

DATA
PREDICTIONS
for 2018

We're going to let you in on a little secret.
We have major FOMO – the fear of missing out.

But we don't see this as a problem. In fact, we embrace FOMO. It keeps us on our toes. It drives us to keep our eagle eyes on the market and our fingers on the pulse of what's happening in the world of data.

And you know what?
There is A LOT going on.

A stylized folder icon is positioned on the right side of the slide. It is a light blue folder with a darker blue tab at the top. On the front of the folder, there is a dark blue rectangular label with rounded corners and a double-line border. Inside this label, the words "TOP SECRET" are written in a bold, white, sans-serif font.

TOP SECRET

See, data is changing. And that means that modern business must change, too.

It's no longer enough to stockpile massive amounts of data and cross your fingers that users across the business will find what they need to do their job.

And it's certainly not ok to ask customers for data without any process in place to keep it safe, secure, and protected.



Last year, we said 2017 was the year when data (finally) takes center stage. And as we enter 2018, that spotlight will shine even brighter.

Organizations that think of data as a strategic part of their business will receive a standing ovation. While the ones who don't will be asked to exit stage left.

We want you to be the star of the data show. So we're letting you in on what we predict for data in the year ahead.



7 Data Predictions for 2018

1. Data Protection Will Get Personal
2. The Value of Data Will Rise...and Data Regulations Will Follow
3. AI Will Expose Organizational Deficiencies
4. Data Catalogs Will Become the Biggest Data Craze
5. Big Players Will Change the Big Data Game
6. Data Management and BI Tools Will Become Commodities
7. The CDO and the CIO Will Engage in a Game of Thrones

Data Protection Will Get Personal

Do you know where your data is? If you're like many consumers, chances are, you don't. But that's starting to change.

Recent, high-profile data breaches put a spotlight on the volume of data that companies collect from their consumers. And each breach highlights the need for organizations to put stricter governance processes and practices in place to protect that data.

Consumers, too, are becoming increasingly aware of the amount of data businesses collect and store about them. And they're starting to ask questions about how organizations are using, protecting, and securing this personal information.





In 2018, we believe that data protection will hit nearly everyone's radar. And it's going to get personal.

To win consumers' trust, organizations must prove they have solid governance practices in place. They must demonstrate not only that they are protecting the data, but also that they are using the data for good.

Laws such as the General Data Protection Regulation (GDPR) become enforceable in 2018. And failure to comply will result in hefty fines and loss of consumer trust.

The stakes are high. And while financial setbacks can cripple a business, losing consumer trust can shut it down. What price are you willing to pay?





The Value of Data Will Rise...and Data Regulations Will Follow

We know data is a valuable asset. And many companies are (finally) realizing it, too.

But with value comes risk. And today, too many organizations do not realize - or act upon - the risks associated with data. That's why in 2018, we predict that as the value of data rises, so will the number of data regulations.

Think about it. Historically, regulations focused on financials. Why? Because financials drove the value of the organization.

But today, the value is shifting from dollars to data.





Data-driven companies are the ones who are winning. They're disrupting traditional markets, gaining competitive edge, and operating more efficiently than their closest rivals.

These companies know something that others do not. They know that risk management is positive. And they practice it as part of business as usual.



So when the regulations come – and we believe they will – data-driven organizations will embrace them.

They'll easily comply. And they'll use them to put even greater distance between themselves and the competition.



AI Will Expose Organizational Deficiencies

In 2017, artificial intelligence (AI) moved from the shadows of science fiction to mainstream business. Organizations of all sizes are investing in AI with the promise of better insight, more competitive products, and a bigger bottom line.

But despite the many benefits that AI promises to deliver, many organizations are discovering that AI has a dark side, too.

Organizations are rushing to implement AI into their products and services. But what they're quickly realizing is that their organization is not equipped to handle the challenges that AI presents.





**In 2018, we believe that AI will expose data deficiencies
and reveal where data processes fall apart.**

Organizations will struggle to answer simple question such as:

- Where is the data that I need for my AI project?
- What is the data's quality – and is it reliable?
- Who owns the data – and who can fix it?
- How do I embed the outputs from AI into day-to-day business operations?

And they'll realize that some of their AI initiatives have unintended consequences that require ethics to become involved in ways they never have before.

As AI begins to take hold, it's important for organizations to build governance into their projects from the start. A solid governance foundation means that AI analysts can find the data they need, know what it means, and gain transparency into its quality and ownership.

They can avoid scenarios where outputs are unexpected, or worse, offensive. And they can have confidence that the output of AI is credible.

Simply put:



GOVERNANCE

=



TRANSPARENCY

=



TRUST



Data Catalogs Will Become the Biggest Data Craze

Data catalogs are becoming all the rage in the data world. And new data catalogs are emerging all the time. In fact, nearly every player in the market has a catalog. And many organizations are looking to implement one.



We believe that 2018 is the year of the data catalog. And they will become the biggest data craze.

But buyer beware – not all data catalogs are created equal!



If you're looking for a big list of data elements, then any data catalog will do. But if you're looking to empower the business, then you better do your homework.

The best data catalogs increase and enable data usage by helping all data citizens to find, understand, and trust the data.

They control access – in a positive way – by making the right data more accessible and the wrong data more secure.

And they connect the list of data elements to meaningful information in an established business glossary. That way, business users can understand what the data means – in terms they easily recognize.


Remember: a catalog isn't just a catalog. So know what your business needs - and make sure the catalog you choose checks all the boxes.



The background features a teal color with white geometric shapes, including a large circle and a smaller circle. A dark grey circle is positioned on the left side of the page.

Big Players Will Change the Big Data Game

The big data landscape as we know it today is about to change.

The background is a solid teal color. It features two stylized, light blue clouds: one on the left and one on the right. A large, semi-transparent teal circle is positioned in the lower-left quadrant, partially overlapping the text area.

Large players such as Amazon, Google, and Microsoft are joining the war for big data – and their weapon of choice is cloud infrastructure.

Clearly the market is big enough – and the potential is great enough – that big vendors want to play. But their entry in the market – coupled with the increasing desire to move big data to the cloud – also signals maturity.



In 2018, we predict that big players will change the big data game. And they'll do so by shifting the discussion from volume to usage.

Making data usable is no small task. But as organizations realize that data value and data usage go hand-in-hand, they'll realize that data governance – and a governed data catalog – make all the difference.

Governance helps organizations make sense out of the data chaos by making information easy to find, easy to understand, and easy to trust for all data citizens.





We haven't even entered the real era of big data. But companies that embrace data governance now – and make it part of business as usual – will win the big data game in the end.



Data Management and BI Tools Will Become Commodities

Data management and business intelligence (BI) tools have been around for many years. And while they've grown in popularity, their value gets mixed reviews. But that's all about to change.



In 2018, we predict that data management and BI tools will become commodities. And that many more vendors will build these tools and offer them in the cloud or via open source.

But becoming a commodity isn't negative. In fact, think of it as a coming of age.

It means that self-service tools and the reports they generate are here to stay. And that users have come to expect that they can access information quickly and easily, without help from a data expert.

But it also means that the focus is shifting. It's no longer enough to have a slick BI tool, a pretty visualization, or a detailed report. They, alone, do not provide value.

True value comes from trust in the data. And governance is the secret to securing that trust.

Because when you trust the data, you can make confident decisions. You can leapfrog the competition. And take your business to new heights



The CDO and the CIO Will Engage in a Game of Thrones

Will the Chief Data Officer maintain control of the data power base? Or will the CIO wake up from his slumber and seize data back under his control?



In 2018, we believe the CDO and CIO will engage in a data game of thrones. And there are many ways this war could go.

For the CDO to win, she must think like the strategic queen. She must change the game by making governance about empowerment, not regulation.

She must take control of analytics, either by ruling the analytics team or forming an alliance with their leader.

She should also form an alliance with the other reigning CDO – the chief digital officer. Together, they can align their digital and data forces to overcome the slumbering CIO giant.





But if the CDO narrows her focus and puts her data kingdom on the defensive, then the CIO will flex his power and regain control for all things data.

It will be a clear fight to the bitter end. And it's uncertain how the battle will end.



Change is ahead for data in 2018.
And now is your time to shine.

Are you ready?



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