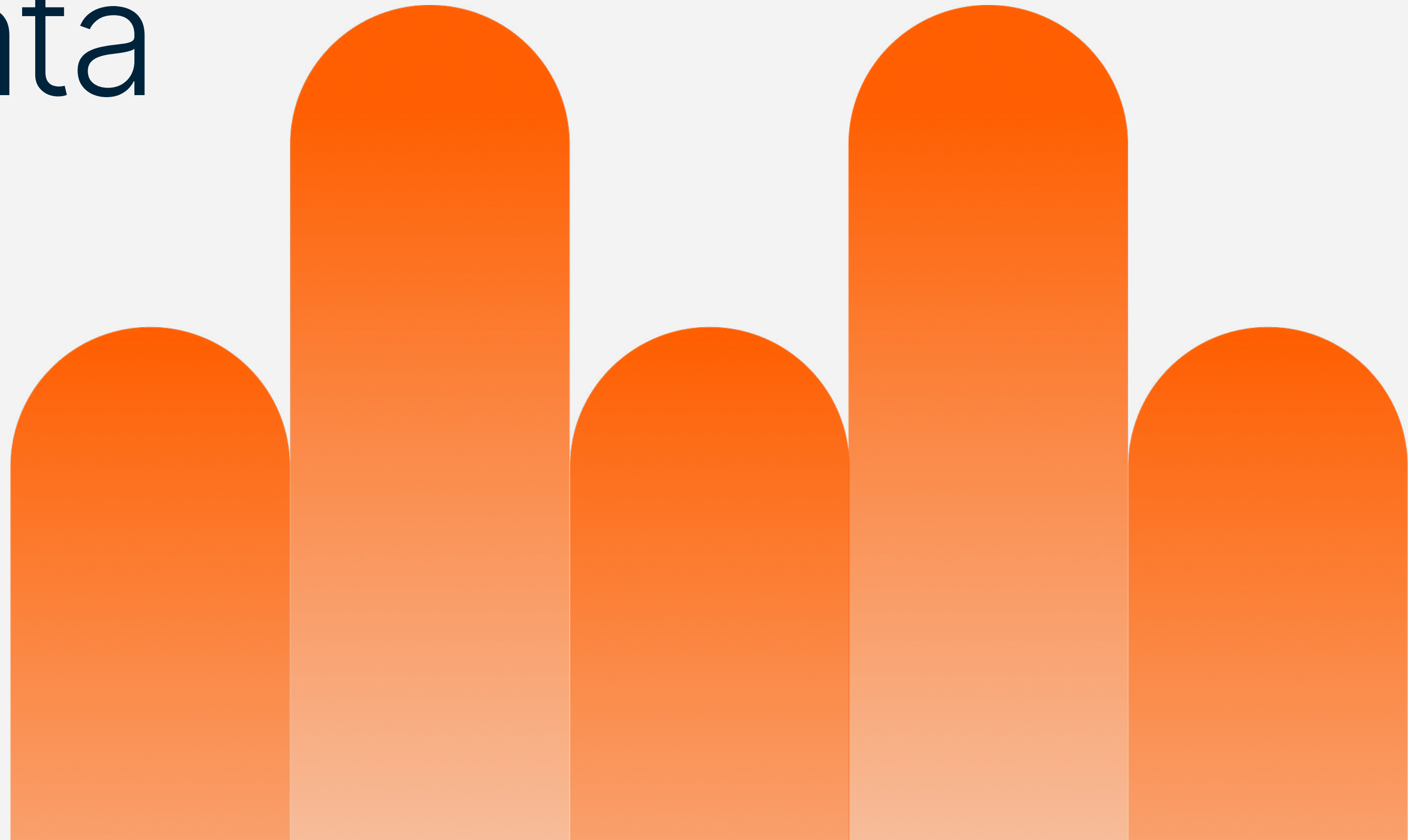


The 5 Hallmarks of Harmonized Data

Find out what a unified data ecosystem can do for your enterprise

teradata. × **Forbes**



Why does a unified data ecosystem matter?

This interconnected framework gives users easy access to data from any source.

Integrated data can equip businesses with deeper insights, enabling them to drive efficiency, deliver better customer experiences, and innovate faster. Below, explore the five features of a cohesive data estate and findings from **Enterprise 2030**, a global survey of 1,001 executives conducted by Teradata and Forbes Insights.

5 hallmarks of harmonized data:

1. Seamless integration
2. End-to-end visibility
3. Streamlined self-service
4. Intuitive data products
5. Effective governance



Seamless integration

Connected data is powerful data.

Organizations can optimize their data only when it's unencumbered by silos and accessible across the enterprise, regardless of where it lives. This integration makes it easier to query data from disparate sources—and ultimately glean the business insights required to innovate.

To achieve this, organizations can implement a **query data fabric**, a unified data integration and management layer that connects data stored on premises and in the cloud. This cohesive framework simplifies the data estate, allowing companies to interact with data without migrating it into their own systems, a costly and time-consuming undertaking.

“Teradata enables the data to run where it lives. Our platform pulls the answer back without pulling all the data back,” said Dan Spurling, senior vice president of product engineering at Teradata. “This makes data more transparent, easy to use, and cost-effective, while also ensuring proper governance and security.”

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— **Dan Spurling**
Senior VP, Product Engineering
Teradata



38%

of executives say their organizations are effective at integrating data across silos.

End-to-end visibility

When data is integrated, companies can deepen their understanding of it and gather valuable intelligence through a big-picture lens.

Having a holistic view of the entire data environment helps reveal patterns or inefficiencies—like data duplication, for instance—and untangle complexities—like why certain data exists or who’s accessing it.

This vantage point not only helps organizations spot opportunities to reduce storage costs and optimize IT resources, but also strengthens security by making it easier to identify vulnerabilities and prevent leaks.

— “The amount of decision-making that you enable, and the pace at which those decisions can now be made, allows companies to be much more innovative and much faster at serving customer needs and actually delighting them.”

— **Dan Spurling**
Senior VP, Product Engineering
Teradata



17%

of executives strongly agree their organizations have full visibility.

Streamlined self-service

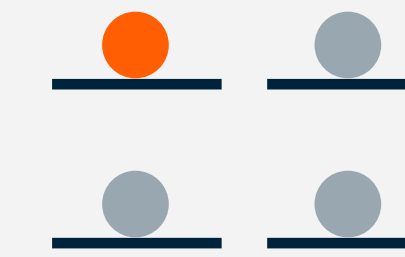
Imagine if every employee had the expertise of a data scientist. By operating in an interconnected ecosystem, even the most tech-averse users are empowered to extract answers from data and more confidently use it to augment their work.

Spurling says that once companies have integrated, curated, and enriched their data, they can leverage self-service tools like business intelligence dashboards, a data workbenches, or machine learning (ML) driven interfaces to visualize insights, help employees interpret them, and foster informed decisions.

“With these tools, the work’s already been done for that person—they can just consume it,” Spurling says.

— “Harmonizing data breaks down silos and enables insights to flow seamlessly—almost transparently—between systems, so that the end consumer is easily able to get the answers they need.”

— **Dan Spurling**
Senior VP, Product Engineering
Teradata



< 25%

of employees have access to tools or platforms to support decision-making, according to the vast majority of executives.

Intuitive data products

A unified data ecosystem allows companies to curate high-quality data sets for reusable data products that fuel strategic goals, customer centricity, and competitive advantages, from developing new AI-driven customer experiences to optimizing existing business processes.

Making data easily consumable for various use cases and end users requires a shift in mindset and organizational culture—one that encourages technology leaders to think of data as a critical shared asset rather than mere files that must be stored, managed, and protected.

Spurling says executives should shift their mindset to “Who’s going to consume this data and what do they

need to get their job done? How do I give that to them in the fastest and simplest way possible?”

Bottom line: Organizations shouldn’t view or manage data as a traditional IT asset, but rather as a modern, integrated resource with the power to solve their most pressing strategic challenges.

“When we talk about the data product, we’re talking about the clean, seamless, almost invisible integration of all the things that enable a data platform in a way that a user naturally understands and can interface with.”

—**Dan Spurling**
Senior VP, Product Engineering
Teradata



28%

of executives say creating a data-driven culture that emphasizes analytics-based decision-making is a top challenge.

Effective governance

AI/ML relies on high-quality data to support the foundational models and algorithms that create automated back-end systems and modern consumer-facing applications. But for AI to be effective, organizations must first govern the baseline data they use.

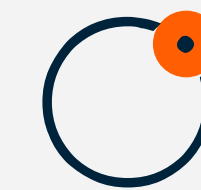
Strong governance can cut costs and reduce risks, potentially helping companies avoid harmful outcomes like **perpetuating bias** or generating uninformed recommendations that could lead to poor decisions.

An integrated and transparent data ecosystem capable of automating data governance positions companies to enact responsible AI practices, which

is crucial as the technology's role continues to expand.

Organizations can take steps to develop their governance approach, starting with taking inventory of their data. They can then categorize it and codify processes and standards around its use.

According to Teradata, data governance is vital for scaling trusted AI, but it's a journey that should begin by finding the right technology partners.



25%

of executives say establishing better data governance is a pressing data-related challenge.

Are you ready for Enterprise 2030?

Executives who invest in the right infrastructure and develop a sound AI strategy today will be well positioned for Enterprise 2030, a not-so-distant future state where the most prepared organizations will turn AI into a competitive advantage. Learn how 1,001 executives view the AI-driven decade and get actionable steps to get your organization ready.

[Read the Enterprise 2030 Report.](#)

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