

Fourth Annual Latin America Privacy & Cybersecurity Symposium





The Value of Data and its Future in Latin America

The Intelligent Enterprise in the Experience Economy

Presented by

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Big data is part of how business is done...today

Information is the oil of the 21st century, and analytics is the combustion engine.

Peter Sondergaard,
Gartner Research

Failure to draw insight from data 'loses firms up to \$10m in revenue.'

International Data Corporation (IDC)

The sexy job in the next 10 years will be statisticians, and I'm not kidding.

Hal Varian, Google

Data science is not voodoo. We are trying to listen to what the customer is telling us through their behavior.

Kevin Geraghty, 360i

We must **rethink the future.**
And leverage Big Data to our competitive advantage.

FUTURE BUSINESS CHALLENGES WILL BE RADICALLY DIFFERENT





INTELLIGENT ENTERPRISE = INTELLIGENT TECHNOLOGIES

**The next era
of enterprise
computing
will be defined
by intelligent
technologies**

**Intelligent
technologies
will drive a
next-generation
value economy**

THE INTELLIGENT ENTERPRISE IN THE EXPERIENCE ECONOMY

80 %

BELIEVE
THEY ARE
DELIVERING
A SUPERIOR
EXPERIENCE

THE EXPERIENCE GAP

8 %

OF CUSTOMERS
AGREE

Turn customers into **fanatics**
products into **obsessions**
employees into **ambassadors**
and brands into **religions**



**El derecho conserva la realidad
NO la transforma**



THANK YOU