

Breaking Down Data Silos to Unlock Better Total Experience



Why Is Data Sharing Necessary?

Organizations that promote data sharing will outperform their peers on most business value metrics by 2023. Organizations that can instill digital trust will be able to participate in 50% more ecosystems, expanding revenue-generation opportunities.¹

To gain a competitive edge over businesses constrained by siloed data, having a single source of truth and extracting insights with a 360-degree perspective is necessary for the CDOs.

Breaking down data silos helps in improving total experience and assists businesses in connecting with customers and employees better while embracing disruptions such as fragmented customers and remote work.

Data, Goals, and Growth Strategy

EXPECTATION

Effectively link business strategy, intended outcomes, and data strategy.

A successful digital transformation journey with consumer data and organizational goals is at the core of the transformation.

REALITY

Tech-driven siloed investments in data over the years lack a well-defined data strategy in place that unifies all data activities.

Corporate and customer data is usually compartmentalized into departmental or administrative silos — teams focus on departmental goals rather than overall goals.

Siloed Data Is Detrimental to Your Organization's Growth²

- Decision-makers and business teams rarely collaborate.
- Isolated data quickly gets outdated.
- Incorrect analysis happens due to the lack of a 360-degree view of the target consumers.
- Poor customer experience across all channels and touchpoints occurs due to non-sharing of customer information among departments.



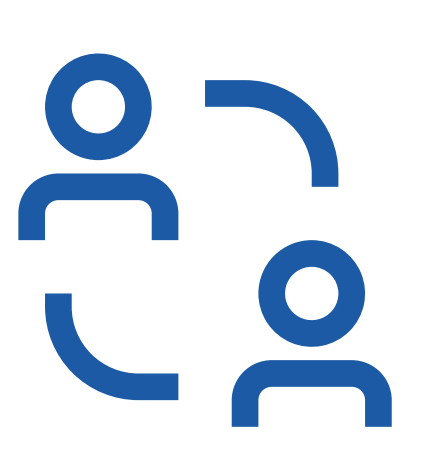
But There's Good News ...
Data silos can be eliminated without disrupting critical business processes

5 Imperatives to Connect Data Successfully



Audit your current data:

The first step in breaking down organizational silos is establishing where the data is currently stored, how it is acquired, and how useful or obsolete it is.



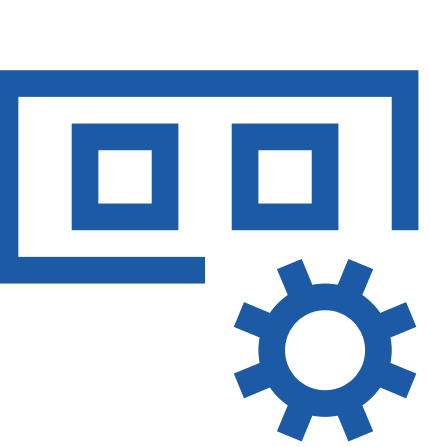
Encourage collaborations between teams:

Recognize, engage with, and encourage cooperation across both the formal systems and the informal groups that already exist within the enterprise.



Use the right automation approach:

Facilitate modern digital technologies to enhance cooperation, increase efficiency, allow standardization, and promote innovation.



Build a customized data platform:

Address organizational requirements and challenges with a unified cloud data platform or dashboard that integrates and centralizes data.



Embrace cultural shift:

Adopt agile practices that enable teams to embrace cultural transformations for greater cross-functionality.³

Embark on a Data-Driven Digital Transformation Journey With LatentView Analytics

LatentView Analytics empowers your organization with the right tools, platforms, and automation technology necessary to ensure your teams can share, understand and use data within the governance structure to make insightful business decisions.