When your data works...
Everything works

Ray Sullivan
Vice President, DataEdge

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6 Pillars of IT Modernization

1

IT Infrastructure

Optimizes cost and performance across interoperable hybrid environments

2

Application Development

Automates DevOps using modern languages, cloud-native containers, and AI

3

Cybersecurity

Ensures data assets and business processes are hardened and protected from unauthorized access or malware

4

IT People, Process, and Skills

Ensures effective IT performance while maximizing staff retention and skills

5

AI Readiness

Supports the deployment and operation of mission-critical AI applications and infrastructure

6

Data Management

Ensures consistent data quality, security, and accessibility across all teams, processes, workloads, and systems

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STRONG DATA FOUNDATION

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The Data Messaging Gap

Data strategy seen as technical plumbing

Peers prioritize their "own" domain over "your" domain

Without linkage, data management sounds like a cost center

IT Infrastructure

Your pitch to the CIO/Infrastructure lead

Their priority	Offers that resonate	90-day wins	KPIs you'll improve
• **Run IT lean and resilient** while delivering faster, more reliable infrastructure	• **Clear visibility** into where data lives, what it costs, and how it's used • **Standardized formats** so data moves easily between systems without costly rework • **Automated movement or replication policies** based on classification	• **Unified cost and usage telemetry** • Top 10 **most critical datasets classified** for better budget and performance decisions	• **Lower cost** per dataset • **Right-sizing infrastructure** to actual usage • **Faster recovery** when the most critical data is down

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App Development

Your pitch to the CTO/Head of Engineering

Their priority	Offers that resonate	90-day wins	KPIs you'll improve
• Deliver new features faster and enable teams to work in modern languages and hybrid environments.	• Give dev/test environments **instant access** to trusted production-quality data. • Ensure **consistent schemas** so apps don't break when data moves. • Keep legacy and cloud-native workloads **in sync in real time.**	• A dev/test **replication pipeline that updates daily** with zero manual refresh.	• Shorter **dev/test setup time.** • Faster **release cycles.** • Fewer **production defects** from bad or missing data.

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Cybersecurity

Your pitch to the CISO

Their priority	Offers that resonate	90-day wins	KPIs you'll improve
• Protect data assets and improve compliance. Move beyond perimeter-only defense to zero trust model.	• Build **data visibility and lineage** into the security fabric — what's sensitive, where it's stored, and who touched it. • Provide **locked-down, real-time copies** for fast ransomware recovery.	• Identify and tag most critical datasets and integrate lineage into their security command center dashboard.	• Faster **time-to-detect** and **time-to-recover** from incidents. • Higher **audit pass rates.** • Lower **data exposure risk.**

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IT People, Process, and Skills

Your pitch to CIO/Chief People Officer

Their priority	Offers that resonate	90-day wins	KPIs you'll improve
• Keep IT running smoothly while teams adopt new tech — without burning people out or losing talent.	• Automates data prep and movement so staff can focus on higher-value work. • Standardize, unify and document data so everyone works from the same trusted playbook. • Provide tools that work across old and new systems.	• Automate one recurring manual data sync process and reassign that time to high-value projects.	• Lower **manual workload** on data teams. • Faster **new-hire onboarding.** • Higher **employee retention** in IT. • **Reduce** "human" information siloes.

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AI Readiness

Your pitch to the AI/ML Leader and CAIO

Their priority

- Feed AI the right data at the right time in the right format—and avoid garbage in, garbage out.

Offers that resonate

- Create **real-time, trusted data pipelines** into AI models.

- Maintain **data lineage and quality checks** so outputs are explainable and compliant.

- Sync structured and unstructured data across sources.

90-day wins

- Deliver a live, trusted data feed from two key enterprise sources into your AI/ML environment.

KPIs you'll improve

- Higher **AI model accuracy.**

- Faster **AI deployments.**

- **Model training time** spent cleansing or reconciling data.

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ALL Dependent on Strong Data Management

Your pitch to the CEO and your peers

Their priority	Offers that resonate	90-day wins	KPIs you'll improve
• Run the business on data everyone can trust. Make data a strategic asset, not a departmental headache.	• Guarantee **quality, security, and accessibility** for enterprise-wide data. • Treat data as a shared resource across all business units. • Keep critical data available in real time, wherever it's needed.	• Publish an "Enterprise Data Health" dashboard with a 6-month improvement roadmap.	• Higher **data trust scores** across departments. • Fewer **duplicate or conflicting datasets**. • Shorter **time-to-insight** for business decisions.

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CDO Playbook for Framing Data Management

Strong Data Management Multiplies Every IT Investment

Always start with *their* domain, not yours

Quantify the cost/risk of poor data in *their* domain

Show how data governance accelerates *their* KPIs

Use simple, non-data jargon in cross-functional settings

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Lead as the Foundation

Audit your data foundation in the context of all 5 pillars

Make "data ROI" visible in business terms

Position data management as an enabler, a force multiplier—not a cost center

Infrastructure stores it. Apps use it. Security analyzes it. People depend on it. *AI learns from it.*

But *none of it works* without you—the CDO—getting the data right.

Visit us at Booth #2

Take the IT Modernization survey

Find out where your organization falls on the Modernization Index

Talk to our experts

Network with senior data leadership and solution experts. See a demo of Rocket® DataEdge.

See a demo

Automate structured data management across the enterprise

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