

Data Management Strategy for Digital Transformation

Kandy Samy – Director, Microsoft Corp



Kandy Samy has donned different roles in Microsoft Corp such as Business Excellence Lead (MBB) for Xbox, Worldwide Lead and Director for Customer and Partner Experience, Head and Director for Enterprise Data Governance, currently Director for Product Launch Management.

Kandy is a life long ASQ'er with various member leader roles such as ASQ 702 Chair, ASQ Software Division Chair. He is the 2009 ASQ Feigenbaum medalist and is an ASQ Fellow.

Kandy also played a key part in helping ASQ develop CSSMBB.

Digital Transformation Approach

Engage Your
Customers



Empower Your
Employees



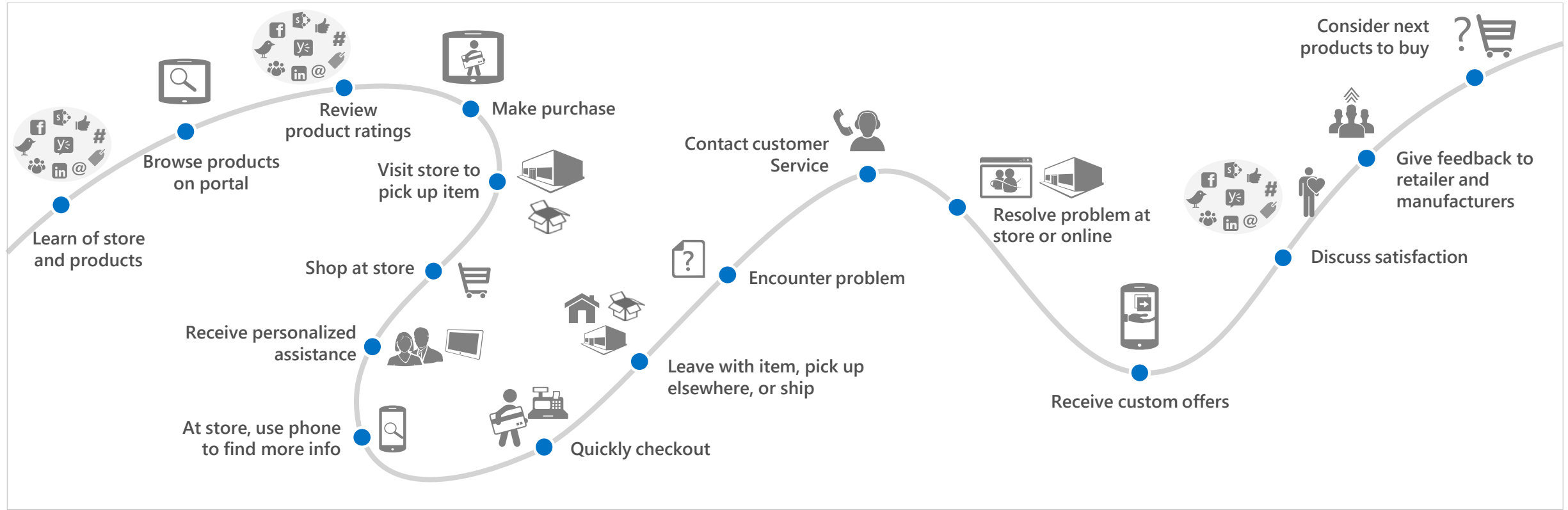
Optimize Your
Operations



Transform Your
Products



Customer Experience Journey Map



Digital Hotspots

Pre-Purchase

- Learning of products and store
- Researching product online
- Talking to sales associates at store
- Use smartphone while at store to learn more

Purchase

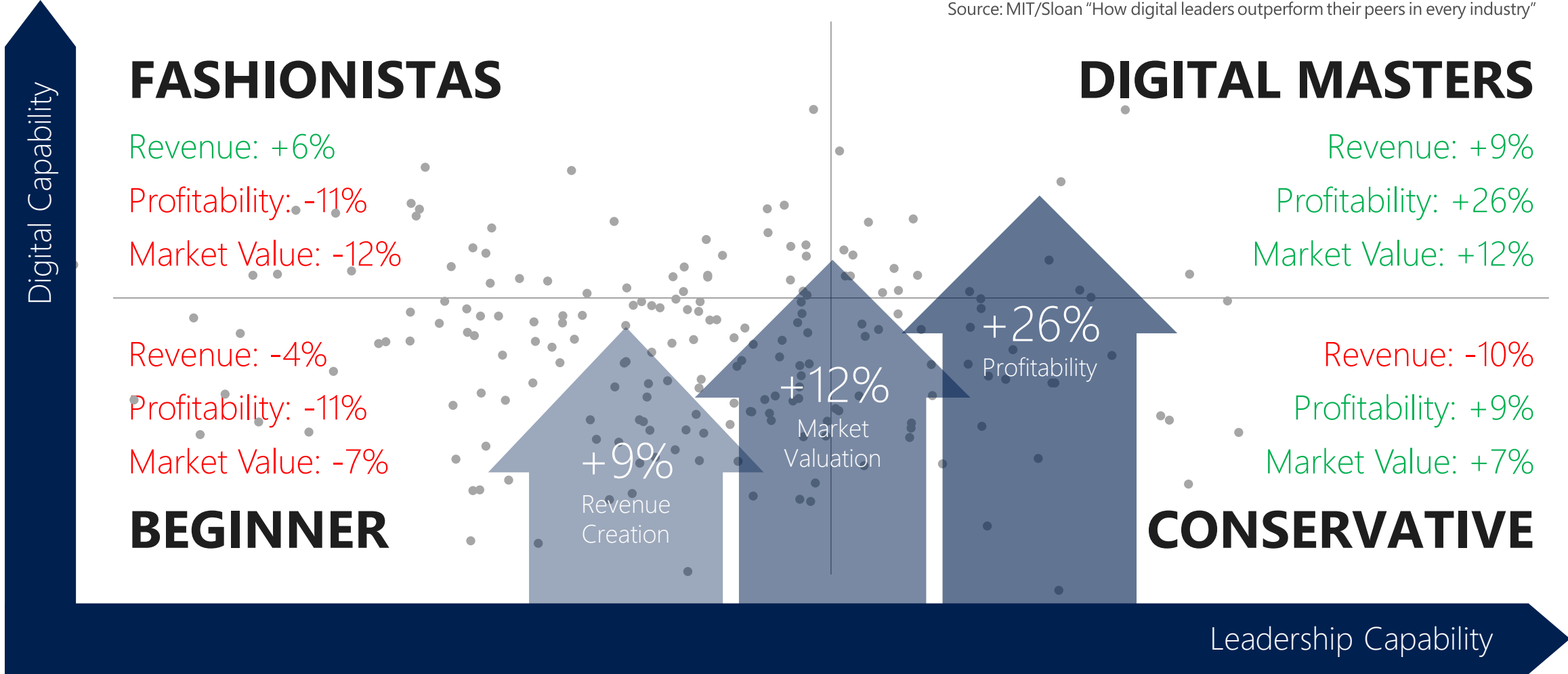
- Ordering online
- Purchasing product in store
- Arranging payment
- Tracking shipment

Post-Purchase

- Receiving customer service
- Resolving problems anywhere
- Providing ideas to store and manufacturers
- Sharing experience with others

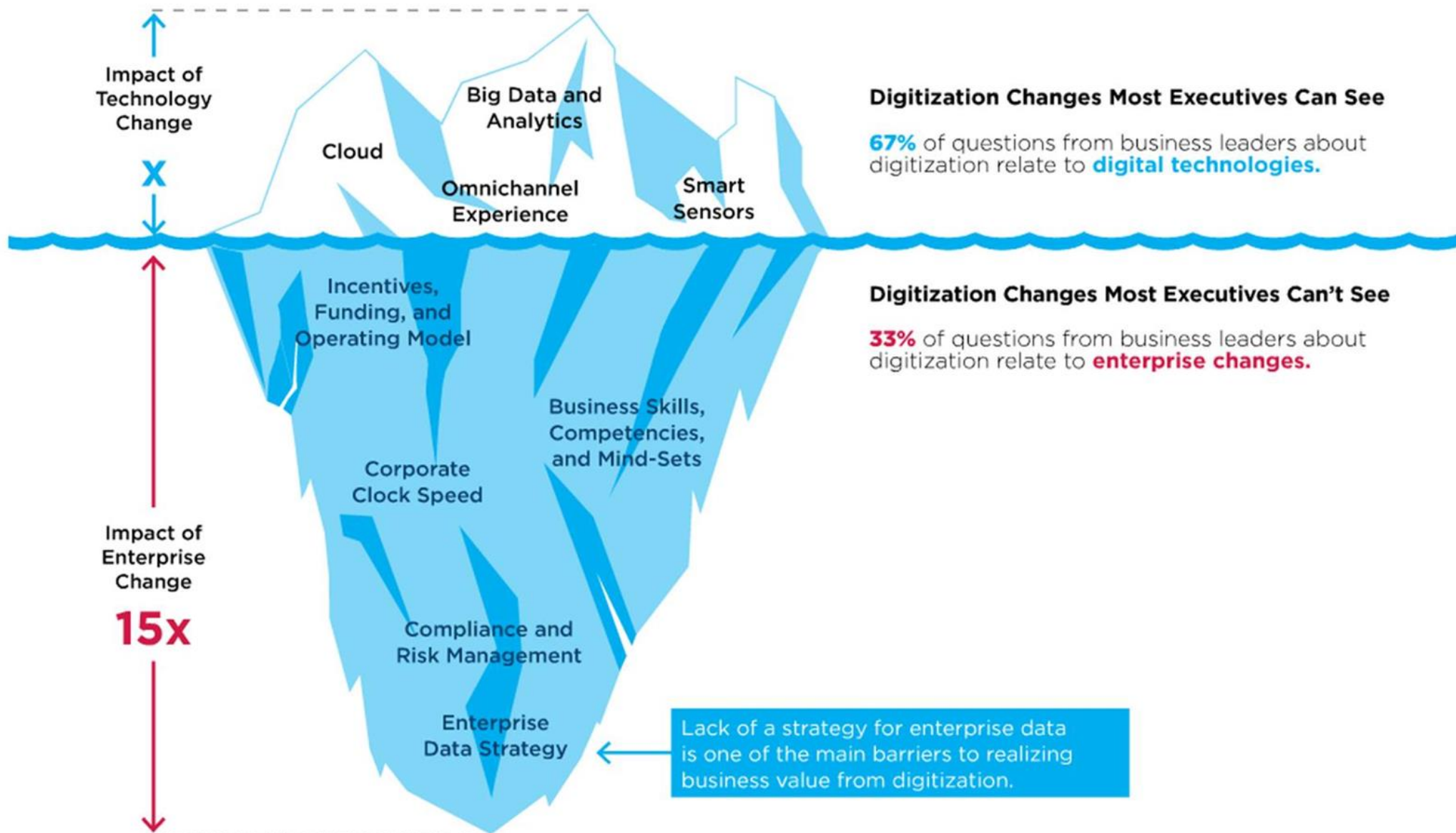
Digital Masters perform better

Source: MIT/Sloan "How digital leaders outperform their peers in every industry"



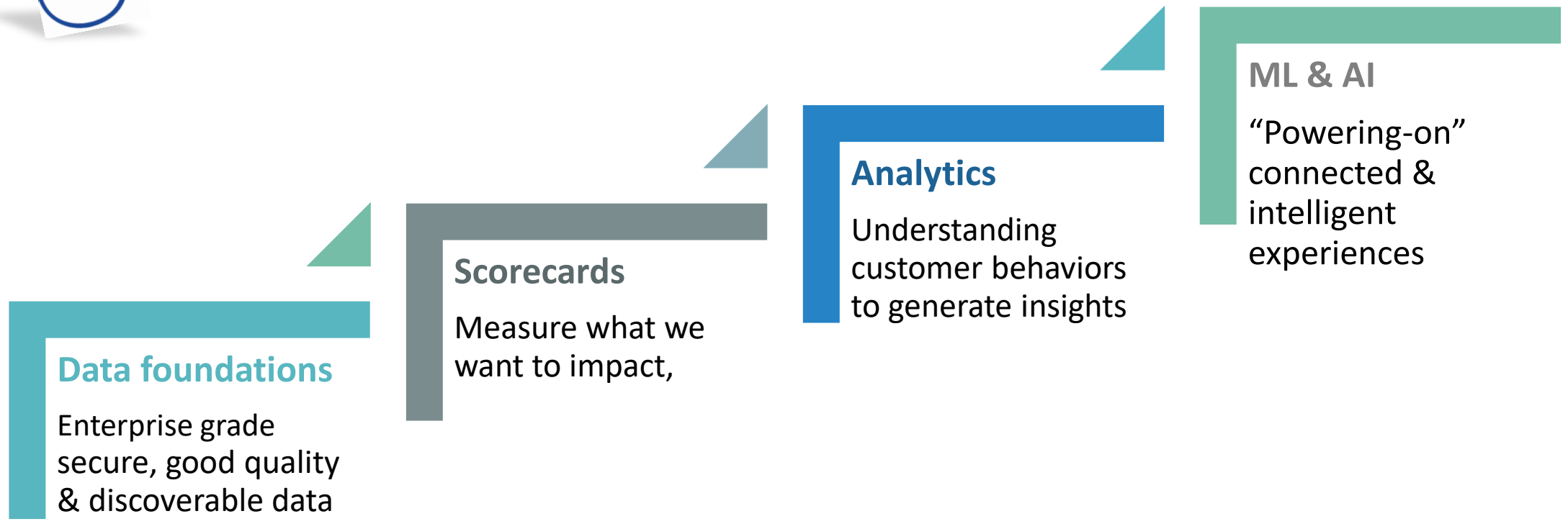
Missing Some Key Questions About Digitization

The Impact of Technology and Enterprise Change on the Likelihood of Success in Digitization



intelligent

Turn data into experiences



Connected Data

Connecting data to create intelligent experiences

Governance

Democratize data responsibly

**Culture &
Community**

Share & learn to drive data culture

Data Foundations



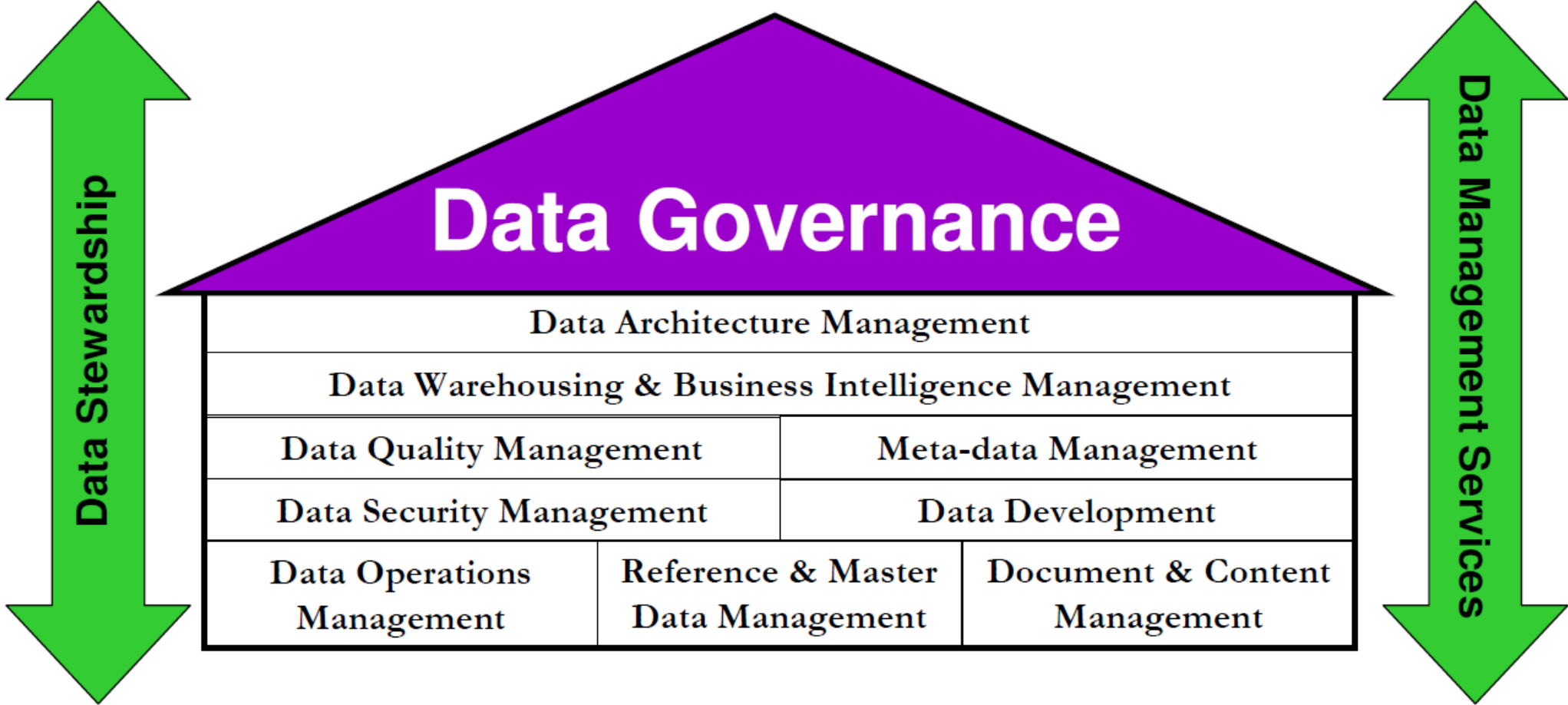
**Accelerate AI/ML work –
i.e. the things that make
digital transformation
real**

**Reduce latency & high
coupling by reducing the
daisy chaining of copies**

**Remove Fragmented &
Siloed view of the
Business**

**Architect for vastly
increasing data volumes –
unstructured sentiment
data, telemetry,
experimentation**

Data Governance



Source: DAMA DMBOK 1st Ed.