talend

The 10 habits of highly effective organizations

Discover how digital leaders accelerate business transformation with trusted and compliant data

Executive summary

We've entered the era of the information economy, where data has become the most critical asset of every organization. To support business objectives such as revenue growth, profitability, and customer satisfaction, organizations are increasingly reliant on data to make decisions and drive their operations.

Since data is such an important strategic asset for most organizations, we wanted to know how much confidence data users (e.g. data architects, developers, and data engineers) as well as executives actually put in their current organization's data. This report aims to help you to answer the following critical questions: Do you trust your data? Is your organization able to deliver it at the speed of the business? Is your organization a leader in digital transformation or is it lagging behind the competition?

In April 2019, Talend tasked Opinion Matters to survey 750 data professionals to evaluate their confidence in delivering trusted data at speed.

The survey revealed four distinct groups of organizations from data leaders to data laggards (for more information on the four categories, see "Clustering" section at the end of the report).

Only 31% of Data Specialists have a high level of confidence in their organizations' ability to deliver trusted data at speed.

Data confidence requires both integrity and speed

To enable the business with data, you must solve two problems at the same time. The data must be timely because digital transformation is all about speed and accelerating time to market—whether that's about delivering instant answers for your business teams or real-time personalized customer experiences.

But speed is not enough. The question remains: do you trust your data? Data integrity is required for data to enable accurate decision-making and deliver remarkable customer experiences. Integrity means accurate data that's complete — it includes enough data sources to build the full picture, as well as a complete data lineage — i.e. you know where all the data came from. However, speed and integrity tend to work against each other.

In many organizations, the simple question, "Who owns the data?" divides IT and the rest of the business. It's often assumed that speed is an IT issue, but it's not always clear that the business is responsible for data integrity. And data integrity is becoming more difficult because the number of users who touch the data is increasing. This makes it harder and harder to track who, when, why, and where data is touched. Data

lineage is becoming more important in order to meet regulatory requirements and solve data quality issues at its source.

Integrity requires control; however, authoritative control is the antithesis of speed. Overly restrictive control stifles the very business drivers of digital transformation, which are rapid innovation and accelerating time to market.

Many organizations default to speed to meet business demands. This also is becoming more difficult, as internal and external users have Amazon-like expectations for ease and convenience. To move fast, organizations may allow developers to hand code integrations or do one-off projects with niche integration tools. While these may solve for speed in the short term, it expands your risk exposure—which is unsustainable and unscalable—as GDPR and privacy concerns have brought stricter requirements on data, along with large fines for noncompliance.

The goal of this survey is to understand the gaps that organizations face when combining both the speed of data delivery and the integrity of all their data. It also highlights the best practices that the data leaders — the 11% of respondents that consider their businesses to have reached excellence — have established.

3 gaps revealed: integrity gap, speed gap and execution gap

Data quality confidence remains low

The survey shows that only 38% of respondents believe their organizations excel in controlling data quality. Less than one in three (29%) data operational workers are confident their companies' data is always accurate and up-to-date.

360° real-time data integration is still a challenge

Having data on time accelerates change and drive decisions when and where they make the most business impact. According to the survey, only 34% of data workers believe in their organization's capability to succeed in a 360 real-time data integration process whereas executives feel more confident (46%). The real-time challenge is not trivial. It also relies on the organization's willingness to invest in cloud-based modern systems such as data warehouses, data lakes or data hub. The challenge doesn't stop at collecting and connecting data, but also to make them actionable in real-time. remains a challenge.

Significant difference between management and operational workers

The closer people are to enterprise data, the less confident they are about their organization's ability to deliver trusted data at speed; while 49% of respondents at a management level feel very confident about having standing access to data, only 31% of data operational workers feel the same. This execution gap is being highlighted even on the compliance side, where trust is a regulatory mandate that all organizations need to enforce; while the majority of managers feel very optimistic (52%), only 39% among the operational workers share this perception.

The journey to data excellence

Talend publishes this Data Trust Readiness report to provide step-by-step recommendations and best practices to achieve data leadership. Talend has identified 10 capabilities (5 related to speed, 5 related to integrity) that are essential to guarantee trusted data in any organization. The report covers what, why and when it is essential to master each of these capabilities over the data lifecycle process. The top leaders got the highest score in each of the following capabilities; they feel fully confident about the ability of their organizations to deliver the right data, at the right time, to any user. As they feel fully in control of their data, they feel very confident about their organizations' capability to protect data to comply with regulations such as GDPR. But at the same time, they have confidence in their ability to unlock their data for broader, self-service access, thereby enabling their employees and shareholders while avoiding shadow IT.

The 10 capabilities needed to cope with modern data challenges

Integrity capabilities:

1. Master data quality with trustworthy, complete and up-to-date data assets
2. Get control over all the organization's data and prevent shadow IT
3. Create a single source of trusted data and foster data ownership
4. Empower organizations with modern tools to manage and monitor data
5. Enforce regulatory compliance with good data

Speed capabilities:

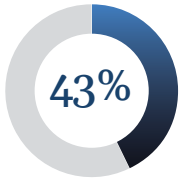
1. Perform real-time data integration to meet real business needs
2. Get instant access to data whenever it is needed
3. Enable access to and use of self-service applications
4. Perform faster root-cause analysis thanks to data lineage
5. Accelerate data delivery to third party applications and teams through AP

Integrity Capability No. 1

Master data quality

with trustworthy, complete and up-to-date data assets

Bad data can come from every department within your organization - sales, marketing or engineering - under diverse forms. Data quality is the process of conditioning data to meet the specific needs of business users or business policies. Accuracy, completeness, consistency, timeliness, uniqueness, and validity are the chief measures of data quality.



Executives believe their organizations' data is always accurate and up-to-date

That figure falls for data practitioners

Why is it important?

According to Harvard Business Review, 47% of newly created data has at least one critical error. Poor data quality adversely affects all organizations on many levels, while good data quality is a strategic asset and a competitive advantage to the organization. Having the ability to master data quality is a key component for any organization willing to gain value out of its data.

When is it important?

Data quality is a process that needs to be pervasive throughout your data lifecycle — all the time, all users, for all projects: you will need to provide inflight data quality self-service tools to enable business experts and empower business people with stewardship applications to resolve missing data over time.

Who is involved?

- Data engineers
- Lines of business
- Data stewards
- Executives

customer highlight

Save the Children

Save the Children UK relies on data quality to get the best from every donor

Save the Children UK saves lives by preparing for and responding to humanitarian emergencies. The charity has been using Talend Data Quality to deduplicate data imported into its donor database, as well as to review existing CRM data.

By reducing duplicates and improving data quality, the charity ensures the information it has on every donor is as accurate as possible. That, in turn, makes sure that donors receive only the information they ask for and allows Save the Children UK to manage the flow of messages in a truly relevant manner.

> *"At the end of the day, Talend is helping us quickly and accurately import data to our CRM in an automated way, freeing up individuals to carry out other work."*
>
> **Penny Kenyon**
> CRM Import & Integrity Manager, Save The Children UK

Watch the video

Integrity Capability No. 1

Master data quality with trustworthy, complete and up-to-date data assets

How to get started

Data quality cannot be an afterthought, or it will become the main obstacle for your data-driven transformation. Start by discovering your data assets and understanding your data quality issues and how they can negatively impact your decisions and operations. Then cleanse your data as soon as it enters your information chain. Get key stakeholders on board. Use tools that can automate operations whenever possible. Download our Definitive Guide to Data Quality, which contains recommendations and methodology as well as customer use cases on how to succeed with data quality.

Questions to ask yourself, your IT Team and your organization:

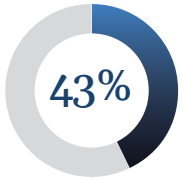
- How do you discover your data?
- How do you measure the cost of bad data and the ROI of data quality?
- How do you engage data stewards for data consistency and accountability?
- How do you automate data quality remediation?
- How do you correct data over time, upstream in your data chain?

Integrity Capability No. 2

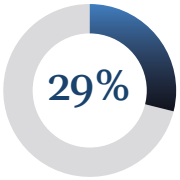
Get control over all the organization's data and,

prevent shadow IT

Whenever an IT system, application or personal productivity tool is used inside an organization without explicit organizational approval, we talk about shadow IT. Shadow IT is not only a security and compliance nightmare, it creates a data sprawl where each group can create its data silos.



Operational data workers believe their organization is always in control of data



Management level still believes they are controlling data pipelines

Why is it important?

IDC estimates that data professionals spend 60% - and waste 24% - of their time searching, preparing and protecting data before they can actually take advantage. When data is not a team sport, everyone spends time creating silos and their version of truth, which drives up costs. Decisions are influenced by questionable data, which puts the organization at risk.

When is it important?

As more and more data professionals are getting closer to operations to drive business outcome "where the action is", there is a growing risk of data fragmentation and misalignment. There is a need for a central organization that can enable people with data in a governed way while tracking and tracing data flows through data lineage.

Who is involved?

- Data governance managers
- Chief Data Officers
- Data Protection Officers
- Data Stewards

customer highlight

SeacoastBank

How Seacoast Bank created a data quality index for all their financial services

Seacoast Bank relies heavily on data to be able to provide customers the best solution for their needs, and to develop a deeper understanding of who customers are and how they want to work with their bank. But being heavily regulated, Seacoast Bank also understands the need for trusted data.

Seacoast Bank is banking on a data quality index to measure data quality on six dimensions and track how it improves or degrades as the bank acquires other banks, and as data sources, processes, and the technical environment change.

> *"It's our duty to make sure each customer's data accurately reflects who they are in our community, and what their relationship is with our community-based bank."*

Mark Blanchette
SVP, Direktor Data Management and Business Technology, Seacoast Bank

Download the case study

Integrity Capability No. 2

Get control over all the organization's data and prevent shadow IT

How to get started

If you want to become a digital leader, you need to be in control of applications wherever they're located within the company. In our survey, top leaders combine speed and integrity by reclaiming control of shadow IT while still enabling the business with data. Incorporating appropriate data controls in your data chain is vital for the success of your data governance initiatives. Establish a step-by-step approach to data governance, from discovery to sharing. Download our Definitive Guide to Data Governance to learn how to take control of your data assets and maximize their value. This bottom-up and data-driven approach to governance will foster a data-driven culture as well as the benefits of delivering trusted data at speed.

Questions to ask yourself, your IT Team and your organization:

- Do you know where your data is, and can you track and trace the changes?
- Can you deliver self-service access to data at scale in a governed way?
- How do you trace personal information and other sensitive data across your organization?
- How do you make data pipelines compliant?
- How do you turn your employees into data citizens who work as a team for shared data assets?

Integrity Capability No. 3

Create a single source of trusted data and

foster data ownership

Can you imagine e-commerce without an electronic catalog or the web without search engines? Digital transformation requires single points of access to enable a wider range of people to access a wider range of information.

74% of operational data workers believe their organizations do not always put a single source of trusted data in place.

Why is it important?

When data is siloed, users can't produce value out of cross-referenced datasets. As an example, it becomes complicated to match customers and prospects and provide useful customer recommendations on the next product to buy. Creating a single source of data allows both better control and a wider audience.

When is it important?

Apply a single source of trusted data from the get-go. Organizations need to establish and execute a data management strategy at the very start of their digital transformation journey in order to reconcile data sources and data sets before going further. This includes establishing accountabilities for data protection, remediation, and publishing so that data is widely and securely shared.

Who is involved?

- Data Governance Managers
- Chief Data Officers
- Data Privacy Officers
- Lines of business

Kundenstory

uniper

A single source of trusted data to move energy across the world

Uniper is a global energy company with 100 years' experience, around 12,000 employees worldwide in more than 40 countries, and 1.7 billion euros EBITDA. Uniper generates, trades, and markets energy on a large scale. They also procure, store, transport, and supply commodities such as natural gas, liquefied natural gas, and coal as well as energy-related products.

To create the Uniper Data Analytics Platform, Uniper selected Tableau along with Talend to integrate more than 120 internal and external data sources into a Snowflake central data lake in the Microsoft Azure Cloud. Talend works across the enterprise to help Uniper with market analysis, gas trading, asset management, and post-trade administration.

> ***"By enabling us to integrate, centralize, and standardize our most valuable data, Talend gives us a single point of truth for decision support. Employees in selected departments now have the support of data self-services to make the right decisions faster while ensuring high data quality and governance."***

René Greiner
Vice President Data Integration, Unipe

Watch the video

Integrity Capability No. 3

Create a single source of trusted data and foster data ownership

How to get started

Start by answering the "Who can access what" question. Apply collaborative and controlled governance to enable role-based applications that will allow assigned data stewards and the entire stakeholder's community to harness the power of data, with governance principles put in place at the very beginning of the project.

Create a data inventory where shared data can be referenced, documented, and published.

Questions to ask yourself, your IT Team and your organization:

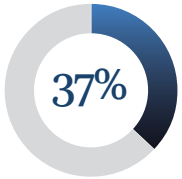
- Do you have a place where you can reference your data assets?
- How do you reconcile your data across systems?
- Are there data owners for highly shared data?
- How do you publish your most valuable data about customers and products?
- Does IT have governed control over the applications business teams use?

Integrity Capability No. 4

Empower organizations

with modern tools and systems to manage and monitor data

Traditional tools for managing data integrity, such as data quality, governance, and stewardship tools, were targeted at the most skilled data experts. With the advent of social networks, machine learning, and smart pattern recognition technologies, anyone who knows about data can collaborate in a data governance effort.



Operational data workers are confident that they have the right tools in place to efficiently manage monitor data

Management level believes they do

Why is it important?

People who know the data best are generally at the edge of data supply chains. They aren't data professionals who can design a model or customize a data quality rule. But once guided with smart tools or supervised by machine learning that can turn their tacit knowledge into an algorithm, they become strategic contributors to digital transformation while cutting repetitive tasks out of their daily jobs.

When is it important?

Embedding controls, transparency, and monitoring along your data journey rather than as a separate discipline is required to monitor your progress over time. Using a common data platform with collaborative tools that fit the role of each contributor, data quality, and governance become a team sport while rules can be integrated automatically into data workflows.

Who is involved?

- Data Engineers
- Data Governance Managers
- Data Stewards
- Data Analysts

customer highlight

Air France-KLM relies on a holistic approach to data governance to provide the best customer experience

With 90 million passengers transported per year, Air France-KLM wants to become the #1 airline in customer service. With Talend, the company created a complete 360-degree customer view.

They created a customer data marketplace where every authorized data professional in the organization can search, consume, document, certify, and share the data that can shape superior customer experiences.

> *"Each and every traveler is unique. With our Big Data and Talend platform, we offer 'made-just-for-me' travel experiences, from purchase planning through the postflight stage."*

Gauthier Le Masne
Chief Customer Data Officer, Air France-KLM

Watch the video

Integrity Capability No. 4

Empower organizations with modern tools and systems to manage and monitor data

How to get started

To govern data at scale, the right systems need the mechanisms and features to automate processes and rules over time from data ingestion to destination. Don't consider data integration, data quality, and data governance as separate functions, but as key pillars of your data-driven strategy. Download the Definitive Guide to Data Governance to improve how you can deliver data you can trust.

Questions to ask yourself, your IT Team and your organization:

- How can you engage a wider audience in your data quality effort?
- How can you capture the knowledge of the people that know the data best?
- How can you make people more productive in their data tasks?
- Can you set accountabilities for your data assets?

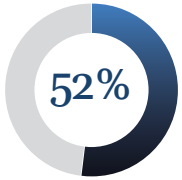
Integrity Capability No. 5

Enforce regulatory compliance

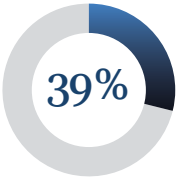
with good data

Data regulations require organizations to increase control over their data assets, which can lead to business benefits beyond regulatory compliance.

A robust data governance program is pivotal to any data protection or compliance legislation such as HIPAA in the U.S. or GDPR in Europe. The traditional data governance disciplines of data ownership, metadata management, data quality management, and model governance fully apply.



Management level are very optimistic about being prepared with data privacy regulations



Operational data workers are less optimistic

Why is it important?

If you want to follow the new data governance regulations, you need to master data compliance. Non-compliance with GDPR, for instance, may result in a penalty of 4% of the organization's worldwide revenues. GDPR is just one of many regulations on data assets popping up across regions and industries, forcing organizations to increase their data controls.

When is it important?

GDPR went into effect on May 25, 2018, while similar regulations are coming in 2020 across United States, Brazil, Australia, Chile, and India. Organizations have to consistently raise the bar for data compliance across all those regulations, whether they are industry-specific or region-based.

Who is involved?

- Data Privacy Officers
- Data Officers
- Data Engineers
- Executives

customer highlight

POINTSBET

When data compliance means launching a business on time: PointsBet expands to the U.S.

Launched in February 2017, PointsBet is a cutting-edge online bookmaker in Australia offering both traditional fixed odds markets as well as points betting. Talend plays a vital role in supporting PointsBet's ability to quickly expand to new territories while ensuring the company maintains compliance with varying state regulations. With Talend, PointsBet also uses data to improve the customer experience for new products and promotions, and determine the relative success of its different wagering products.

> ***"Talend Cloud's quick and successful introduction meant that we were able to comply with regulations and keep our promise and launch into the United States as planned."***
>
> **Maayan Dermer**
> Leiter Data Analytics & Business Intelligence / Solution Architect, PointsBet

Watch the video

Integrity Capability No. 5

Enforce regulatory compliance with good data

How to get started

Too many organizations believe they have established strong data governance programs through policies, workflows and procedures, but are failing to connect with the actual data. A Talend survey shows that among companies claiming GDPR compliance in their legal mentions, only 30% could deliver on their promise to fulfill the data access requests.

Make sure processes and effective data governance are in place as you'll need to be responsive in the context of audit trails, data breaches, data subject access rights, and complying upcoming regulations.

Download our data privacy white paper to know more on the best practices.

Questions to ask yourself, your IT Team and your organization:

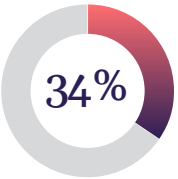
- What are your lines of defense for managing data risks?
- Have you identified the critical data elements that require specific attention?
- Have you put enough control over systems containing personal information?
- How do you manage data portability or the so-called right to be forgotten?
- What's the share of processes which are automated versus manually applied?

Speed Capability No. 1

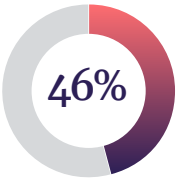
Perform real-time data integration

to meet real business needs

Being able to quickly integrate disparate sources of data from the edge to the core is a de facto criterion for your digital transformation to succeed — whether that's providing real-time answers for your business teams or delivering personalized customer experiences.



Operational data workers believe in their organization's capability to succeed in real-time data integration



Management level feels more confident

Why it's important

Speed to meet customers' expectations and demand has become a key competitive advantage. For a 360-degree customer experience, for instance, real-time data processing makes it possible to deliver a coupon code at the point of sale right before purchasing. Having data on time accelerates change and helps your organization to make faster reliable decisions.

When it's important

Analytics used to be studied after the fact, aimed at monitoring or improving things after they occur. Now that products, customers, and employees are always connected, comes the opportunity to influence any actions with real-time data — e.g. an omnichannel customer shopping experience, a financial trading app, a fraud detection algorithm.

Who would be involved?

- Data Architects
- Business Experts
- Data Analysts
- IT Executives

customer highlight

HERMES
ARZNEIMITTEL

How Hermes Arzneimittel fulfills pharma regulatory requirements and more

Founded in 1907, the family enterprise Hermes Arzneimittel manufactures and supplies high quality self-medication products. Collaborating with its VAR partner QuinScape GmbH, Hermes deployed a data lake based on Hadoop and are using Talend Real-Time Big Data with Cloudera to ingest six different systems, each providing process information at different points in the manufacturing process. Sensor data coming from production processes give greater insight into the manufacturing operations and help produce high-quality medication products for customers.

> ***"We use sensor data coming from production processes to give us greater insight into our manufacturing operations and produce high-quality medication products for our customers."***
>
> **Frank Hemmers**
> Chief Information Officer, Hermes Arzneimittel

Download the case study

Speed Capability No. 1

Perform real-time data integration to meet real business needs

How to get started

The real time challenge is not trivial. It relies on the organization willingness to invest into modern, cloud-based systems that can capture data out of the traditional back office, batch-oriented systems and deliver it in real time across the front office. Download our Definitive Guide to Data Integration to learn what kind of systems are needed to integrate new kind of data sources, from edge to core.

Questions to ask yourself, your IT Team and your organization:

- How long does it take to integrate a new data source such as sensors data or IoT data?
- How do you integrate data in real time?
- Are you leveraging API to unlock data from traditional usage and share it across applications?
- Are your analytics systems able to close the loop with your transactional systems?

Speed Capability No. 2

Get instant access to data

whenever it's needed

Data enablement doesn't stop by delivering data in a data lake or data warehouse. Data must reach easily its point of consumption. Whether it is accessed as a self-service by a business user or integrated into an application, making trusted data available to all when it's needed is of utmost importance.

Fewer than half the respondents (42%) are confident about having access to data at any time.

Why is it important?

Traditionally, organizations have established what IDC calls "governance with the no", which means that business users have to come to central IT with requests and wait until they are fulfilled and authorized. This creates a gap between business and IT when it comes to data ownership—a gap that is widening with the realities of data sprawl.

When is it important?

Beyond the timeliness of data, competitive differentiators can be achieved with the ability to deliver data to the proper audience, at the right time, and the right place.

Think about recommending the next product to buy to a retail customer. Pushing this recommendation in real time to the customer when they're online makes the recommendation more appealing, and much more profitable, than if pushed in an e-mail as part of a marketing outbound campaign.

Who is involved?

- Business Users
- Data Analysts
- Chief Data Officers
- Data Stewards

customer highlight

DRG

How DRG finds actionable insights in healthcare big data

Founded in 1990, DRG (Decision Resources Group) has become the premier provider of healthcare analytics, data and insight products and services to the world's leading pharma, biotech and medical technology companies. The current landscape includes an explosion of healthcare consumer and system data.

After evaluating alternatives, DRG selected Talend and the Snowflake cloud data warehouse as the foundation of its new Real-World Data Platform and worked with Talend Professional Services to implement the cloud solution. With this platform, DRG is tracking the patient journey, the influencers and segmenting the market.

> *"Talend and Snowflake are core components of the platform we've built to deliver top-tier healthcare data and analytics services."*
>
> **Sven Junkergard**
> CTO, DRG

Watch the video

Speed Capability No. 2

Get instant access to data whenever it's needed

How to get started

Making data accessible is one of the pre-requisites to start producing value. Data roles in most organizations have radically evolved over the last few years. Gartner notes, "Key roles such as the data steward are shifting from the IT group to placement either purely in business units or in an IT-business hybrid combination." It's essential to provide easy and fast access to data through the right tool and right channel.

With broader data access, companies can also accelerate time-to-insight by preparing data as a team. Self-service apps (such as Talend Data Preparation, part of Talend Data Fabric) allow users to easily share their preparations and datasets or embed data preparations into batch, bulk, and live data integration scenarios. Download our Definitive Guide to Data Governance to know more.

Questions to ask yourself, your IT Team and your organization:

- Is there a place where data consumers can find and "shop" the datasets that they need to access?
- How do you make sure that business users, applications, and algorithms can easily consume on demand data services?
- What kind of tools are you using to make the most out of cross-referenced datasets?
- Did you think of enabling your customers, partners, or suppliers with data assets that would help you to grow your business or cut costs?

Speed Capability No. 3

Enable access to and use of

self-service applications

Data professionals face an efficiency gap; they spend too much time getting access to the data they need and putting it into the appropriate business context. The capacity of delivering trusted data to business experts at the point of need is critical if you want to liberate data value within your company.

29% of operational data workers still believe their companies do not excel in liberating data access and giving access to trusted data through self-service.

Why it's important

Reduced time and effort mean reduced costs and more value to be extracted from data. IDC found that a mere 19% of data professionals' time is spent analyzing information and delivering valuable business outcomes. Instead, they spend 37% of their time preparing data, and 24% protecting data. IDC estimates duplicated efforts and wasted time take up 12 hours per week.

When it's important

Data professionals are scarce resources. Your data engineers, data scientists and data analysts won't stay long if they don't feel empowered with modern tools that fit their roles and make them more efficient.

Who would be involved?

- Business Users
- Data Engineers
- Data Scientists
- Data Stewards

customer highlight

DMD
Connecting Healthcare

How DMD Marketing Corp. is able to target the right audience for email deployment

DMD Marketing Corp. offers the only authenticated database comprising more than six million fully opted-in U.S. Healthcare professionals (HCPs).

DMD Marketing Corp. took a cloud-first approach and selected Talend Cloud Data Preparation making it possible for users to understand and interact with the data on their own. The company has accelerated time-to-insight by more than 50%. In addition, email data is now refreshed every 24 hours, which helps the company outpace the competition with 95% email deliverability.

> ***"For our client base, it is important that they know they are targeting the proper healthcare professionals. So, having clean data is vital. Talend Cloud Data Preparation helps us deliver that.***
>
> **Jermaine Ransom**
> Vice President Data Services, DMD Marketing Corp.

Watch the video

Speed Capability No. 3

Enable access to and use of self-service applications

How to get started

Self-service tools such as Talend Data Preparation deal with the quick data access challenge. But unlike many others, it is a self-service application that allows potentially anyone to access a data set and then cleanse, standardize, transform, or enrich the data. Because it is easy to use, it solves a pain point in organizations where so many people are spending so much time crunching data in Excel or expecting their colleagues to do that on their behalf.

Download our Definitive Guide to Data Governance to learn more.

Questions to ask yourself, your IT Team and your organization:

- How do you give business people access to data quality functions?
- Given the data quality issues every business faces, how can you make sure business teams can solve those issue with self-service?
- What kind of tools are business teams using to make the most out of cross-referenced datasets?

Speed Capability No. 4

Perform faster root cause analysis

thanks to data lineage

Like any supply chain that aspires to be lean and frictionless, data chains need transparency and traceability. Businesses need automated data lineage to understand where data comes from, where it goes, how it's processed, and who consumes it. There is also a need for whistleblowers for data quality or data protection and for impact analysis whenever change happens.

Only 38% of respondents believe their organizations are excellent at tracing back errors into files

Why it's important

The faster data flows and the more it's used to automate and drive rather than just influence decisions, the more important it is to sense issues or change and react accordingly.

A modern data platform establishes an audit trail for impact analysis, data error resolution, internal control, or regulatory compliance.

When it's important

Regulators ask for data transparency when manage sensitive data to mitigate risks, managing privacy, and move data across borders.

The cost of data errors only compounds with time. The sooner in the data flow data errors are identified, the better.

Who would be involved?

- Data Governance Managers
- Chief Data Officers
- Chief Risk Officers
- Data Engineers

customer highlight

ACCOR

Accor creates a culture where personal data protection is a key business strategy

Accor is a global hospitality leader, offering guests a unique experience in 5,000 Accor hotels and residences located in 110 countries. Their growth strategy is to go beyond the traditional hotel business by using data to anticipate even the simplest of customer needs. To do this, Accor uses Talend to collect 300 GB of data daily on 50 million customers. All this information is stored in a data lake on AWS and connected to a Snowflake data warehouse through Talend.

For Accor, Talend ensures data privacy and compliance with data protection laws. As a result, "we were able to reduce our response time searching information on the right to access data under the General Data Protection Regulation from 30 days to 5 days." says Thomas Elm, Accor's Data Protection Officer, Accor. "We show that we are a company with efficient processes and that we take the rights of our customers very seriously."

Watch the video

Speed Capability No. 4

Perform faster root cause analysis thanks to data lineage

How to get started

Stewart Bond, director of Data Integration and Data Integrity research at IDC, says: "Data intelligence software is critical in the support of data enablement and governance programs because it provides organizations with the knowledge needed to deliver the right data to the right resource at the best time. Data lineage is a core element in those data intelligence solutions, bringing more insight about the data itself and delivering even more impact and value for data-driven organizations."

Questions to ask yourself, your IT Team and your organization:

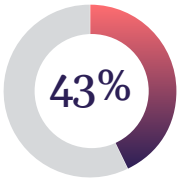
- Have you put a data catalog in place?
- Do you have visibility into all your data's lineage?
- How do you plan to answer regulators' questions quickly

Speed Capability No. 5

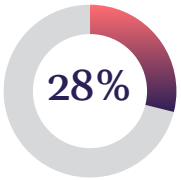
Accelerate data delivery

to third party applications and teams through APIs

An application programming interface, or API, is a building block of code that helps programmers connect their applications to data services. When data is accessible through an API, it can be reused in a controlled way by potentially anyone within and beyond an organization.



Management level is fully confident about the ability of their organization to accelerate data delivery to third party applications and teams



The rate falls to 28% among operational data workers

Why it's important

Digital transformation doesn't stop with analytics. Organizations need to deliver trusted data into everything they do, across their operations, and as part of customers' experiences. APIs significantly improve the value of your data by making it ubiquitous, allowing any applications and connected services to embed it in an easy and sustainable way.

When it's important

APIs are the small bricks that build successful consumer or user experiences. An API makes data actionable because it brings all the needed data together into applications to trigger actions or guide human interactions. Whether we are making a purchase, looking for a new doctor, or checking a book out of the library, every stakeholder in the transaction can benefit from APIs.

Who would be involved?

- Data Engineers
- Data Managers
- Application Developers
- Chief Digital Officer

customer highlight

OTTO

Otto delivers better customer experience through microservices and continuous integrationo

One of the world's biggest e-commerce companies wanted to improve its customer experience. The company and its integration partner CIMT deployed a microservices-based architecture leveraging real-time big data in the largest cluster in Germany, using continuous integration and delivery methodology on a container platform.

> *"Talend helps enable our strategy to get closer to the shoppers who come to our website, understand the market, and get ideas for promoting product purchases."*

Michael Van Ryswyk
Product Owner Brain Realtime, Otto GmbH & Co Kg

Learn More

Speed Capability No. 5

Accelerate data delivery to third party applications and teams through APIs

How to get started?

With the transformation of the retail industry, frictionless methods of payments, PSD2 and the Open Banking Standard, organizations need to continue to improve their API strategy, ensure security and transactions in the cloud.

Increased reliance on APIs, as well as the shift toward open source, REST, and cloud-native API technologies mean that companies need a comprehensive API solution to stay competitive and remain ahead of the technology curve. Talend Open Studio for ESB is a free, easy-to-use, open source solution for integrating APIs and building a service-oriented architecture. For even more control of your API integrations, Talend provides developers with a complete toolkit to enhance scalability, simplify mapping and security, and for managing, preparing, and profiling all of your company's data.

Watch this short video on how to share data at scale

Questions to ask yourself, your IT Team and your organization:

- How do you connect trusted data to your apps or services?
- Have you ever thought of using API connected to your data sources?
- Have you ever thought of building an API solution to remain ahead of the technology curve?

Conclusion

Technology disruptors like machine learning and artificial intelligence along with the weight of general data protection regulations like GDPR or industry-specific regulations are challenging the way organizations digitally transform. Without confidence in data's accuracy and the right access to it, companies won't be able to stay in the game.

A broad crisis of confidence is underway in most companies. As highlighted in the survey, operational data workers and executives do not perceive the same quality in their data. Operational data workers are far less confident in the data they use for their everyday activity. This is a significant long-lasting problem for organizations. To be successful in their digital transformation, organizations need to bridge this perception gap. Organizations need to create a strategy for building trust and providing transparency, and they need to do this through data and the way it is managed. Trust starts with data.

But the report shows that any journey to data excellence must also include speed. The world we are living in today is moving very fast and digital-native generations are pushing new ways of consuming data within organizations. What's become expected in the consumer world is making its way to the enterprise.

No matter if it's a customer or supplier, engagement with a customer must be seamless – the level of frictionless is linked to reputation in a digital world. IT teams want to use software that's as easy as streaming a video on YouTube or listening to music on Spotify. They want to be able to start data loading projects easily, they want to be able to connect cloud sources into data warehouses or data lakes in minutes.

Cloud has revolutionized the way organizations work with data integration. These new data workers now want to consume technology as a service and not just as products anymore, which reduces costs – the installation and administration are no longer managed internally, but by the provider. Data workers can thus focus on the real benefits of their job, providing analysis to improve the business in real-time. Making use of platforms offered by data integration and cloud management platforms is pivotal in the success of your business. Enabling data workers with instant access to data as well as empowering them with self-service applications has become critical to driving business results and growth.

Platforms and services that allow you to seamlessly and instantly move large amounts of data to their destination must be taken advantage of in a society where frictionless is the new norm.

About Talend

Talend (NASDAQ: TLND), a leader in cloud data integration and data integrity, enables companies to transform by delivering trusted data at the speed of business.

Talend Data Fabric offers a single suite of apps that shortens the time to trusted data by solving some of the most complex aspects of the data value chain. Users can collect data across systems, govern it to ensure proper use, transform it to new formats and improve quality, and share it with internal and external stakeholders.

Over 3,000 global enterprise customers choose Talend to rely on trusted data to make business decisions with confidence. Talend has been recognized as a leader in its field by leading analyst firms and industry publications including Forbes, InfoWorld and SD Times.

Need better data? Let's talk!

Visit our website talend.com
Reach out to sales@talend.com

Methodology

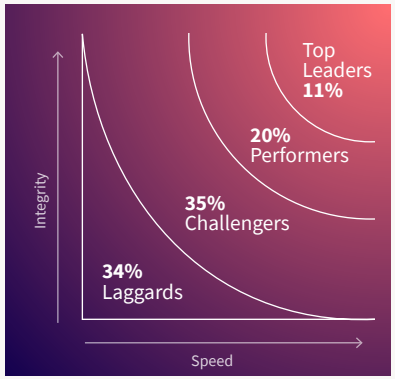
750 data professionals (management and operations) at different levels of responsibility were surveyed from April 25th to May 22nd, 2019 by Opinion Matters. This survey covers three geographical areas: Asia-Pacific, Western Europe (France, Germany, the United Kingdom) and the United States of America.

The 750 data professionals surveyed work for companies employing more than 500 people with an equal distribution among geographical areas.

More than 65% of those interviewed have an executive/management profile while 35% have an individual profile.

Clustering

The four groups presented in the survey are defined as follows:



The “Top leaders” rank among the highest score in the trusted index. These are the data professionals and executives who are fully confident in their company’s ability to deliver trusted data, with integrity and speed. They strongly agree with each of the statements.

The group of respondents who perform above average but who do not excel across all categories is called “The Performers”. They represent 22% of those interviewed. The respondents strongly agree on most of the statements

The group of respondents who obtain mixed scores (i.e., a mix of positive and negative answers) is called “The Challengers”. 35% of interviewees. Those respondents perceive trust gaps in their organization by disagreeing with at least one or two statements.

The “Laggards” who perform under average because they disagree with at least two of the key assertions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