The Data Moat

Data Transformation: Blockers + Advancements



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The Data Moat

Data is structured to serve, support and defend an organization's mission and existence.

- Know Your End Goals
- Disconnected Data
- Formatted Data
- Duplication



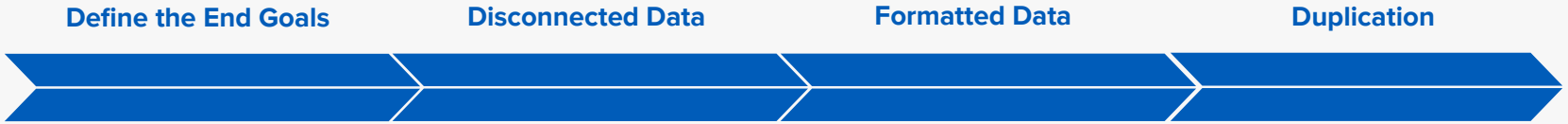
In 2018, more than **2.5 quintillion bytes** of data were created every day.

- Social Media Today

Scan the QR Code to download *The Data Moat* Whitepaper for more resources >>

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Product Process: VISION Data Pathway



Stakeholder Engagement

- Initial discovery of what exists within the digital ecosystem
- Dove into current pain points from all user perspectives
- Complete the magic wand sessions and process

Collect + Analyze

- Gathered data sources from Spark Cell leaders, innovators, innovation steering groups, and MAJCOM reps
- Analyzing and discovering the overlaps and patterns
- Combining those sources to great one set for data formatting

Robust + Flexible

- Normalization was/is key
- Restructuring when needed
- Designed to include the data goals
- Designed to include the future

Collaboration Opportunities

- Deep reviews of the disconnected data
- Identification of potential duplicated efforts
- Preventing duplication for long term success

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Ask Us Anything

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Announcing the official launch!

VELOCITY

CONNECTOR

Join our ecosystem:

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