



CLOUD DATA VALUE THE INTRINSIC VALUE OF DATA VIDEO TRANSCRIPT

Hi everyone, I'm Lan Guan. I lead global Data & AI for Cloud First in Accenture Technology.

Today we are **extracting data's intrinsic value**.

We develop a thoughtful data migration strategy fit for the needs of each business, coupled with a modern data platform.

Beyond Data Migration and Modernization, more and more clients are asking for an **Enterprise Data Platform to help create newer insights faster with their data**.

- How do they access their 1st, 2nd, and 3rd party, and sometimes 0 party data on a single platform?
- How to implement a lakehouse architecture for analytics teams to use data seamlessly across multiple systems?
- What about choosing between Data Mesh and Data Fabric as the decentralized and federated approach to enable data as a product for business users?
- How to ensure data trust, data security, and data privacy on the platform while democratizing data access?

That's the power of an Enterprise Data Platform.

Intrinsic value is created from reduced cost of quality and rework, more timely availability of insights, serendipitous data discovery for cross-function use cases, and improved adoption through transparency and trust.

Business users are empowered to expand their insight, even without advanced AI.

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