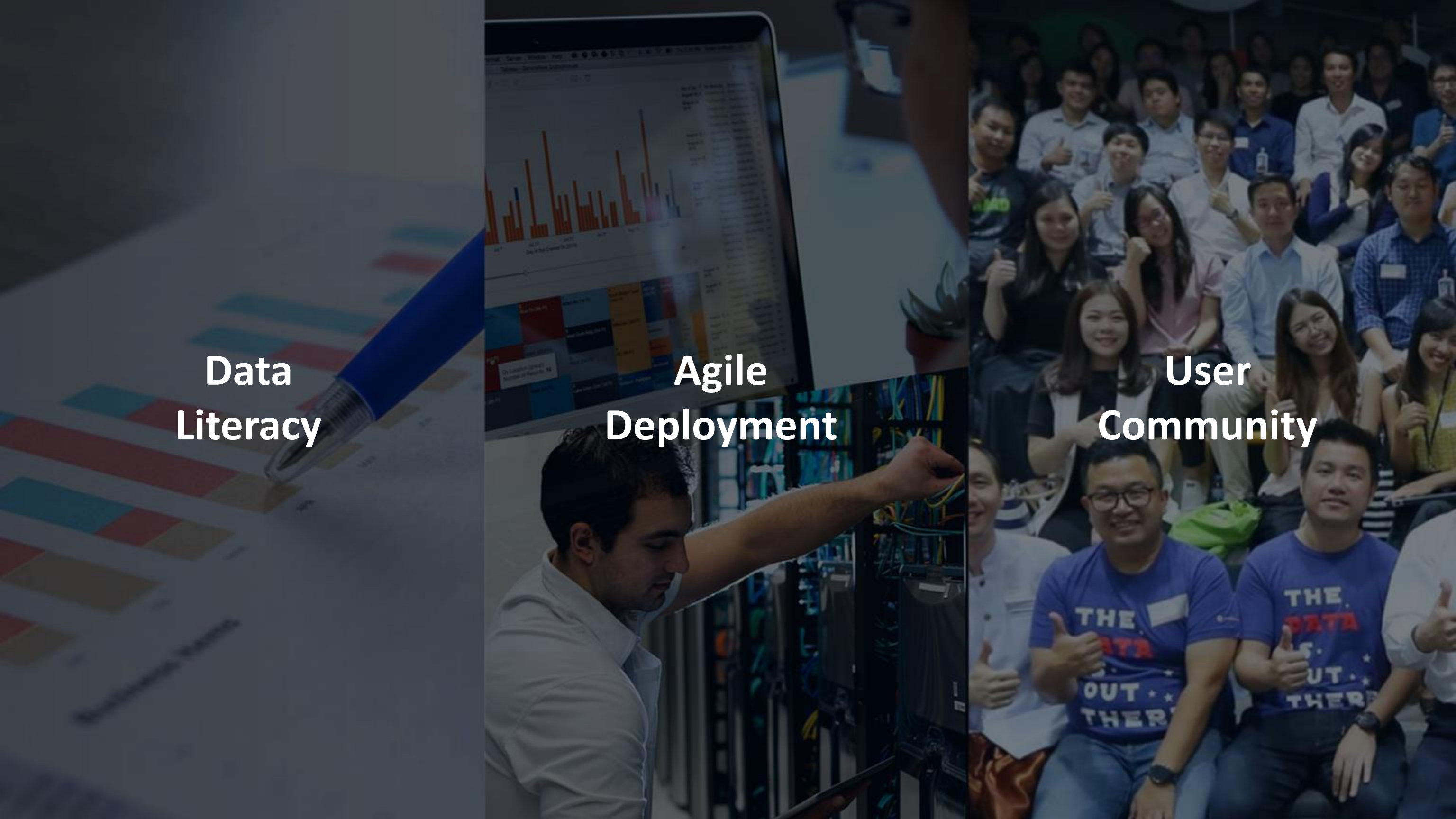
Fun

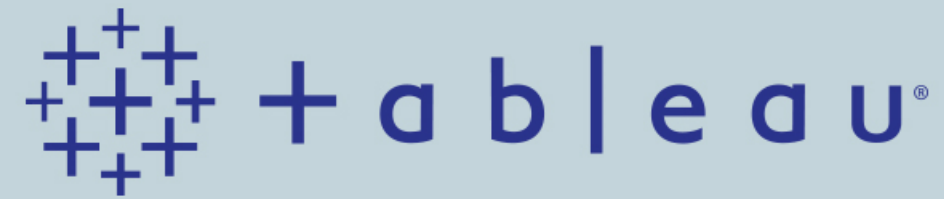


**Data
Literacy**

**Agile
Deployment**

**User
Community**

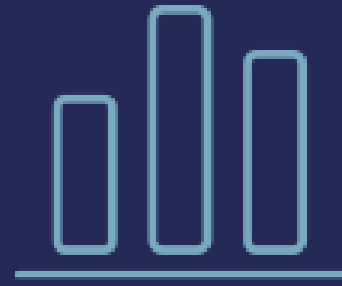




BLUEPRINT



Agility



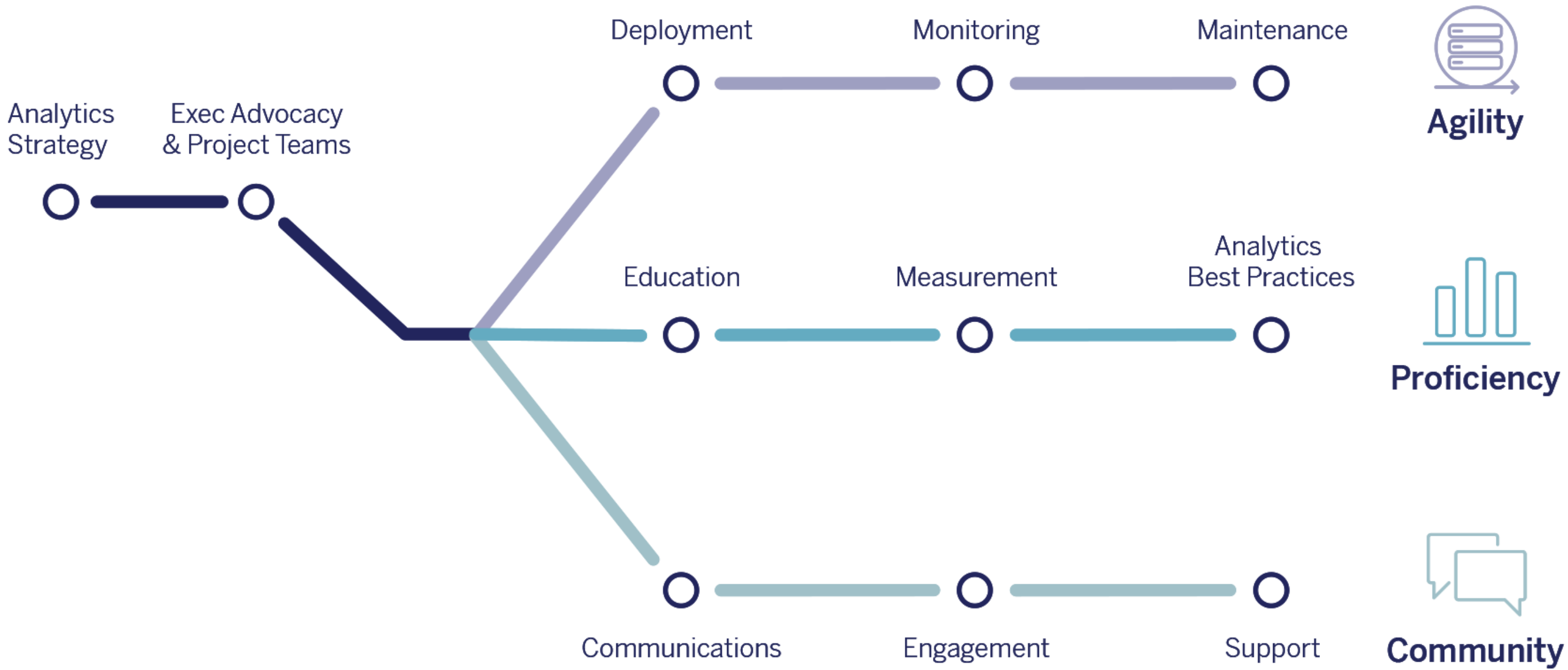
Proficiency



Community

← **TRUSTED & GOVERNED** →

← Trusted & Governed →



BLUEPRINT



Agility

Secure and stable from the beginning, but can also scale, evolve, and grow as the organisation changes

The image shows two men in an industrial environment. They are both wearing blue hard hats and safety glasses. The man on the left is wearing a blue work jacket, while the man on the right is wearing a light blue shirt and a yellow safety vest. They are both looking at a tablet computer held by the man on the left. The background is a blurred industrial setting with large metal pipes and machinery. The word "Honeywell" is overlaid in the center in a large, white, sans-serif font.

Honeywell



Proficiency

People see and understand data and know how to use it to make informed business decisions



**THE REAL LIFE
COMPANY**



Community

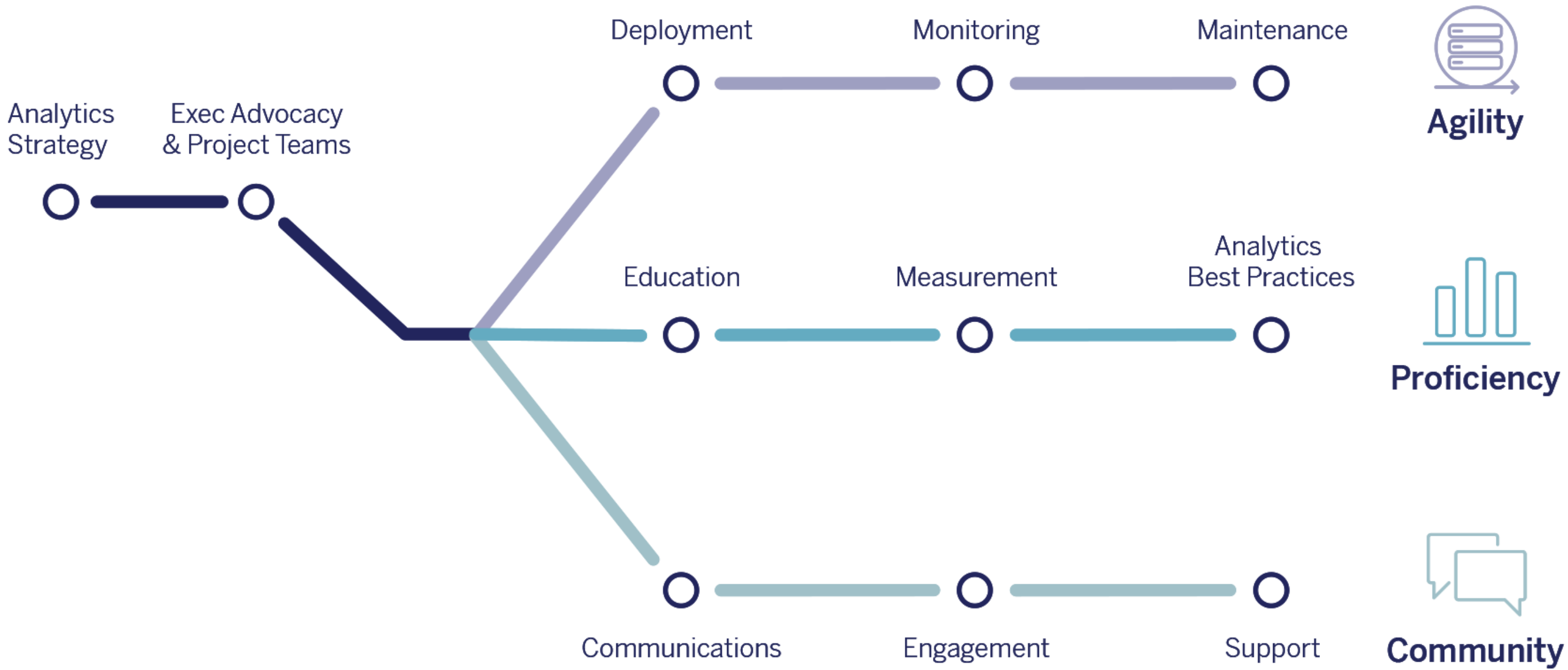
Network of people who will continue to drive enthusiasm, adoption, and learnings around analytics

@gojek



2	2/1/02	15	12XX	Highway and Street			1	1 T	Total Construction	MLN\$
2	2/1/02	16	13XX	Sewage and Waste Disposal			1	1 T	Total Construction	MLN\$
2	2/1/02	17	14XX	Water Supply			1	1 T	Total Construction	MLN\$
2	2/1/02	18	15XX	Conservation and Development			1	1 T	Total Construction	MLN\$
2	2/1/02	19	20IX	Manufacturing			1	1 T	Total Construction	MLN\$
2	2/1/02	1	XXXX	Total Construction			0	2 V	Total Private Construction	MLN\$
2	2/1/02	2	00XX	Residential			0	2 V	Total Private Construction	MLN\$
2	2/1/02	3	NRXX	Nonresidential			0	2 V	Total Private Construction	MLN\$
2	2/1/02	4	01XX	Lodging			1	2 V	Total Private Construction	MLN\$
2	Feb 1 2002	5	02XX	Office			1	2 V	Total Private Construction	MLN\$
2	2/1/02	6	03XX	Commercial			1	2 V	Total Private Construction	MLN\$
2	2/1/02	7	04XX	Health Care			1	2 V	Total Private Construction	MLN\$
2	2/1/02	8	05XX	Educational			1	2 V	Total Private Construction	MLN\$
2	2/1/02	9	06XX	Religious			1	2 V	Total Private Construction	MLN\$
2	2/1/02	11	08XX	Amusement and Recreation			1	2 V	Total Private Construction	MLN\$
2	2/1/02	12	09XX	Transportation			1	2 V	Total Private Construction	MLN\$
2	2/1/02	13	10XX	Communication			1	2 V	Total Private Construction	MLN\$
2	2/1/02	14	11XX	Power			1	2 V	Total Private Construction	MLN\$
2	2/1/02	19	20IX	Manufacturing			1	2 V	Total Private Construction	MLN\$
2	2/1/02	1	XXXX	Total Construction			0	3 P	Total Public Construction	MLN\$
2	2/1/02	2	00XX	Residential			0	3 P	Total Public Construction	MLN\$
2	2/1/02	3	NRXX	Nonresidential			0	3 P	Total Public Construction	MLN\$
2	2/1/02	5	02XX	Office			1	3 P	Total Public Construction	MLN\$
2	2/1/02	6	03XX	Commercial			1	3 P	Total Public Construction	MLN\$
2	2/1/02	7	04XX	Health Care			1	3 P	Total Public Construction	MLN\$
2	2/1/02	8	05XX	Educational			1	3 P	Total Public Construction	MLN\$
2	2/1/02	10	07XX	Public Safety			1	3 P	Total Public Construction	MLN\$
2	2/1/02	11	08XX	Amusement and Recreation			1	3 P	Total Public Construction	MLN\$

← Trusted & Governed →



BLUEPRINT



- Any data, anywhere
- Visualise as you analyse
- Intuitive interface
- Powerful analytics
- No programming





Desktop



Browser



Mobile



Embedded

Security & Compliance

Extensibility & APIs

Collaboration

Analytics

Content Discovery

Governance

Data Prep

Data Access

Deployment



ON-PREMISES



CLOUD



HOSTED



WINDOWS



LINUX



MAC



MULTI-TENANT



We are
DATA PEOPLE

STRATEGY
FIRST
DATA

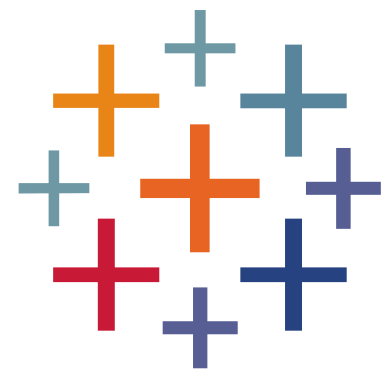
A Leader that customers love

Recognised in the 2019 Magic Quadrant for
Analytics & Business Intelligence

A photograph of a modern office building at night, viewed from a low angle looking up. The building features multiple floors with large glass windows and balconies. The balconies are illuminated from within, and the overall scene is bathed in a cool, blue light. On one of the balconies, the word "DATA" is displayed in large, white, block letters, with a red heart symbol replacing the letter "O".

DATA

The practise of being data-driven



+ a b l e a u[®]