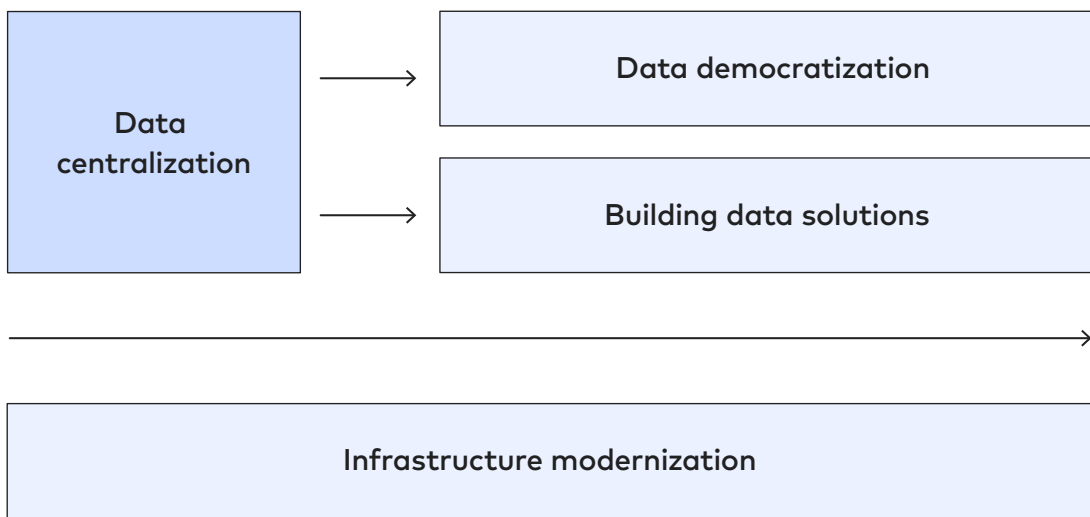


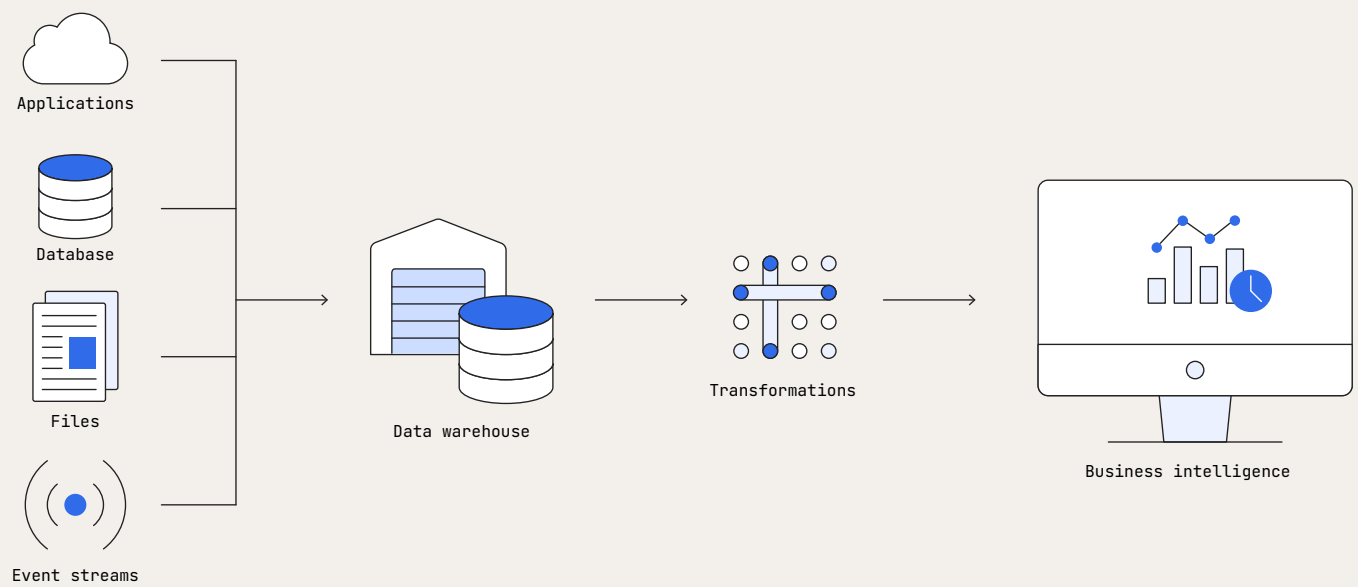
There are four distinct data operations use cases - data centralization, data democratization, building data solutions and infrastructure modernization.

These use cases form a logical progression that starts with data centralization.

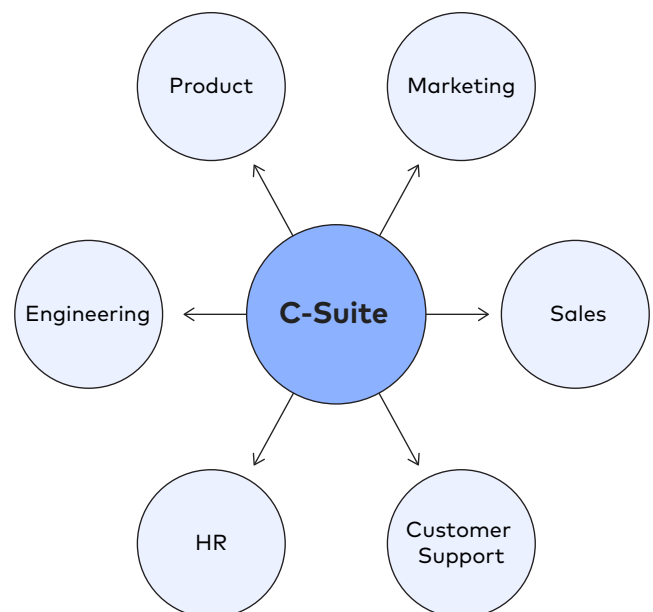


In order to effectively make use of data, it must be moved from a variety of sources and made accessible in one place.

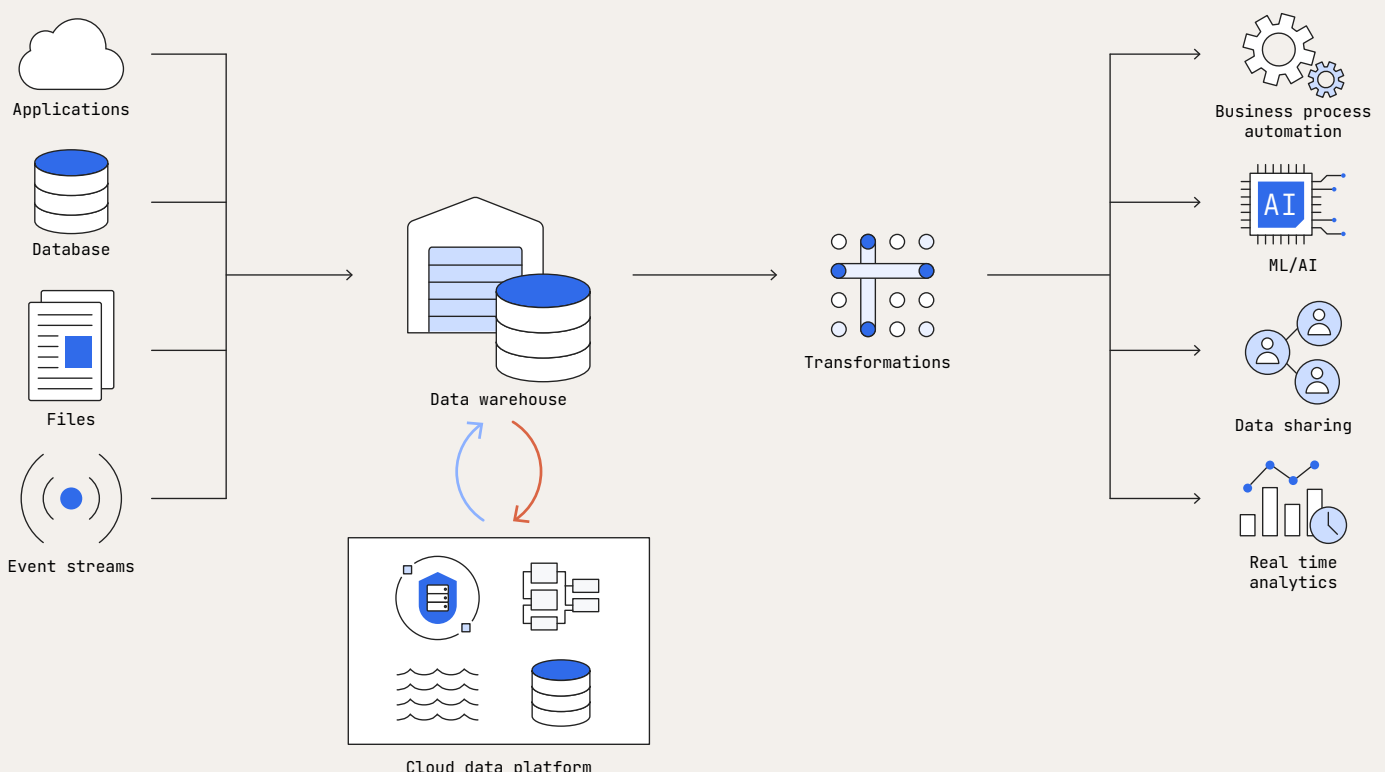
This arrangement of tools and processes can be referred to as the modern data stack. The first thing data centralization enables is the use of data to support decisions, as in business intelligence.



Data centralization combined with data governance enables data democratization, devolving decision-making to individual departments and contributors. This ensures a more agile, responsive and innovative organization.



Data centralization also enables organizations to build data solutions, i.e. turn data into productive assets or otherwise monetize it:



As your organization's needs grow in sophistication and state-of-the-art technologies continue to evolve, you will need to periodically replace the tools and technologies you use. Infrastructure modernization will be an ongoing concern throughout the process of digital transformation.