

Data capital powers digital transformation

Our new digital world

Data is transforming the way we live and work and has become a catalyst for innovation in our economy.

IDC predicts that...

50% of global GDP will be digitised by 2021¹



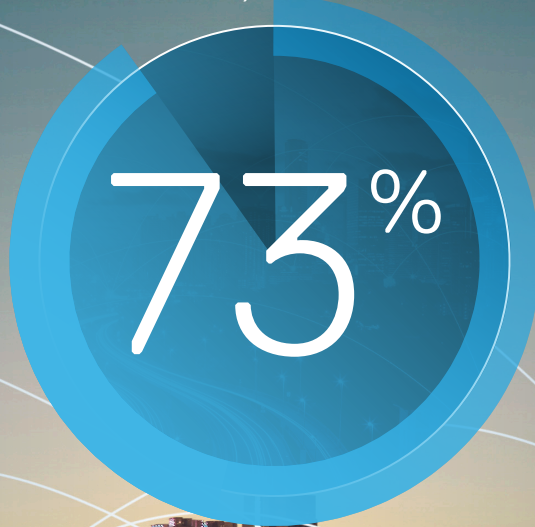
Data capital

noun | 'dā-tē' | 'ka-pē-t' |

Wealth in the form of value derived from organisational data.

Commonly used to power digital experiences and/or unlock business insights.

To advance their digital transformation,



...are in agreement that a centralised technology strategy needs to be a priority for their business²

Digital transformation

Data powers digital transformation. Those organisations who can harness their data capital are poised to succeed.



Big data



Digital experiences



Internet of things



ML + AI

Barriers to realising the value of data capital



Data silos limit data availability and usefulness



Keeping up with explosive data growth



Lack of expertise to convert data into business impact



Inadequate data protection from core to edge to cloud

Dell EMC can help

To learn how the Dell EMC storage and data protection portfolio can help you unlock the value of your organisation's data capital, check out these resources:

VISIT US AT:
www.dell EMC.com/in/datacapital

CONTACT YOUR REPRESENTATIVE TODAY



¹ IDC FutureScape: Worldwide IT Industry 2018 Predictions October 2017, Doc # US4317131.

² Source: Vanson Bourne white paper sponsored by Dell Technologies, "Embracing a Digital Future: Transforming to Leap Ahead," October 2016.

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