



Digital Transformation – Making it Real

Transform Data → Information → Value

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November 1, 2018

London, UK



Rick Fitzgerald

My Background

- Grew up in the Chicago suburbs
 - Currently live in Indianapolis, Indiana
- Been married for 15 years to Keri
- Two Kids – McKenzi (12) & Griffin (9)
- Basset Hound, Rabbit and a Fish

Professional Experience

- 2017 – EVP – CIO – Equian LLC
- 2013 – SVP – CIO MedAssets/nThrive
- 2007 – SVP – Bank Of America
- 2001 – GE Healthcare
- 1998 – GE Capital



The “Perceptions” of data within an organization

CEO



CFO



CCO



General Counsel



CIO



Reality



Equian's Journey

Q4'2016 – “Lets Build A Data Lake”

- 5 Defined Objectives...each equivalent to boiling an ocean
- Massive Hype with Huge Promises & Over Commitment
- Lots of funding...without a plan

Q3'2017 – “Lets Reassess Our Approach”

- Made progress on parts of the 5 objectives
- Data Lakes are expensive...Hardware, Software, People

Q4'2017 – “Lets take a time out”

- Reassess our approach, team, technology



Equian's Journey

Q1'2018 – “There's a better way”

- Team substitution → More technical resources
- Technology swap and partnership with Actian
- Build a solid foundation enabling quick iterations

Q4'2018

- 100+ clients data loaded into data lake
- Connectors built to two downstream applications
- Massive business buy-in and support

2019 & Beyond

- Centralize all customer data
- Connectors to all downstream platforms
- Drive Automation, Machine Learning & AI

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The Transformation



- Identify and Categorize critical data sets
- Think broad and deep
 - Customer
 - Internal
 - Social
 - Geographic

- Establish a SIMPLE data model
- Optimize for speed and adoption
- Eliminate duplicate enterprise data sets
- Drive quick wins

- Improved Operational Metrics
- Identify new product opportunities
- Enhanced Cross Sell Opportunities
- Leverage Machine Learning and AI

- Business
 - ↑ Revenue
 - ↑ Operations
 - ↓ Costs
- Improved Customer Insights
- Stronger partnerships

Reduced Data Load time from 3.5 days to 6 Minutes

Reduced AWS data consumption by 38%



What Does It Take?

1. Leadership and Support

- Ensure everyone is committed to the cause
- Set realistic objectives...don't boil the ocean

2. Start Small...Quick wins

- Identify 2-3 hypothesis or business opportunities
- Allocate 5 thought leaders to the effort
 - Remove resources from their day job
 - Empower and encourage rapid decision making
- Show value in first 10 weeks and every following 10 weeks

3. Technology

- Don't build for the end game...iterate as you go
- Don't underestimate the investment

4. Don't Give Up...This is not easy!

- Don't be afraid to pause and reassess
- Make it your own and seek guidance...Not Answers

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Transform “YOUR” Data → Information → Value

Good Luck & Thank You

