



Sharing an ULTRA MODERN

Customer eXperience approach

for the Future

April 7, 2025

Data Readiness Platform

Fueled by the desire of businesses to own their data.

Missed Time to Insights

Traditional data engineering paradigm continued to be unsatisfactory to us with tedious database builds taking months.



“Own Your Data” Movement

A substantial demand for businesses to move away from hosted solutions, migrate to the cloud, and take control of their own data.



SaaS CDP Solutions

A glaring number were designed specifically to handle digital and seemingly, the art of omni-channel data preparation was lost.



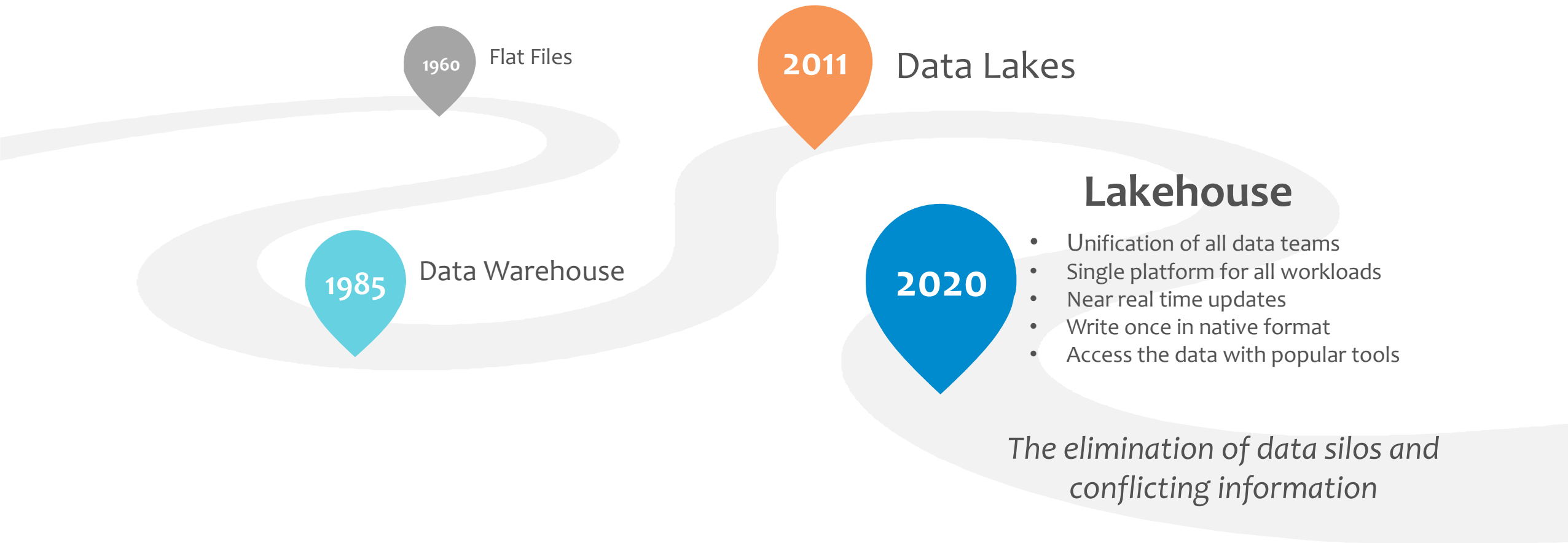
Emerging Technology

Certain data technologies emerged and hit the mainstream (namely, the Lakehouse), allowing us to deliver an ultra-modern, born-in-the-cloud data preparation service.



Quick Look at the Data Architecture

Recently, the “Lakehouse”, an ultra modern data architecture, was introduced. It is what allows us to do things with data in days not months.



The benefit to you

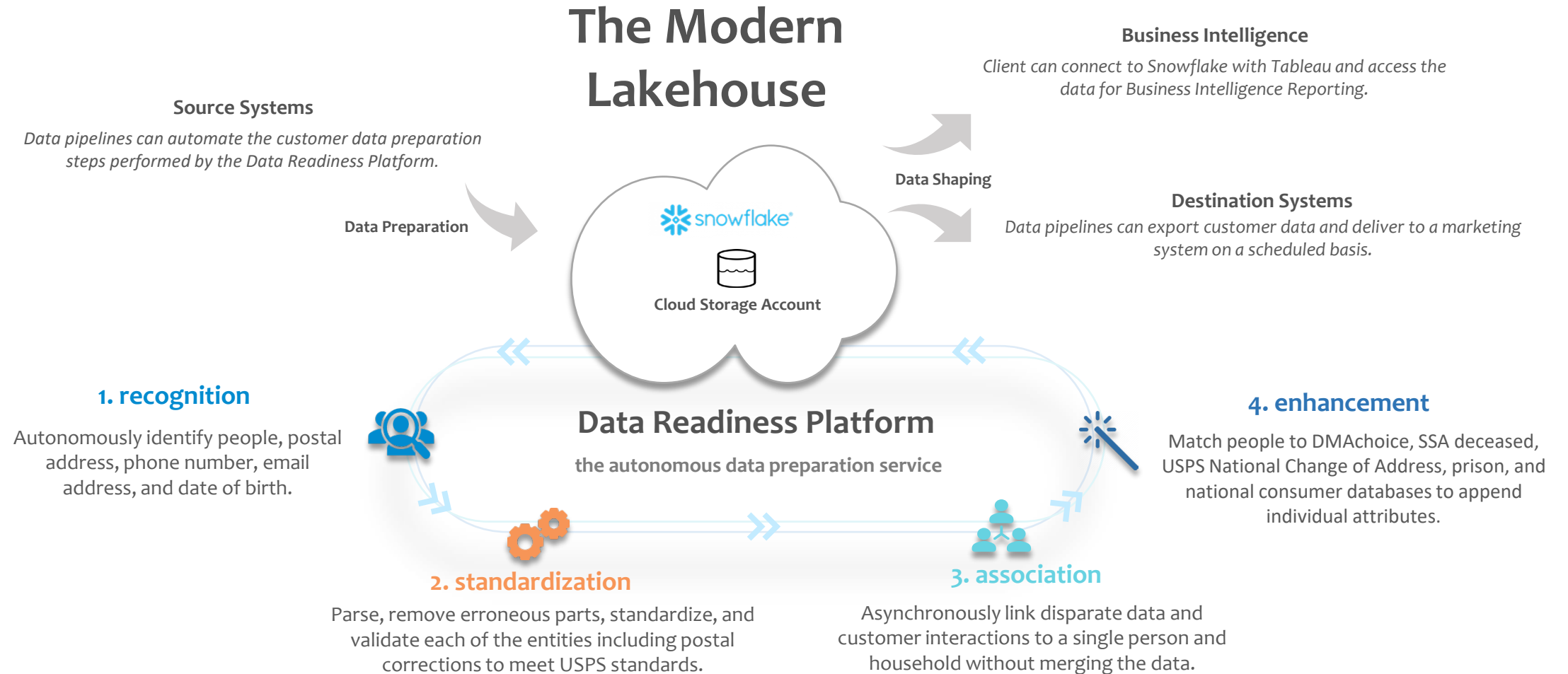
An ultra-modern, data management solution that allows our clients to pursue any of its customer data strategies across the business well into the future.

Proposed Transition

- **Own The Data:** Customer data management is transitioned from the current 3rd party hosting environment to a cloud environment owned by you. Only two quick tasks are required, taking only minutes to complete.
 1. Subscribe to an AWS or Azure cloud account and provision it with cloud storage.
 2. Subscribe to a Snowflake account for the same cloud.
- **Data Preparation:** Data Decisions Group provides the data management tools and managed services for preparing data in your cloud.
- **Playbook:** Data Decisions Group provides a crawl, walk, run playbook with starter kits for shaping data and optimizing the value you can get from your Lakehouse.

Data Readiness Platform

Brings enterprise data preparation to your cloud.





Associate data



Optimize CX



Grow your business

Data Readiness Platform