



# Why Data-centric organizations have an advantage in the digital economy

October 21, 2021  
Ruben Sardaryan



# In today's talk

- ▶ What is a data-centric organization?
- ▶ Differences between data-centric and app-centric organizations
- ▶ Why data-centric organizations have an advantage?
- ▶ How to get there? Tips on becoming data-centric.

# About



Ruben Sardaryan



Helping organizations increase revenues and reduce costs using data & analytics

- ▶ Data strategy advisor
- ▶ CEO & Founder, Infocratic
- ▶ Data strategist with 20+ years experience in data & IT leadership
- ▶ Led data & analytics for 10 years at Questrade - growing it to become Canada's top brokerage
- ▶ Father, husband, musician, glider pilot

# What is a data-centric org?

What matters more - the wallet or the money inside ?

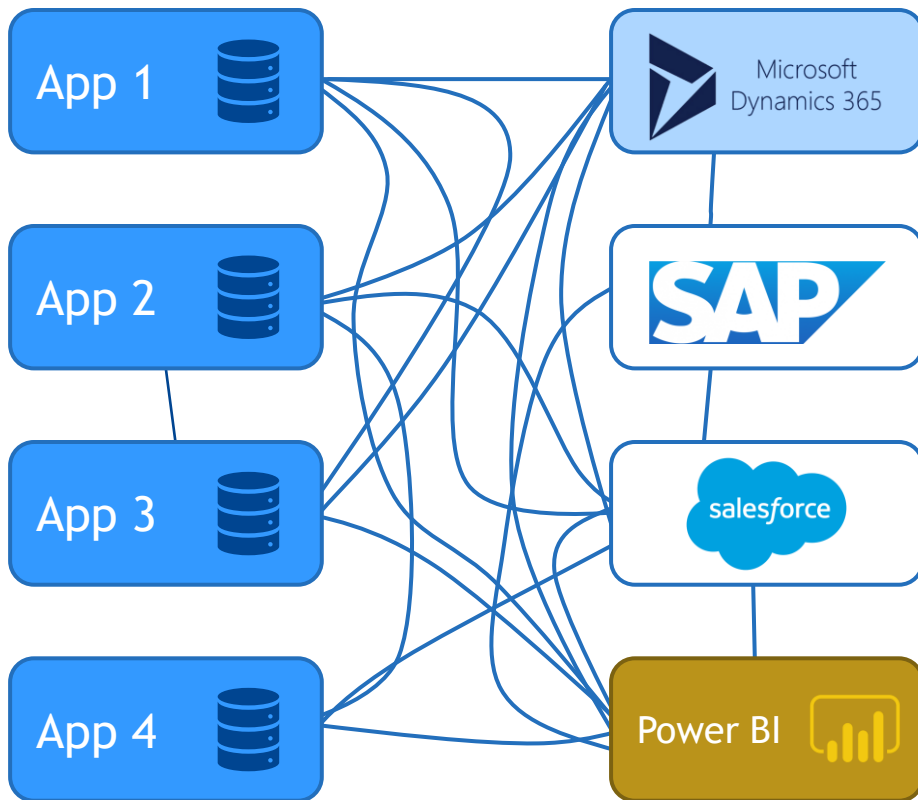


# What is a Data-Centric organization?

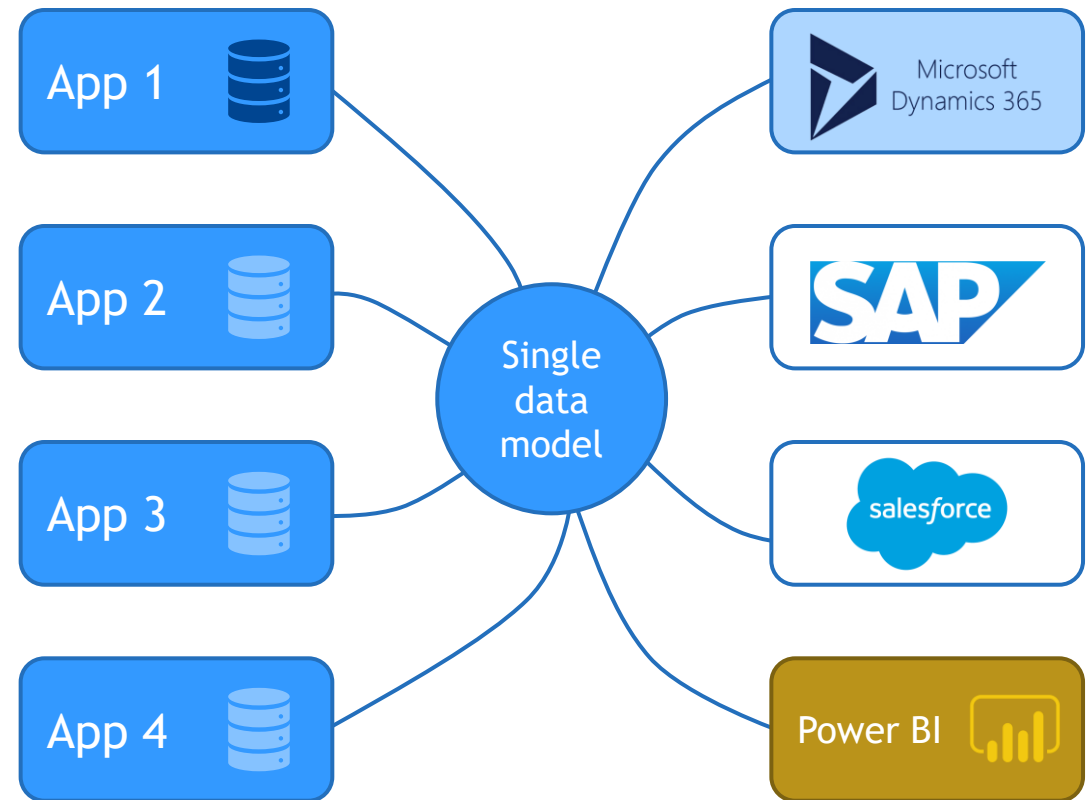
**Data-centric organization has a single data model; and prioritizes managing data & information over managing systems & technology.**

# Data-centric vs. app-centric organizations

App-Centric



Data-Centric



# Why data-centric organizations have an advantage?

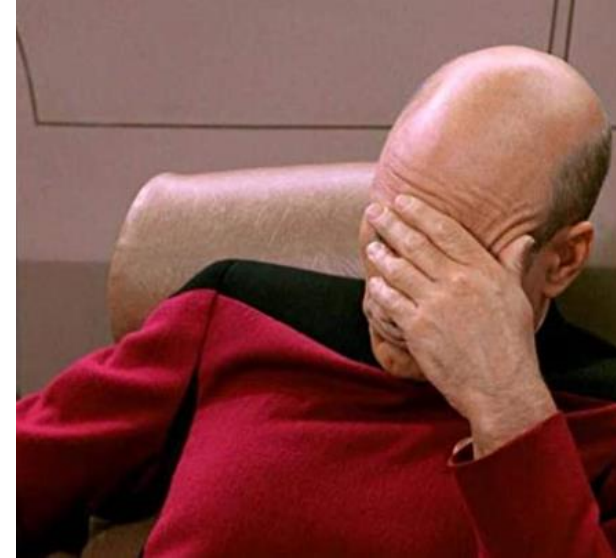
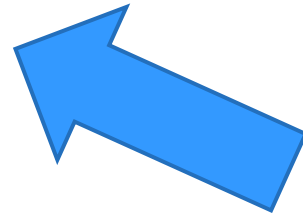




In 2021  
every business  
is a data business

# Being app-centric implies a lot of extra costs

- ▶ Infrastructure costs
- ▶ Integration costs
- ▶ Complexity costs
- ▶ Agility costs
- ▶ Data quality & trust costs



All of this is the result of  
app-centric approach

The digital economy will embrace  
only those that adopt  
**a data-centric mindset**

# How to become a data-centric organization?

# No single strategy as every organization is different

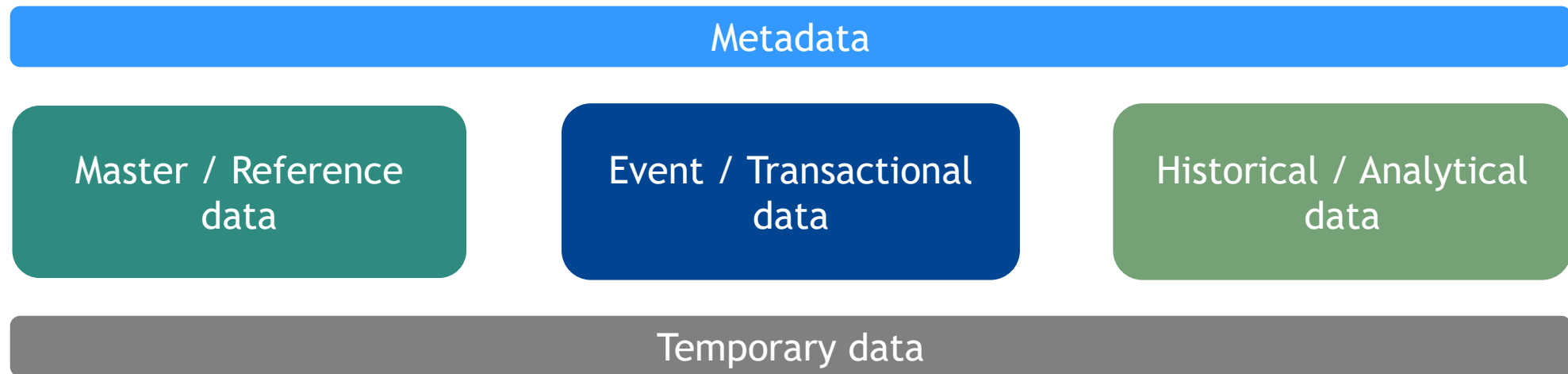
- ▶ Maturity & awareness
- ▶ Size & structure of the organization
- ▶ Composition & complexity of the technology landscape
- ▶ Existing digital / data strategy
- ▶ Available competences & skills
- ▶ Funding & resources



# 1. Full understanding and buy-in at the top



## 2. Awareness of the foundational data lifecycles and their main principles is crucial



Each of these foundational data classes has core principles that apply regardless of where the data is contained.

### 3. Focus on company CULTURE & communicate, communicate, communicate!





A photograph of a young child in a bright yellow hooded sweatshirt and blue rain boots with red trim, walking across a large, dark log. An adult, wearing grey jeans and bright blue rain boots, is standing on the log and holding the child's hand to assist them. The background is a soft-focus wooded area with trees and dry ground.

4. Take things step-by-step & be systematic

# 5. Get good at data modeling

graphs - relational - analytical

# What an organization needs to become data-centric (summary)

- ▶ 1. Executive team understanding & buy-in
- ▶ 2. Awareness of foundational data lifecycles and their principles
- ▶ 3. A lot of communication and culture building
- ▶ 4. Systematic approach (+ start small)
- ▶ 5. Good data modeling is key



# Data-centric vs. app-centric organization traits

Data-centric	App-centric
Data is shared	Data is hoarded
Technology landscape is elegant and simple	Technology landscape is vast and complex
Company focuses on data & information; technology is a tool	Company focuses on technology; information & data is an afterthought
Little to no data silos	Many data silos
High level of trust in data	Low level of trust in data
High levels of data literacy on average	Low levels of data literacy on average
High degree of agility & innovation	Low degree of agility & innovation

# Questions?

## 3 Main Takeaways

1. Adopt a **data-centric** mindset (as opposed to app-centric)
2. Approach organizational data lifecycles **strategically**
3. Focus on **culture, awareness & skills**, not on technology

## 3 questions to ask yourself

1. What will your organization look like in 3-5 years if you adopt and execute a data-centric approach?
2. What will it look like in 3-5 years if you don't?
3. What's at stake? (try to quantify the impact for your org)

Our mission is to  
help you excel at being data-centric






# Thank you!

More webinars on [infocratic.io](https://infocratic.io)

How to stay connected:

- Follow [Ruben Sardaryan](#) & [Infocratic](#) on 
- Subscribe to the email newsletter [here](#) or at [infocratic.io](https://infocratic.io)
- [contact@infocratic.io](mailto:contact@infocratic.io)