

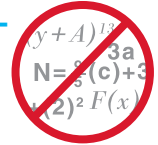
The new hero of big data and analytics: The Chief Data Officer

The CDO...

...needs a t-shaped skills set that combines business acumen with data or analytics skills



...is a business executive— not a technician, programmer or data scientist



...has technical knowledge of data and its potential as an asset



3 key steps help drive long-term value for the CDO role



Drive a C-suite mandate to take actions underpinned by data



Accelerate an enterprise-wide data strategy to enable business transformation



Reward innovation that drives corporate performance

5 areas in which CDOs turn data into dollars

Data leverage

Find ways to use existing data assets



Data enrichment

Augment data by combining internal and external data



Data monetization

Find new avenues of earnings and revenue



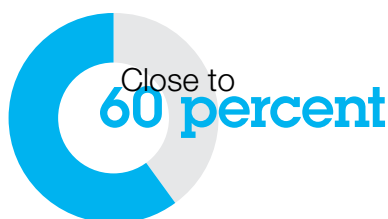
Data protection

Protect data as an asset and prevent the high risk of failure



Data upkeep

Manage the health of the data under governance



of CDOs surveyed could create “low-hanging fruit” successes from data that already existed within their organizations.

Learn more about why leading organizations across the globe are appointing Chief Data Officers to deliver data-driven growth and innovation that matters.

<http://www-935.ibm.com/services/us/gbs/thoughtleadership/chiefdatoofficer/>

Source: The new hero of big data and analytics: The Chief Data Officer, IBM Institute for Business Value

