CDO-Smart Services Capability
Building a strong office of the CDO—powered by Informatica

From Data Management to Data Advantage

Industry 4.0 signifies a new industrial revolution. It’s the transformation in how a business functions, turning it into one that communicates, analyzes, and uses data to drive intelligent action.

To reap the business benefits driven by data, executives should shift their organization’s operations from classic data management to a data advantage perspective that is connected across the enterprise.

A strong data function led by an executive officer—the Chief Data Officer (CDO), in particular—is critical to enabling the data advantage perspective. Companies that don’t address and adapt their operations will potentially disappear in the Industry 4.0 landscape.
**Deloitte’s CDO-Smart Services**

Deloitte’s CDO-Smart Services, powered by Informatica, is a turnkey set of services that puts the people and technology in place to immediately assess, prioritize, and address transformational data issues in your organization.

**A successful office of the CDO needs:**

- Executive-level alignment
- New talent model support
- A leader who can deliver as an Operator, Catalyst, Technologist, and Strategist

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**The Critical Role of CDO Leadership**

The CDO role is quickly transforming and emerging as a critical enabler among the leadership team. CDOs are tasked with enhancing executive decision making, improving operational efficiency, and empowering innovation.

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**Big Shift in Data Strategy to Accelerate**

Having data is no longer an advantage; the data advantage perspective comes with effectively managing your data and leveraging it as a primary business driver.

Key shifts can help accelerate business through a data advantage perspective:

- Allocate approximately 10% of IT and/or CapEx, OpEx spend
- Appoint a CDO and empower the office of the CDO to function in a way that manages and monetizes data
- Establish a data business value map
- Manage spend on data to enable business outcomes
Technology Enablement, Powered by Informatica

The CDO role is unique to your organization's needs, and our CDO-Smart Services leverage the power of the Informatica's Intelligent Data Platform, as well as other Informatica products and solutions, to support the strategy and process-related functions specific to your business.

Let's get started:

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