



Logical Data Fabric: The Future of Data Management and Analytics

The Total Economic Impact™ of Logical Data Fabric with Data Virtualization

A commissioned study conducted by Forrester Consulting on behalf of Denodo

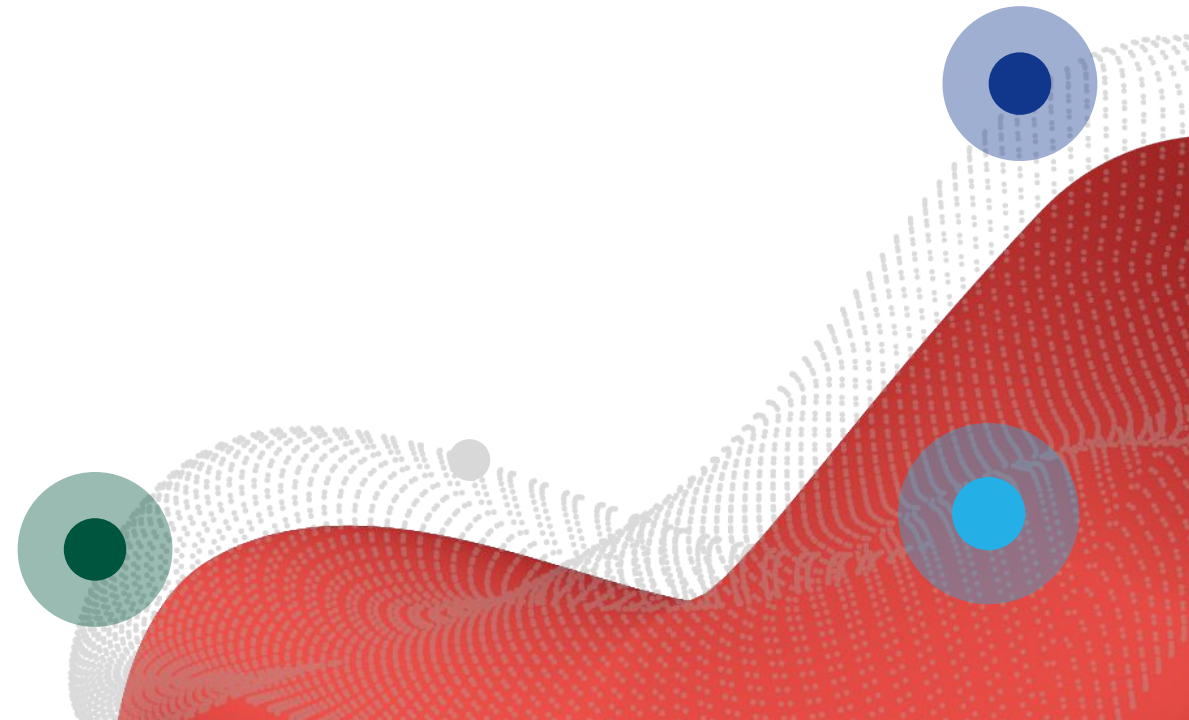


Michele Goetz

VP, Principal Analyst

Forrester

Guest Speaker



Total Economic Impact of Logical Data Fabric Created with Data Virtualization

Michele Goetz

BOLD
AT
WORK

Why Data Virtualization Now?

Data Virtualization...

Modernizes Data Management

Monetizes Data

Why Data Virtualization?



The Pandemic Changed Our Technology Strategy

Digitally connect employees and customers

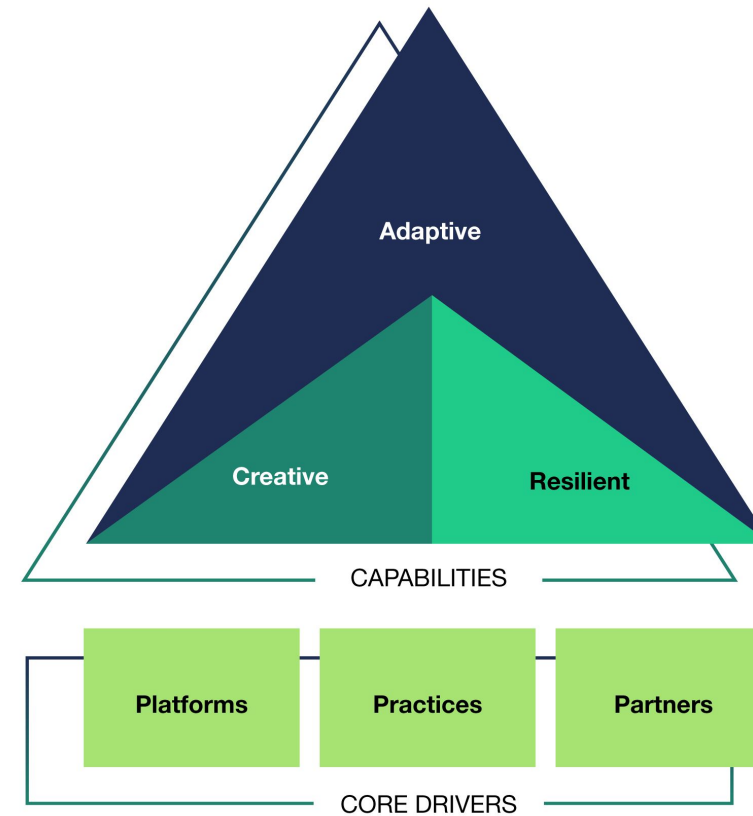
Improved forecasting

Have in-moment decision support

FORRESTER

A Future Fit Technology Strategy Unlocks Customer-Obsessed Value Through Three Core Drivers

Your Future Fit Technology Strategy: Adaptive, Creative, And Resilient



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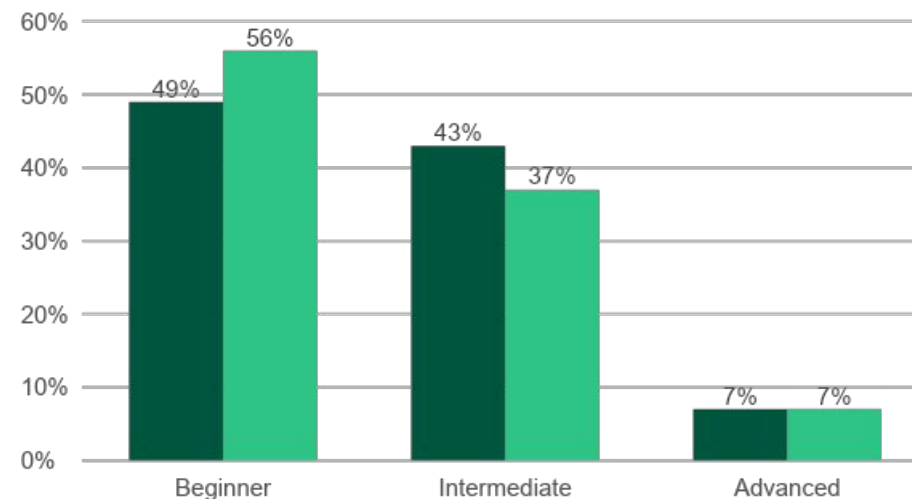
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Organizations are becoming insight driven

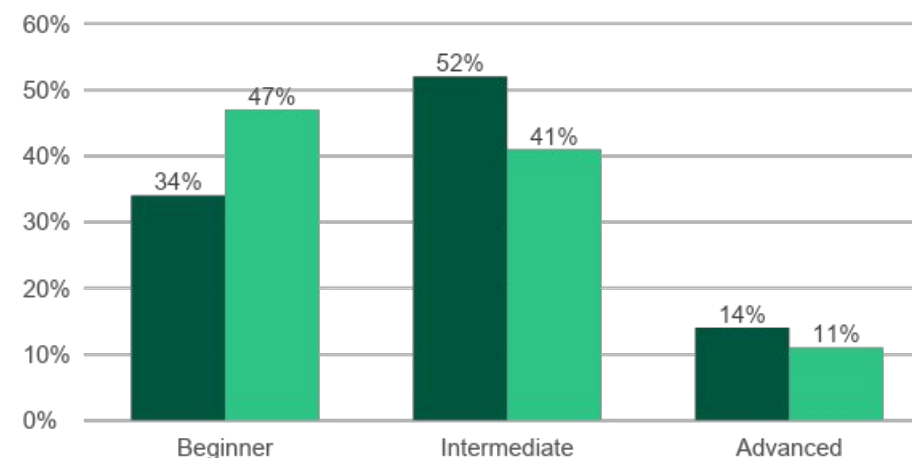
Insight Driven Business Maturity increased **7%** in 2020

Data Maturity increased **12%** in 2020

Insight Driven Business Maturity 2019 - 2020



Insight Driven Business Data Maturity 2019 - 2020



2020

2019

Data is Everywhere

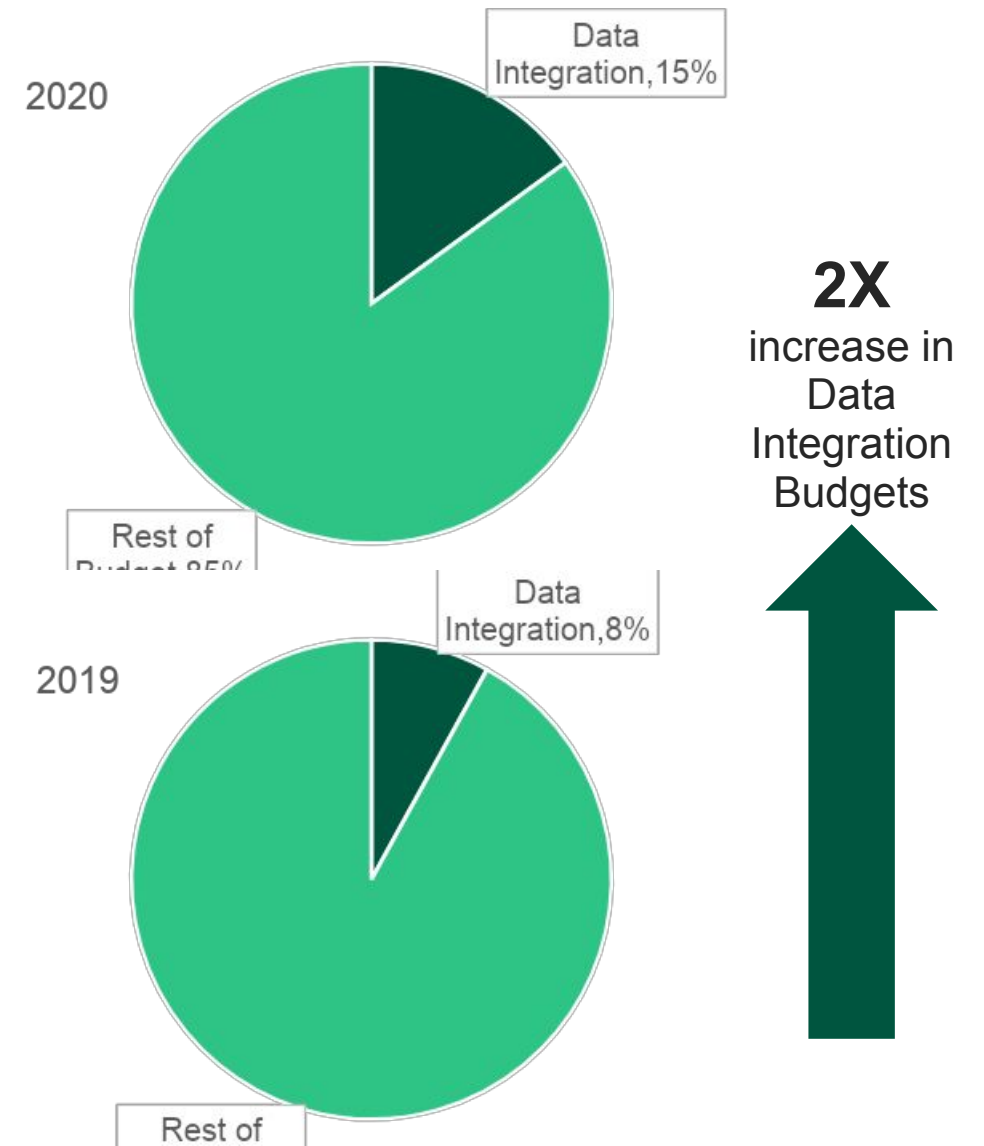
Top 3 Priorities for Data and Analytics

#1 Big Data Integration

#2 Public cloud data services

#3 Monitor customer and product experience

Data and Analytic Budgets



Total Economic Impact of Data Virtualization Software

Prior Challenges

Drivers for organizational investment

Long delay in finding answers to key business problems

Decentralized data access

Resource constraints around data workers

Unable to perform data analyses across certain disparate data sources in order to inform key business decisions

Desire to give more flexibility to data scientists

Need to decrease time-to-value on revenue-driving projects

Creating a business case for Denodo's Data Virtualization Software

Forrester created a composite organization to convey the aggregate financial analysis

Composite Organization

Key Assumptions:

- \$5 billion in annual revenue
- **Industry:** Financial Services
- Global geography
- 420 dataset requests per year
- 15 data scientists
- Annual operations budget of \$1 billion
- Prior environment includes ETL processes, a mix of on-prem and cloud data storage, and a data warehouse

Forrester interviewed four customers of Denodo's data virtualization software

Life sciences – Global, Director of Enterprise Architecture, \$43 billion in annual revenue

Financial services – Global, Lead Architect & Head of Data, \$13 billion in annual revenue

Manufacturing – Global, IT Manager for Big Data & AI Services, \$2.8 billion in annual revenue

Real estate – Global, VP of Data & Analytics, \$170 billion in assets

Forrester has determined the following three-year impact:



ROI

408%



BENEFITS

\$6.8M



PAYBACK

<6 months

“Denodo is the right tool for collaborative, flexible work and giving the business more room to create flexible applications for the future. It’s proved so until today.”

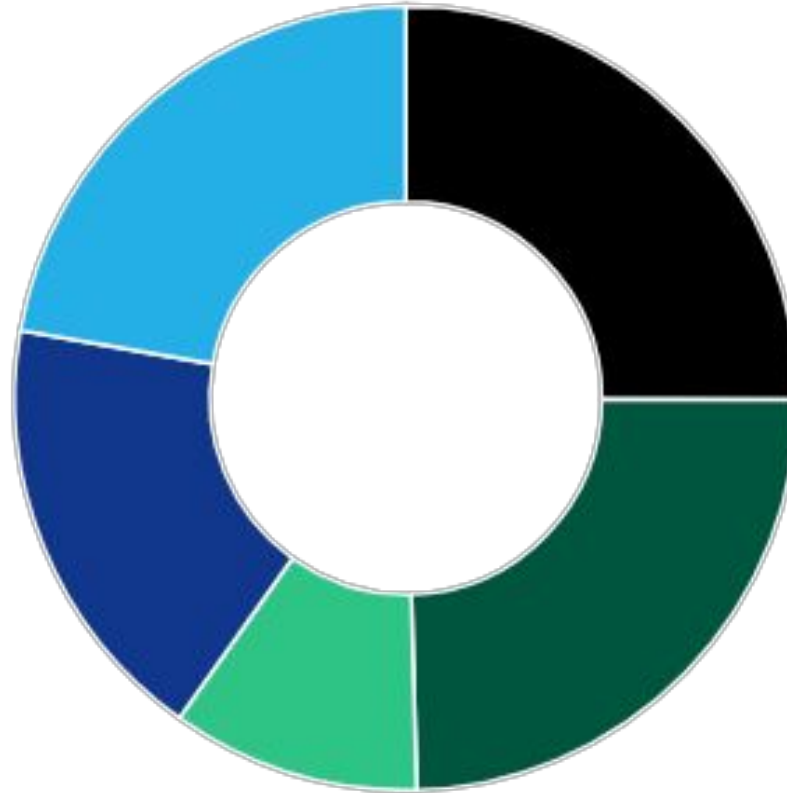
— IT Manager, Manufacturing

“[Denodo was] a part of our big evolution away from that old world into the new world.”

— VP of Data Analytics, *Real Estate*

Three-year risk-adjusted benefits

Based on interviews with current customer organizations, as applied to the composite



- Improvements in dataset delivery times
- Improved operations
- enabled by data-driven decision making
- Efficiency gains for data scientists
- Enabled incremental revenue (profit)
- Reduction in legacy costs

Modernize Data Management

“Since deploying Denodo, we have gone anywhere from a couple of days or weeks to less than a day to deliver datasets.”

— IT Manager, Manufacturing

Benefit: Decrease in data delivery times over ETL

CUSTOMER EXPERIENCE

“Time-wise and project-wise, Denodo is giving you a lot of advantages over an ETL process, and this helps tremendously for many, many projects, especially where people need very fast data available to work with. With Denodo, they do not even know how the quality is, what they can do with it, how to combine it, and then you can do this very first connection without the need of building ETL processes or moving data to do some systems.”

IT Manager, Manufacturing

KEY VALUE CAPTURE

65% improvement in delivery times over ETL with Denodo

THREE-YEAR FINANCIAL IMPACT

\$1.7M

SUMMARY

Denodo helps reduce the time it takes for data workers to fulfill dataset deliveries over legacy ETL processes. Denodo automatically integrates disparate data sources, optimizes query requests, and builds in a centralized governance architecture so that organizations can access the data they need faster.

“With Denodo, technical people don’t need training because the software is intuitive to them. And now, we can serve an audience that we’ve never been able to serve before - our business users. They can actually increase their technical skills to be able to be more self-sufficient and answering their own questions with data now.”

— VP of Data and Analytics, *Real Estate*

Benefit: Reduced legacy integration costs

CUSTOMER EXPERIENCE

“With Denodo, we’re probably saving \$400,000 a year. The flip side of that is Denodo has allowed us to do a lot more so now, we’ve grown that footprint and we’ve replaced that \$400,000 with a whole bunch of new things we can never do in the old world.”

VP of Data and Analytics,
Real Estate

KEY VALUE CAPTURE

\$1.2M in reduced ETL costs within three years of deployment

\$300K per year in reduced legacy data integration tools

THREE-YEAR FINANCIAL IMPACT

\$1.5M

SUMMARY

Denodo can gradually replace existing ETL processes with a faster, more reliable data virtualization layer, without forcing an organization to retire these processes all at once or affecting end-user experience. Denodo’s features can also allow organizations to retire now-redundant legacy software systems, saving on licensing fees and support costs.

Monetize Data

Benefit: Efficiency gain for data scientists

CUSTOMER EXPERIENCE

“As an industry standard, 30% of a data science project is spent on data wrangling and data curation. And we’ve been able to remove that 30% almost entirely because of the way that we organize data with these building blocks. That’s a direct result of the fact that we can logically model our data within Denodo.”

VP of Data and Analytics,
Real Estate

KEY VALUE CAPTURE

67% reduction in data preparation effort

THREE-YEAR FINANCIAL IMPACT

\$698K

SUMMARY

Denodo automatically integrates data across disparate sources, allowing data scientists to quickly and intuitively conduct the queries they need to perform modeling. Denodo’s software also ensures that the data being analyzed for modeling is consistent, quality, and secure through its governance and security features.

Benefit: Improved operational efficiency with data-driven decision making

CUSTOMER EXPERIENCE

“For instance, we took the error logs from our transaction systems and combined it with our enterprise reporting on customer profitability in order to identify which product that we could decommission. We found a gap between what we spent and what we earned of around two million dollars a year. It was really a very low effort for us, and it was just the sort of use case that we couldn’t do before because we can combine those data sets.”

Lead Architect,
Financial Services

KEY VALUE CAPTURE

1.7M improvement in operational efficiency from year-to-year

33% year-to-year growth in Denodo’s annual impact on operational efficiency

THREE-YEAR FINANCIAL IMPACT

\$1.7M

SUMMARY

Denodo’s data virtualization software enables organizations to create complex datasets using real-time data across multiple data sources that they were not able to create before. These new datasets can provide insight on decisions to effectively reduce operations costs.

Benefit: Improved profit

CUSTOMER EXPERIENCE

“Let's say it took our data science team three months to write this model for a study, and now we can get that down to one week, we are increasing the probability that the study succeeds as opposed to slowing it down and we can release our product. These are multimillion dollar products, so even delaying them one day can be a million dollars or more.”

**Director of Enterprise Architecture,
Life Sciences**

KEY VALUE CAPTURE

83% reduction in time-to-value

New revenue projects enabled via Denodo resulting in **\$1.2M** in additional profit

THREE-YEAR FINANCIAL IMPACT

\$1.2M

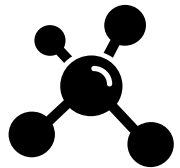
SUMMARY

With Denodo, organizations can leverage new datasets that they did not have the capabilities to create before. These new datasets can inform revenue-driving projects, which improve the bottom-line. Denodo can also improve the speed at which existing revenue-driving projects are completed, improving the time-to-value.

Additional Benefits

A Different Experience with Data

There are benefits to using Denodo's Data Virtualization Software that the customers couldn't quantify



Organizational flexibility and agility



Employee satisfaction



Customer satisfaction



Peace-of-mind for audits, security, and governance

Propel your data strategy forward with Data Virtualization

Get Future Fit:

Bring business and data into alignment by upping your insight driven business maturity

Define the Data Benefits:

Create a metric framework that is linked to data management objectives tracked by DataOps and the CIO

Define the Business Benefits:

Bring forward the business outcome goals, align to data capabilities, and track improvement of business results

Thank You.

Michele Goetz

Thank You!



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