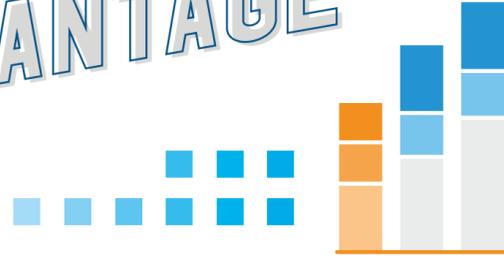


THE CDO ENABLING DATA-DRIVEN ADVANTAGE

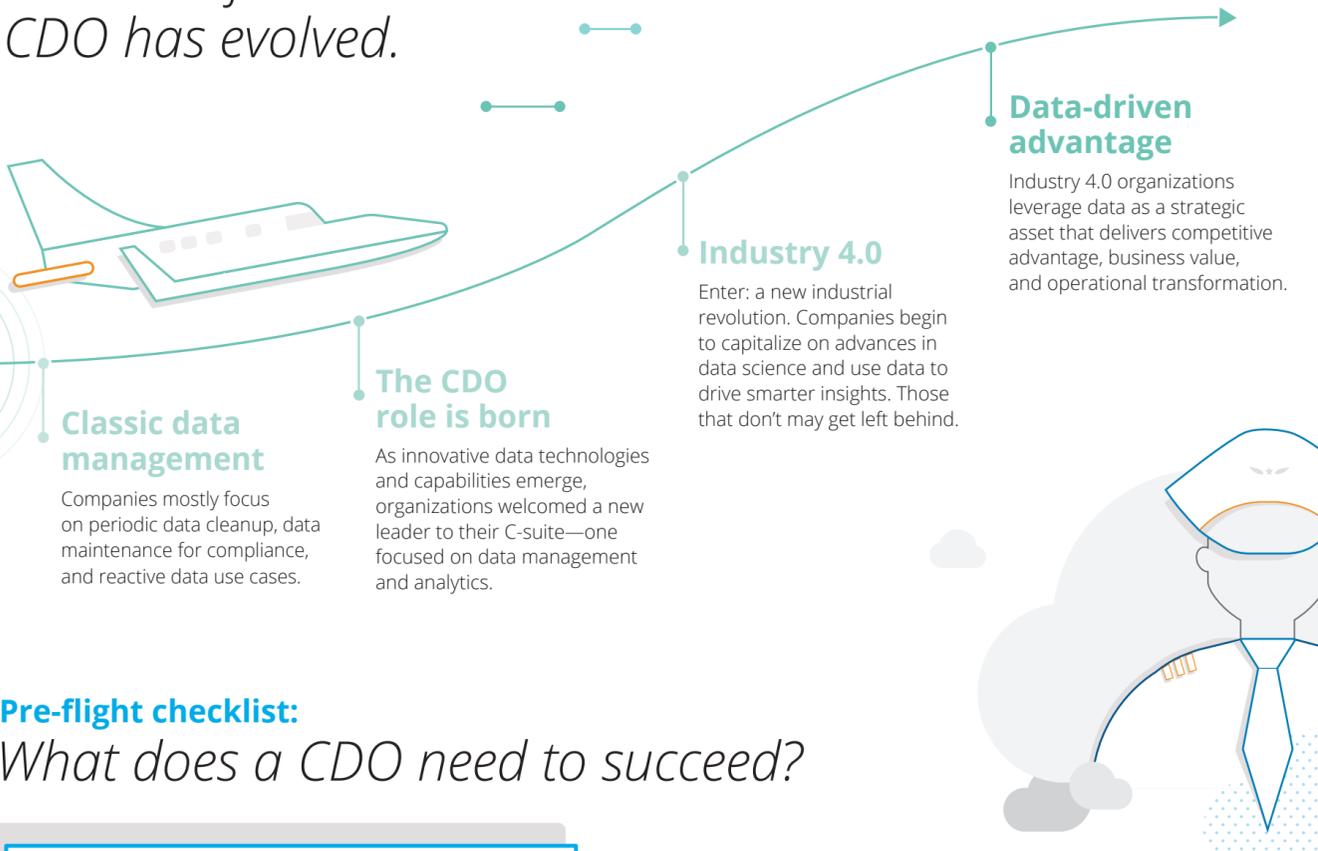


Data is no longer an advantage—every organization has it. Yet, not everyone uses it to its fullest potential. That's where the **Chief Data Officer (CDO)** comes in.

To data-driven advantage and beyond.

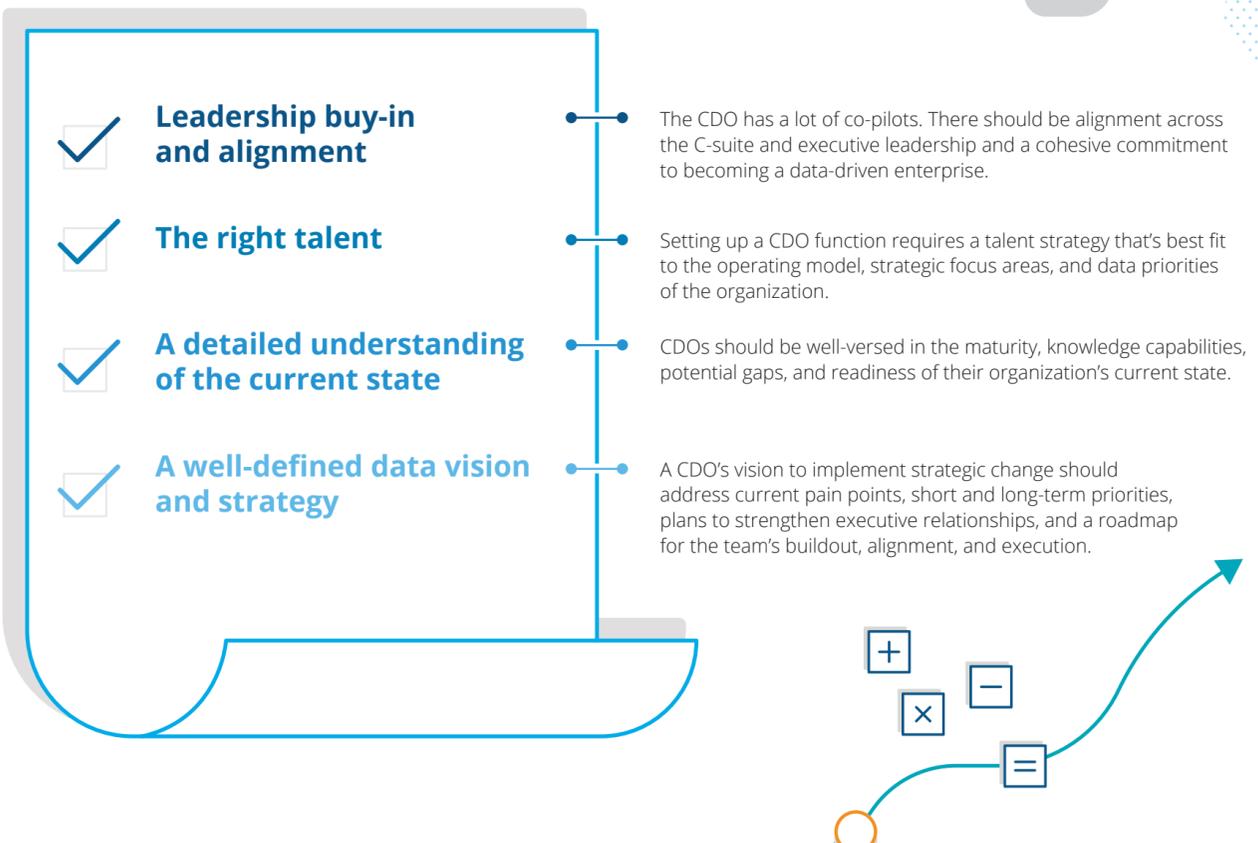
To discover the power of their data, organizations should navigate away from classic data management towards a data advantage perspective. The CDO is the pilot in this journey.

The role of the CDO has evolved.



Pre-flight checklist:

What does a CDO need to succeed?



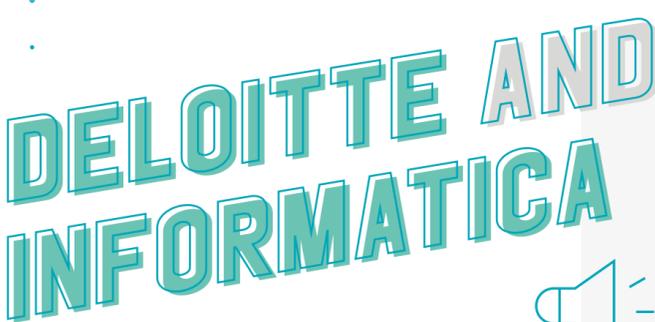
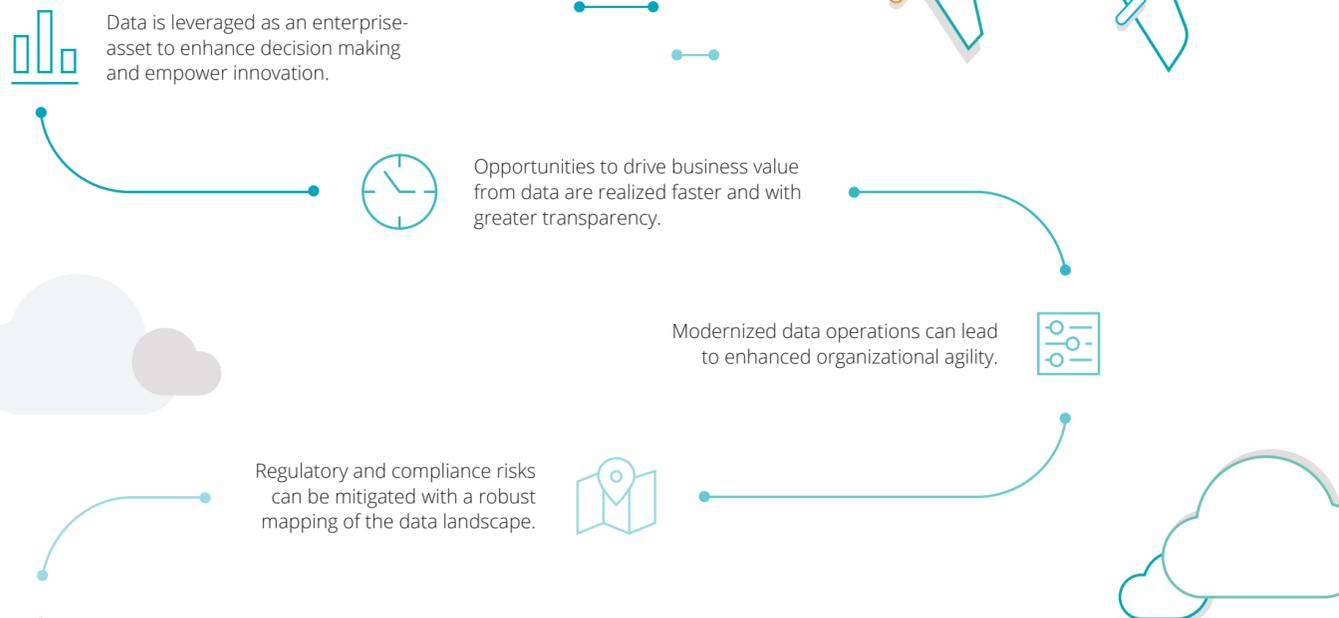
Reaching new heights:

The impact of a strong CDO function

Transforming the CDO function can propel an organization to new heights of business value realization, competitive advantage, innovation, and operational efficiency.

Why walk when you could fly?

The data advantage impact:



Teaming up to transform the CDO function

Deloitte's turnkey set of services, CDO-Smart Services, are designed for CDOs and powered by Informatica. Together, we help put the people and technology in place to quickly assess, prioritize, and address transformational data issues in your organization.