

# Transformational Data Programs

Adam Drake

CDO Forum, Singapore, 18 Jun 2015

<http://aadrake.com>

<https://sg.linkedin.com/in/aadrake>

@aadrake

# Background

- Technical and data roles for a long time
- Studied Applied Mathematics
- Many industries (online travel, online marketing, healthcare, financial services, etc.)

# Kardashev Scale

- Type 1: Energy from planet
- Type 2: Energy from nearest star
- Type 3: Energy from galaxy

Culture

Defend forecasts  
against actuals?

The problem with  
painting a picture of data

The devil is in the  
detail

Don't sell to people  
who aren't buying

# Kardashev Scale (data)

- Type 1: Essential needs and legal requirements
- Type 2: Operational reporting, KPIs, DWH, fragmentation
- Type 3: Data for the future, BI is decision support, self-service and democratization, data org. focused on products and hard problems. No SQL monkeys.

# From Type 2 to Type 3

- Think distributed
- Win hearts and minds
- Automate where practical
- Tooling and support

# Conclusion

- Culture trumps strategy
- CDO is a change agent (think Type 2 to Type 3)
- Big data, small data, it doesn't matter
- Focus on people and process, not tech

Questions?

<http://aadrake.com>

<https://sg.linkedin.com/in/aadrake>

@aadrake