A CDO BLUEPRINT FOR MODERN DATA MANAGEMENT
5 LESSONS FROM MICROSOFT’S LINKEDIN ACQUISITION

MIT CDO Society 2016
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Reliable Data
Recommended Actions
Closed-Loop

Relevant Insights
May 2015
Microsoft’s $55B for Salesforce is rejected. Wants $70B.

June 2016
Microsoft acquires LinkedIn for $26.2B

No Rose for:
- Salesforce
- Google
- Facebook
- Mystery bidder
World’s Leading Professional Cloud + World’s Leading Professional Network

Microsoft

A common mission centered on empowering people and organizations

Empower every person and every organization on the planet to achieve more.

Connect the world’s professionals to make them more productive and successful.

Connecting the professional world

1+ Billion Microsoft Users

433+ Million Members

Creating more connected, intelligent and productive experiences
AUDIENCE PARTICIPATION VIA ANONYMOUS VOTING

Vote now at Reltio.com/poll
POLL QUESTION

Do you (or your biz users) wish your apps were as data-driven as LinkedIn or Facebook?

Vote now at Reltio.com/poll
#5. Data = Lifeblood. DaaS = Transfusion.
#4. Optimize & Monetize with Reliable Data.
#3. Graph Any Relationship. Anywhere.
#5. DATA = LIFE BLOOD.  
DAAS = TRANSFUSION.
What is Data as a Service (DaaS)?

Vote now at Reltio.com/poll
LinkedIn Shuts Off API Access To Fellow Professional Social Network Viadeo For TOS Violations

April 2014

LinkedIn's API policies

Zoho and others have ended integration with LinkedIn after the business social media company decided on two developer partners in the CRM industry: Microsoft and Salesforce.

Feb 2015

LinkedIn follows Twitter's lead and cuts lines to outside apps and sites
DATA AS A SERVICE IN ACTION

DaaS & Multi-tenancy enables rapid onboarding of any source, any format at any time.

Enterprise Data

Finance | Compliance | Marketing | Commercial Ops | Sales

3rd Party Data Provider

3rd Party Reference Data

3rd Party Transaction Data

3rd Party Interaction data

Customer Tenant

Data Provider Tenant

Data Provider Tenant

Data Provider Tenant

Outlook, Excel ACT..
Deployable in Phases for Any Use Case

USING DATA AS A SERVICE INTERNALLY
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Source: http://buytaert.net/sites/buytaert.net/files/images/blog/microsoft-linkedin-data.gif
#4. OPTIMIZE & MONETIZE WITH RELIABLE DATA.
A TYPICAL SNAPSHOT OF APPLICATIONS & DATABASES

Today’s Enterprise Data:
Siloed, Inconsistent and Unreliable

Now that …

Data is the new strategic asset
Enterprises want multichannel visibility
Volumes will only increase
Sources will continue to emerge

… you have to start with a reliable data foundation
POLL QUESTION

How reliable do you think your data is?

Vote now at Reltio.com/poll
CONTINUOUS MANAGEMENT OF DATA QUALITY IS CRITICAL
DATA QUALITY IMPROVEMENT THROUGH COLLABORATION

Data change workflows

Attribute & record level discussion threads

Voting
POLL QUESTION

What’s stopping you from monetizing your data?

Vote now at Reltio.com/poll
MONETIZATION NEEDS GRANULAR PRIVACY, AUDIT AND LINEAGE
#3. GRAPH ANY RELATIONSHIP. ANYWHERE.
A NEW DATA FOUNDATION

Traditional Schemas: An incomplete solution.

- Graph schema represents real-world entities, groups and relationships
- Expandable and flexible data structure
- Convergence of analytical and operational
- Next-gen technology stack (Petabyte scale)
GRAPH FACTS

• Scalability can be an issue
  - Original LinkedIn graph grew rapidly from 4GB of RAM and developers were relying on servers getting up to 16GB to “buy them a few months”

• Polygot persistence works best to support all data types
  – Combine Graph, Columnar, In-memory, Unstructured file storage

• Why does LinkedIn only show 500+ connections on all profiles?
  – Originally to alleviate stress on servers/system to continuously calculate connections and network in real-time
  – But now it’s not just possible, it’s easy and necessary, supported through the blending of analytics into operational data-driven apps
#2. PERSONALIZED INSIGHT VIA ANALYTICS & MACHINE LEARNING
*Fears of Clippy the paperclip resurface after Microsoft buys LinkedIn*

http://mashable.com/2016/06/13/clippy-microsoft-linkedin
“Many of the early recommendation services started as experiments that were running off of a desktop under the desk of the sole data scientist. When the experiments eventually turned into full-fledged features, that lonely desktop continued to generate most of the recommendations that were uploaded to production. The fragility of that set-up was simultaneously funny and terrifying.”
Garry Riddell
Global Marketing Ops Mgr
Contoso

Email

See more on LinkedIn.com

Connect
Learn more about Garry by connecting on LinkedIn.

Connect on LinkedIn
*Why Microsoft bought LinkedIn for $26 billion, in one word: Cortana*

REDUCING THE FRICTION TO QUALITY INSIGHT & ML

Seamless MDM & Analytics Integration

Profile & Transaction Data

Shared Objects

Analytics: Relevant Insights & ML: Recommended Actions

Data-driven Apps

Closed-Loop
“Digital transformation requires systems of intelligence that are tailored to each industry, each company, each micro-task performed by each person. Systems that can learn, expand and evolve with agility as the world and business changes.”
Are you using predictive analytics and/or machine learning?

Vote now at Reltio.com/poll
#1. DATA-DRIVEN APPS = NEW GOLD STANDARD.
THE CIO & CDO DILEMMA

<table>
<thead>
<tr>
<th>$’s spent on IT Infrastructure</th>
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<tbody>
<tr>
<td>informatica</td>
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<td>IBM</td>
<td>MicroStrategy</td>
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<td>Hortonworks</td>
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Leaving IT with **complex tools and integration** to manage data, with no business apps

Leaving users **digging for insights** in unreliable data, with no governance

**THE RESULT**

Siloed data. Disjointed IT and business. Slow response.
THE NEXT WAVE IN ENTERPRISE APPLICATIONS

What Users Have: Traditional

- Process-Driven
- Operational
- Siloed

Based on One Data Source and Function

What Users Want: Data-driven

- Contextual
- Operational
- Analytical

Bringing ALL Data Sources into a Cross-functional 360° View
DATA-DRIVEN APPLICATIONS – THE PROMISE AND HYPE

Just like consumer & social apps …

... enterprises want applications with

- Reliable Data
- Relevant Insights
- Recommended Actions

To BE RIGHT FASTER
THE BLUEPRINT IN ACTION

COLLECT & SUBSCRIBE
Data from multiple sources

MATCH & MERGE
Data for a reliable foundation
CREATE
Relationship graphs
ANALYZE & LEARN
Relevant Insight & Recommended Actions

VIZUALIZE & SHARE
Data-driven Applications
- Account 360°
- Asset 360°
- Consumer 360°
- Supplier 360°
- Product 360°

ALL TEAMS: IT, sales, marketing, compliance see and collaborate on a single pool of data, with full audit and compliance

- Reliable Data
- Relevant Insights
- Recommended Actions
RELTIO DATA MANAGEMENT PAAS

A Foundation of Reliable Data

Predictive Analytics and ML

Graph Model

Big Data Scale and Performance

Master Data Management

Data as a Service

Workflow and Collaboration

Simplifying the Path to Data-Driven Applications
TECHNOLOGY FOR CIO

Technology Leadership


DATA VALUE FOR CDO

Highest Business Value and Context

Reltio is, in our opinion, a significant step (probably several steps) ahead of the market.
Any further questions? Or is it time for a well deserved drink?

Vote now at Reltio.com/poll
PARTING FOOD FOR THOUGHT
DID THE COMPANIES USE THEIR TECHNOLOGY FOR M&A?

Analyze overlap of data in a Clean Room tenant
Enabling a 360° view pre & post merger

Deployed in < 3 months vs. typically 36 months

Core operational systems
Order Processing / Inventory Mgmt. / Financial Transactions / Pricing
Replenish
WH Mgmt.
Routing

COMPANY A
FINANCIALS
HR
CRM

COMPANY B
FINANCIALS
HR
CRM

Core operational systems
Order Processing / Inventory Mgmt. / Financial Transactions / Pricing
Replenish
WH Mgmt.
Routing

MDM (Customer)
SAP MDM
IBM MDM (Vendor/Item)

PiM (Item)
INFA MDM (Customer)
ORCL (Vendor)

CIM (Customer)
HIJ (Vendor)

Deployed in < 3 months vs. typically 36 months
HELPING COMPANIES WITH THEIR DATA-DRIVEN VISION

Large Converging Market

Differentiated Platform for Data-driven Apps

Proven Customer Success

Expanding Partner Ecosystem

Scalable Infrastructure