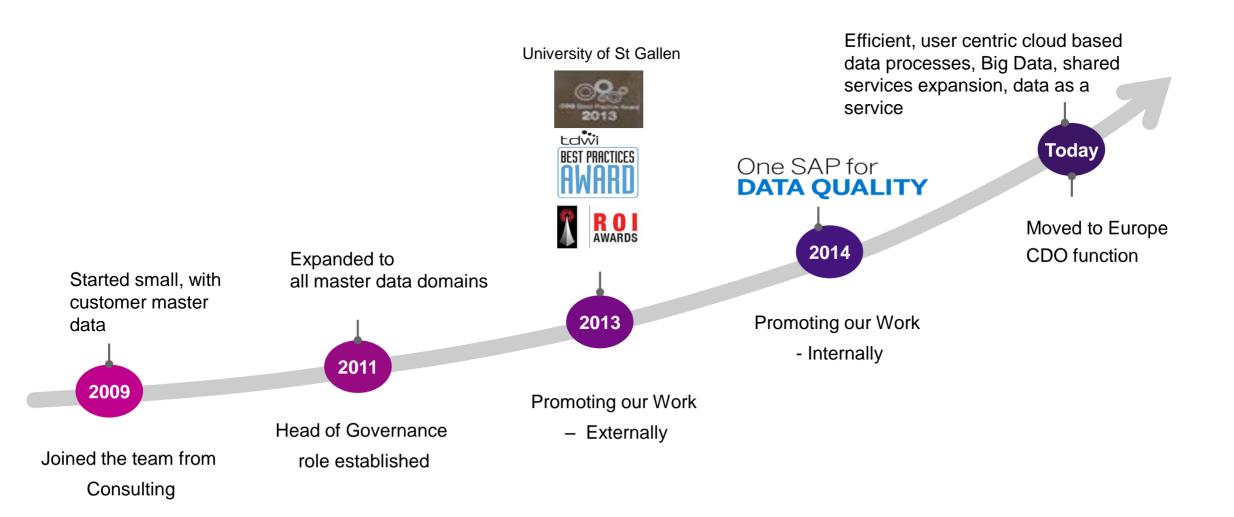
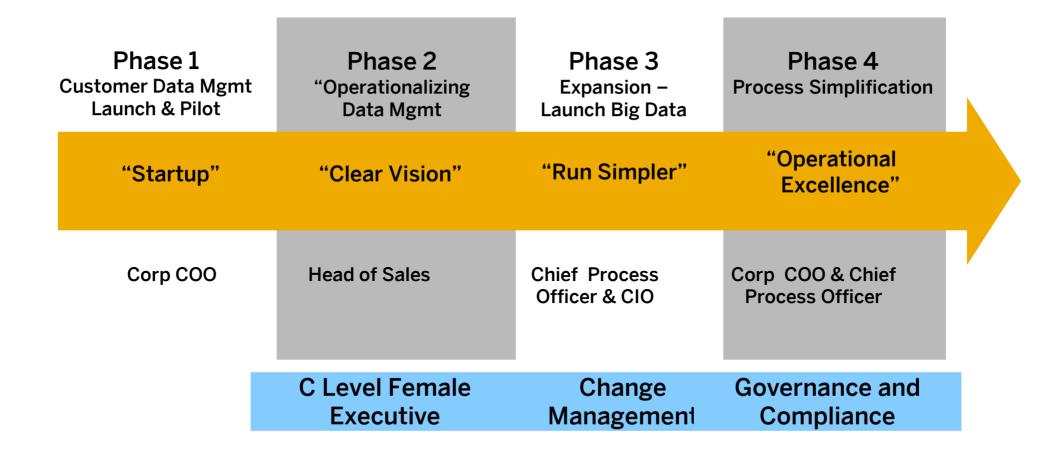
# My Journey as a part of SAP's Information Management Journey



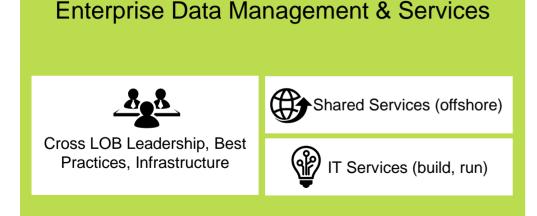
# Enterprise Data Management Accelerating Run Simple





# Our data management organization is over 100 people strong with centers of excellence, services and board area business leadership

### Board Level Sponsorship Reviews, CIO/COO Reviews





Data and Process Managers (Business)

IT Data Architects, Scientists & Developers

# Big data trends = it's about making the right connections

High volume, high velocity, and high variety of information assets that required new forms of processing to enable enhanced decision making, insight discovery and process optimization Gartner

## With big data comes big responsibility



- They know where you are
- They know what you like
- They know how you pay



Customers do not want to be *surprised* by technology. They want to be *informed*, and they want to be *empowered*.

# "What does trust look like in this new era of data and information? What is our role as women in building that trust?"

Balance using data to advance commercial strategies with consumer expectations of how that information should be applied

**Identity:** Is offline existence identical to online existence? "Some think obviously yes, others no, but we want to be explicit and engage the questions in a collaborative fashion."

**Privacy:** Who should control access to data? three data points can identify 87 percent of Americans: gender, birth date and zip code. "That means in any particular set of data, if I have one of three, I can correlate that data set with another, and I can identify you."

**Ownership:** Who owns data, can we transfer the rights of it, and what are the obligations of people who generate and use that data? the World Economic Forum describes data as a new economic asset class that can be traded, sold and basically treated as a currency.

**Reputation:** What is important about reputation is the realization that the number of digital conversations and interactions that take place, and that we can participate in, fragments our ability to manage reputation. "Understanding the implications of that are going to be very important."