



Data Cloud: Bridging the Gap Between Data Consumers and Data Producers



Jacob Hayes
Accenture, Senior Manager

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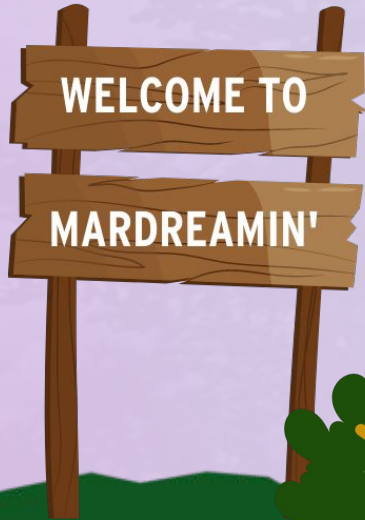

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What are we going to accomplish today

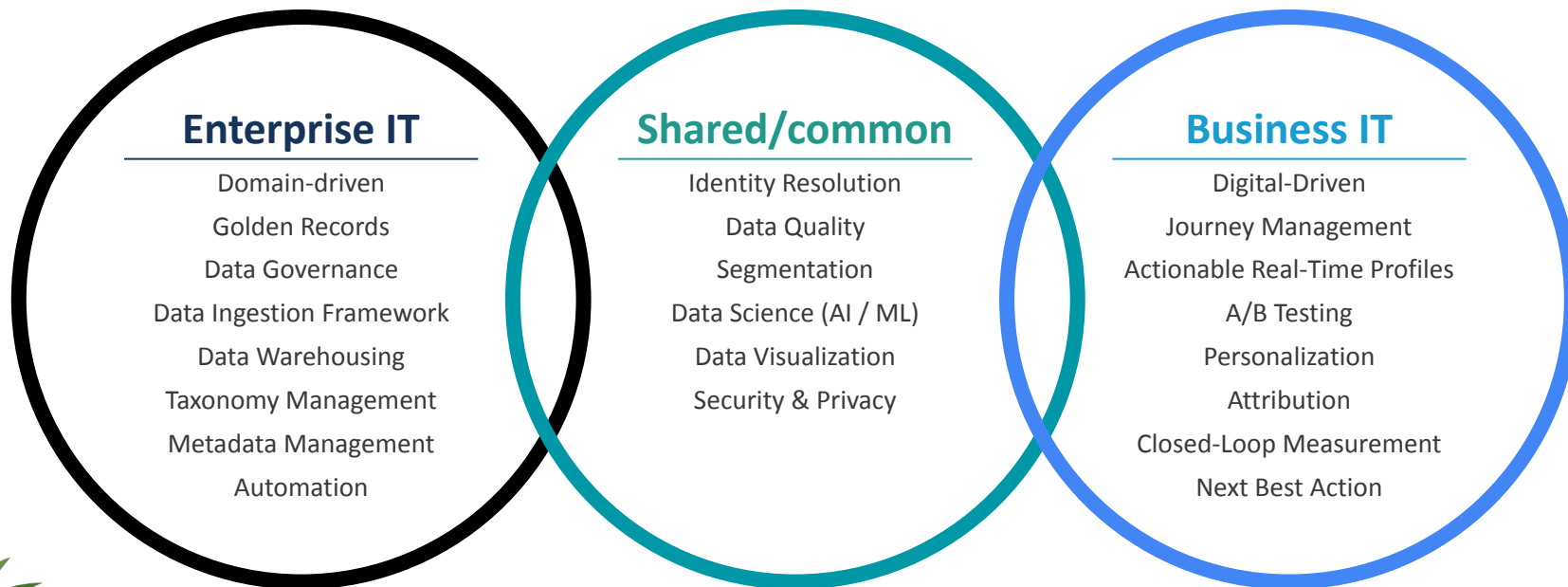


- Challenges Clients Face
- Tactical Framework: Distributing Workloads
- Tactical Framework: Data + Experience Ecosystem
- Key Operating Principles

Challenges



Challenges Inside A Business



Challenges By Themes



Incomplete Picture

Multiple Reps Working On The Same Lead | Account | Contact

Do we have the right data at the right moment for our teams to action off of?

How are we becoming proactive vs reactive with our data?



Data Bottlenecks

Slow access to the right data leads to missed opportunities

Should we throw all of our data into a Data Warehouse and/or Data Lake?

How can our data and technology stack allow us to be quick/nimble without incurring unmanageable tech debt?

How do we make sure data is accessible in a way that supports different data users (easy-complex)?



Inaccurate Data

Fragmented Customer Experience b/c of missing critical information

Reps don't trust the data so they avoid using it - how can we regain that trust?

What sources of data do we trust that helps us align to a unified profile?

The background features a soft-focus illustration of a mountain range in shades of blue and purple. In the foreground, a hand is shown holding a pen, pointing towards a faint, light-colored diagram that appears to be a network or flow chart. The overall aesthetic is clean and professional.

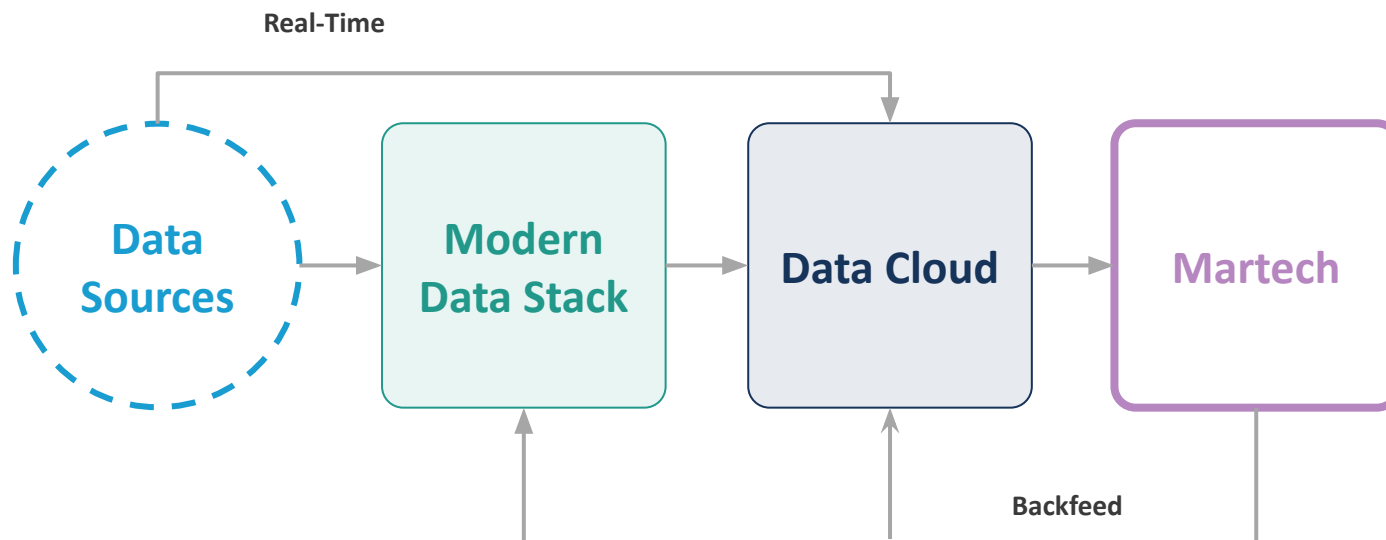
Tactical Framework: Distributing Workloads



Distributing Workloads



“Who Does The Work” and “Where Does The Work Get Done”



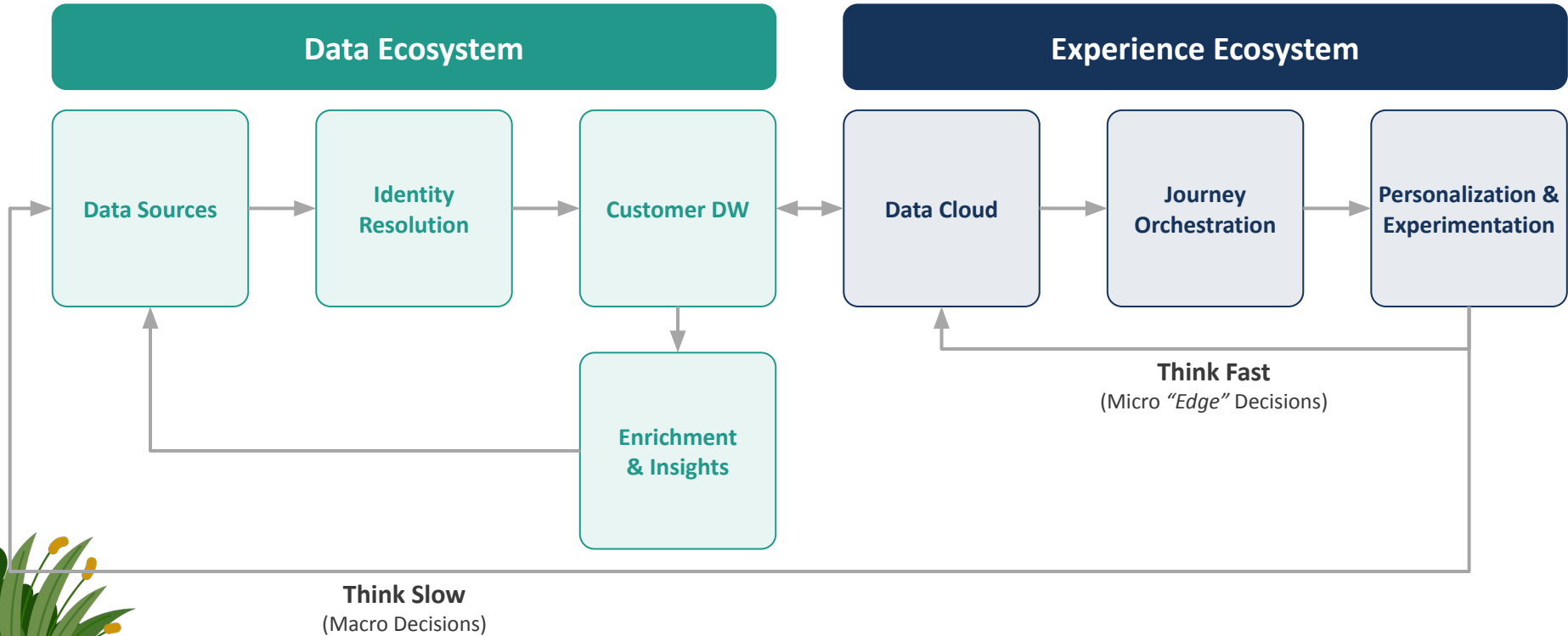
The background features a soft-focus illustration of mountains in shades of blue and purple. A large, semi-transparent smartphone is positioned on the right side, with a stylized arrow pointing towards the center. In the bottom-left corner, there is a small cluster of green plants with yellow flowers.

Tactical Framework: Data + Experience Ecosystem

Data + Experience Ecosystem



“Who Does The Work” and “Where Does The Work Get Done”



Key Operating Principles

The background features a soft-focus landscape of mountains in shades of blue and purple. In the bottom-left corner, there is a small cluster of green plants with yellow flowers. On the right side, a faint, stylized illustration shows a hand holding a pen, with lines suggesting a diagram or flowchart.

Key Operating Principles



“Who Does The Work” and “Where Does The Work Get Done”

- 01** *Think about an Experience Op Model, NOT a CDP Op Model*
Quality data products, quality data science models, and quality customer experiences being delivered
- 02** *Avoid Data Duplication between Ecosystems*
Raw data should primarily sit in the Data Ecosystem whereas data required to deliver use cases should be in the Experience Ecosystem
- 03** *Move Expensive Workloads to the Data Ecosystem*
High compute activities should occur in the Data Ecosystem. Cost efficiency is the name of the game
- 04** *Design Identity Resolution in a Two-Stage Flywheel*
Customer identity within both ecosystems (core identity + actionable customer profile)



Key Operating Principles (part two)



“Who Does The Work” and “Where Does The Work Get Done”

- 05** *Leverage both Macro and Micro “Edge” Decisioning*
Macro within the Data Ecosystem | Micro “Edge” decisions within the Experience Ecosystem
- 06** *Segmentation is a Team Sport*
Both ecosystems are highly dependent on each other for success
- 07** *Let the Data Flywheel be a Flywheel*
Not a left to right concept - where data should land or be processed should be use case dictated
- 08** *Build Reports Where The Data Lives*
Heavy BI reporting should be done in the Data Ecosystem
- 09** *Cleanrooms Can Live In Multiple Places (for now)*
The waters are murky currently with DCR and CDP vendors fighting the feature war



Key Takeaways

People
Process
Data
Technology

Producers vs Consumers

Who Does The Work

Where Does The Work Get Done

Integrate Key Operating Principles



Thank You!



Would Love To Connect

Reach out on LinkedIn or over Email

Jacob Hayes

Senior Manager - Salesforce Business Group

- 10+ years of solution consulting and technical experience
- 9x Certified Marketing Cloud Architect
- Cross-Cloud Engagement Expertise
- Past Practice Architect at Salesforce
- Past GTM Lead at Silverline



[in/hayesjacob](https://www.linkedin.com/in/hayesjacob)



jacob.hayes@accenture.com

The Accenture logo, featuring a purple chevron symbol above the word "accenture" in a bold, black, lowercase sans-serif font.