

# Demystifying the Enterprise Data Stack

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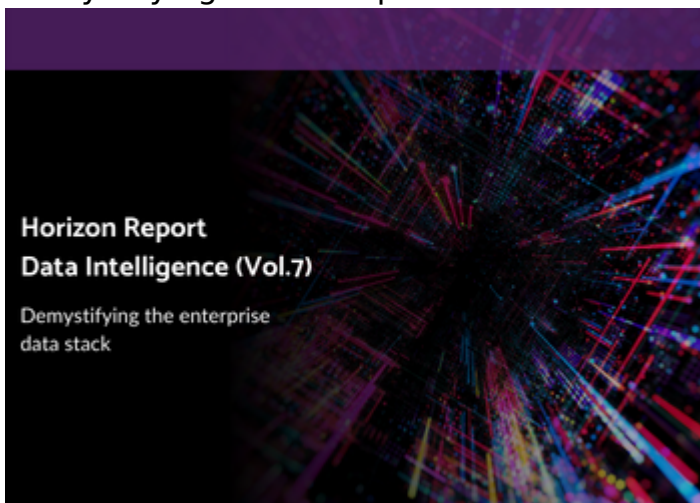


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With a background in data analytics, financial planning and analysis, and economics, Joe Granick has focused on optimized decision making by leveraging statistics, mathematics, and machine learning.

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Companies that successfully drive business value from data make it part of the enterprise DNA and invest in the infrastructure needed to support data-intensive

applications and strategies.

The analytical infrastructure provides the mechanisms for collecting, storing, transforming, communicating, and sometimes executing data and data strategies.

Aligning data with the business strategy and using it to improve decision making provides the basis of value, but the infrastructure is critically important.

Insufficient infrastructure limits the number of use cases and the degree to which the data and business strategies can faithfully align.

Modern architectures can unlock new use cases and allow more creative freedom to find opportunities for data monetization.