

What Mid-Market Companies Need for Data-Driven Success and How to Get It

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Using your data as an asset to drive competitive business growth and achieve cost cutting operational efficiencies is imperative for a company to compete, survive, and thrive.

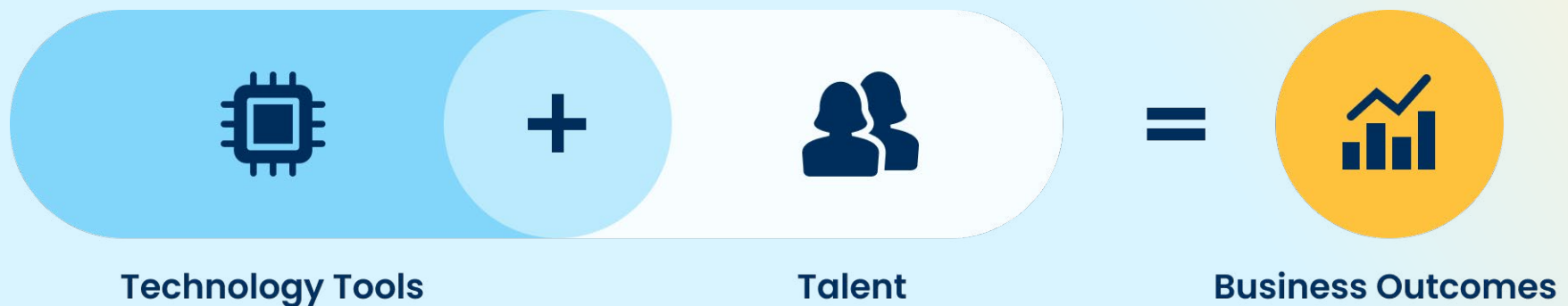
Increasingly, data and analytics have become a primary driver of business strategy and the potential of data-driven business strategies is greater today than ever.

It is no surprise that a recent survey by **Insights for Professionals** of 1500 senior IT leaders and company executives reveals that **71% expect to invest \$100,000 or more on digital transformation** in 2022. Gartner forecasts that IT spending will grow by 5.1% USD in 2022.

Digital transformation calls for mid-market companies to shift away from operational silos and work across the company to harness the power of data. This requires the integration of diverse technology across all functional business areas to enable convergence, promote a positive cultural change, drive customer value, and facilitate operational agility. Gartner's report "[Over 100 Data and Analytics Predictions Through 2025](#)" asserts that by 2024, 75% of organizations will have established a centralized data and analytics center of excellence to support federated data and analytics initiatives and prevent

enterprise failure. By 2023, organizations with shared company-wide data management goals, including stewardship, governance, and semantics to enable inter-enterprise data sharing, will outperform those that don't.

There is a recipe for successfully transforming massive amounts of corporate and third-party data created and used daily in your lines of business into a valuable asset. **It boils down to the fact that digital transformation success requires the right technologies/tools combined with the right talent, to achieve business outcomes.**





Critical Technology & Tools

At minimum, the following elements are critical for becoming a data-driven business:

1. Data Center
2. Data Security
3. Data Management
4. Data Analytics
5. Business Outcome Focus

Data Center

The foundation of digital transformation success is a data center with servers to store your data and CPUs to power computations. A data center needs to keep your systems stable, operational and secure for users accessing company systems and data from multiple remote locations. Data center engineers specialize in uptime, connectivity, storage, compute, security, monitoring, proactively preventing downtime, and security breaches. Insights for Professionals reports that 30% of IT professionals say that data center management is their #1 pain point. Knowing how to effectively manage data in a way that supports both accessibility and security are likely to be ongoing issues that continuously call for up-to-date solutions.

Most mid-market companies find that investing in on-premise infrastructure for data management, compliance, and analytics is cost prohibitive. In 2022, 63% of senior IT leaders and company executives surveyed by Insights for Professionals expect to invest in cloud infrastructure as a service, rather than attempting to maintain servers on-premise. “The journey to cloud native is about a migration of the business to the cloud, not just the technology,” said [Joel Martin, VP Cloud Strategies at HFS Research](#).

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Today, on-premise solutions are akin to dinosaurs. Gartner suggests that the pandemic in 2020 accelerated cloud adoption to the point where it has become the de facto new normal and that enterprise architecture and technology leaders should reject any new product that does not follow “cloud first” as a guiding principle. By 2025, 85% of enterprises will have adopted a cloud-first approach.

As business moves data away from on-premise, multi-cloud and hybrid environments are becoming the most common models due to efficiencies obtained with cloud-based line of business applications in multiple cloud environments. All of this pushes the responsibility and cost of infrastructure capital expenses and maintenance to data center vendors. In 2022, 32% of those surveyed by Insights for Professionals intend to invest between \$250,000 and \$500,000 on cloud management,

while 29% plan to spend more. The report reveals that enterprises plan to spend 82% of this cloud management investment on security.

Gartner forecasts that by 2023, cloud architects will become key stakeholders when purchasing analytics and BI tools, as scalability and cohesive cloud ecosystems move into the top 3 key buying considerations. It is imperative that the cloud foundation seamlessly operates with end-to-end data management and analytics solutions. An end-to-end solution is the best option for mid-market companies that want results and do not want to waste time trying to assemble parts and pieces of various technologies and tools to build a reliable, working system.

By the end of 2023, **Gartner also forecasts** that 20% of installed edge computing platforms will be delivered and managed by hyperscale cloud providers, compared to less than 1% in 2020. Hyperscale cloud service providers (hyperscalers) bring global business solutions, outsourcing, and consulting capabilities to support and enable organizations to migrate, adopt, and build cloud-native offerings. While these providers leverage their cloud professionals' experience and talent to consult for platform re-architecture, application development, data migration, and transitioning services from technology stacks into



macro and microservices hosted in a data center on-premise, private cloud, public cloud (or any multi-cloud or hybrid combination thereof), most are not built for the mid-market.

Mid-market companies need technical experts to help build solutions, yet most hyper-scalers are priced for large enterprises, particularly to get the level of help that mid-market companies require. The degree of expert help needed by mid-market companies often outpaces that of enterprises, which are more likely to have in-house teams with the necessary skillsets. Yet the “white glove” services required most by mid-market companies often carry the highest price tag. Further, many enterprise hyperscalers don’t offer data analytics—they help migrate and orchestrate data to third party cloud vendor platforms, but that’s it. Mid-market business needs a hyperscaler

capable of providing an end-to-end solution focused on the mid-market sector to deliver both technology and the robust skillsets to achieve meaningful business outcomes derived from data and analytics that can be supported with a mid-market budget.

The infinite growth of data, applications, connections, and workloads will only further exasperate businesses’ ability to adapt to new line of business applications and platforms, meet security and governance requirements, and seamlessly orchestrate and analyze data for business outcomes. As a result, mid-market companies are increasingly seeing the value of working with partners to transition storage, computing, back-up, and hosting services to cloud-based platforms to leverage the scale and compute power they can provide.

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Data Security

With remote work more prevalent than ever, most businesses now hold some form of sensitive data in the cloud and workers access company data from remote locations. Zero trust security principles based on a user's credentials instead of a user's location within a firewalled company facility, are the new norm. Because cloud security is in its early stages, there is concern it may be less reliable than on-premise security. The good news for most mid-market businesses is that their data is actually

more secure in a remote data center managed by security experts than by their in-house IT team.

At the same time, cybersecurity attacks have increased to higher than ever levels. It has been reported that ransomware attacks increased over 90% in 2021. No one can deny ransomware has hit new levels of sophistication, with demands for payment skyrocketing into tens of millions of dollars.

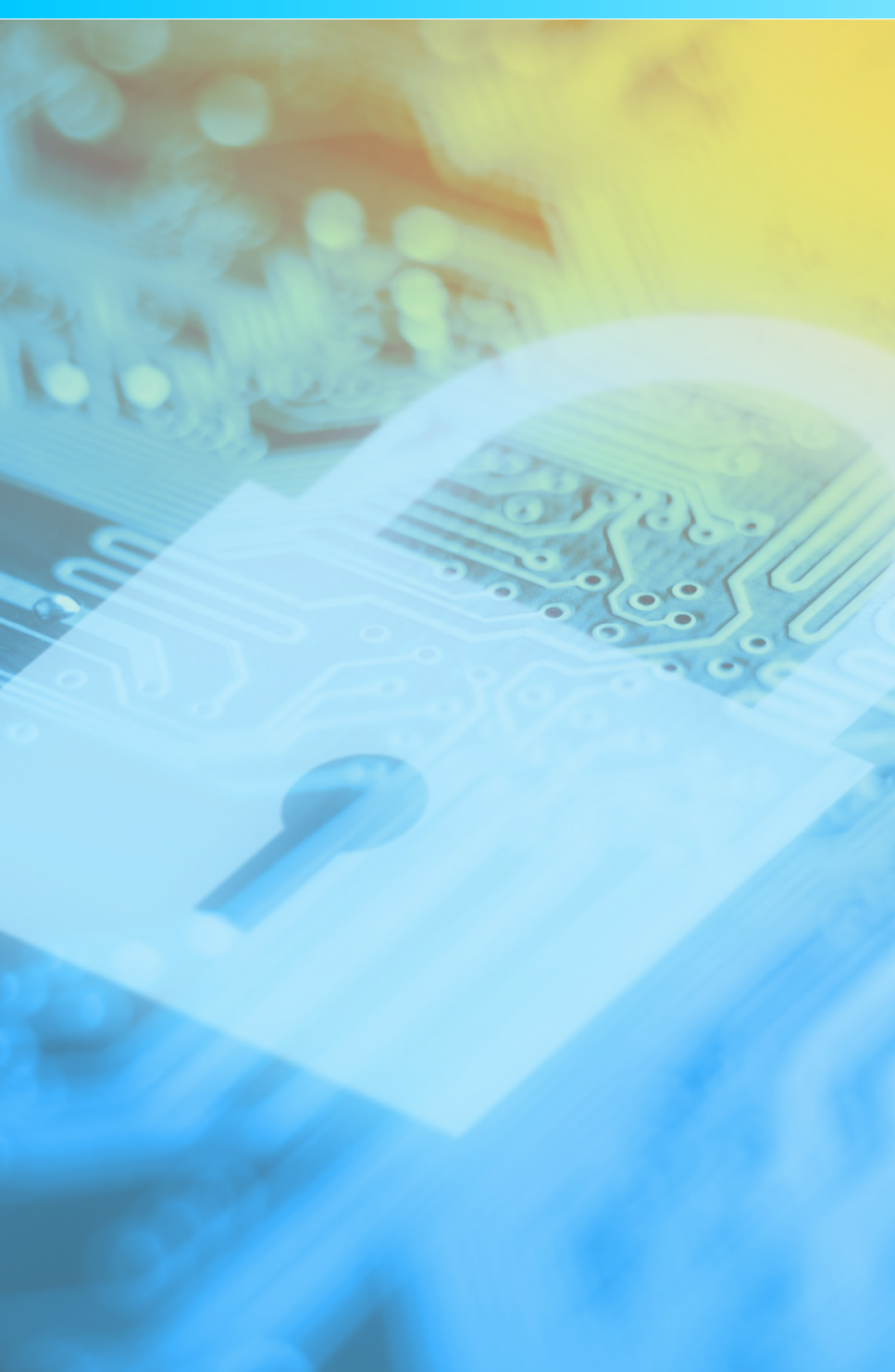
McKinsey reports that attacks are motivated by:

Threat actors are now "dwelling" undetected within victims' environments (instead of using a smash and grab approach) to better understand where the highest value data and information resides before selling it to the highest bidder.

More companies have been forced to pay ransoms to regain control of their networks and data, which further incentivizes hackers to continue innovating on this lucrative threat.

Ever advancing connectivity driven by advancing digitization.

Vulnerabilities posed by pandemic weary organizations and employees logging in from unsecured home networks.



To that end, **Cybersecurity Ventures** estimates ransomware costs should reach \$265 billion by 2031. Supply-chain attacks rose by 42% in the first quarter of 2021 in the United States, affecting up to seven million people, while security threats against industrial control systems (ICS) and operational technology (OT) more than tripled in 2020.

Looking at the overall numbers, it is hard to grasp the reality of a ransomware attack's effect on a company. To put it in perspective, here are some specific costs reported by **McKinsey**: **Colonial Pipeline paid a \$4.4 million ransom after the company shut down operations, global meat producer JBS paid \$11 million, and global insurance provider CNA Financial paid a reported \$40 million.** Additionally, a ransomware attack on U.S. software provider Kaseya targeted the firm's remote-computer-management tool and endangered up to 2,000 companies globally.

These figures do not reflect the additional costs of an attack, including paying third parties, such as legal, PR, and negotiation firms, or the opportunity costs of having executives and specialized teams turn away from their day-to-day roles for weeks or months to deal with an attack and its aftermath, or the lost revenue that results.

Companies must ensure they remain resilient by focusing on ransomware prevention, preparation, response, and recovery strategies. This is a journey—threats continue to evolve and staying ready means keeping up to date with new threats of increasing sophistication, cybersecurity strategies and best practices to continue to build cyber maturity that creates a resilient environment where attacks may still occur but do not have the same impact they would otherwise.

Here's what you need to know now:

- **People** - Do we have security focused IT leadership AND trained cloud security experts? Do we have data security experts?
- **Process** - Do we have defined IT security processes for proactively managing the security posture of our environments?
- **Technology** - Are we 100% confident in our security tech and actively monitoring threat detection 24X7X365?
- **Architecture** - Are we confident that our cloud architecture allows for scalability without sacrificing security assurances?

If the answer is “no” or “I don't know” to any of these questions, it is time to get your house in order—you are at risk.

Data protection is the most prevalent challenge in the cybersecurity market. Therefore, it is unsurprising to see data protection is the main focus in 2022 for 85% of the businesses surveyed by [Insights for Professionals](#). 37% plan to invest \$250,000 to \$500,000 on data protection in 2022, and 31% plan to invest more than \$500,000 on data protection over the next 18 months.

Many mid-market companies, particularly those not in highly regulated industries, do not currently have Security Operations Centers (SOCs). Yet we learned at the end of 2021 that cyber insurance renewals are becoming very expensive for all industries (and sometimes not even possible) due to the exponential increase in cyberattacks seen last year. Enhanced data security measures are now needed in all industries to lower cyber insurance premiums and ensure coverage.

Mid-market businesses need expert skills in cloud security and data security, which is not standard in mid-market IT departments. Keeping servers in a closet guarded by your IT department is extremely risky for data protection.

Data Management

Next, you need data management to make your data usable. This is more than moving your data into a cloud or a data lake. It is correlating and integrating data from multiple disparate sources so that it can be informative. Data management includes integrating data from sources and systems across your enterprise, typically siloed by functional business units, and adding third party sources and transactional data created in daily operations.

Data management includes cleansing the data to reduce errors and normalizing it so that aggregated information may be used for reporting, analytics and better decision-making. Data management also includes governance to ensure authorized access, as well as an audit trail of changes made to the data and which systems are using it. Governance is needed for compliance with highly regulated industry laws as well as data privacy laws applicable to any industry.

In 2022, according to [Insights for Professionals](#), 62% of surveyed senior IT leaders and company executives plan to invest in data management, and of those, 74% will focus on digital technology and data integration. As reported by [Gartner](#), in 2021 companies spent an average of nearly

\$250,000 each on data management tools. Insights for Professionals results show that 30% of IT experts intend to invest between \$250,000-\$500,000 on data management in 2022, with 24% planning to spend even more.

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- Insights for Professionals

Gartner further reports that by 2024, cloud-native platforms will serve as the foundation for more than 75% of new digital workloads. This makes end-to-end solutions a lifeline for the mid-market to take advantage of cloud technology efficiencies and advancements, without the need for expert skill sets to build data solutions out of thousands of possible tools and technologies.

Nearly 50% of IT professionals believe that data management is a significant barrier to digital transformation because digital processes and

technologies such as the cloud are rapidly evolving and increasingly sophisticated. This means successful technology and data integration require advanced digital know-how and capabilities—which is not easy to acquire. Typically, mid-market IT departments are not equipped with data engineering skill sets.

By 2024, **Gartner predicts** that 75% of organizations will have deployed multiple data hubs (integrated, managed data) to drive mission-critical data and analytics. Few solutions meet the need for affordable data management technology that enables mid-market companies to integrate data from across the organization as well as third party data. Decisions should be made based on a

complete picture of company data—relying on a partial picture will surely lead to failure.

Specifically, the mid-market needs an affordable data cleansing solution so that important business decisions are not made based on inaccurate information. Data management should transform the data into decision-ready, analytics-ready status, and include transactional data, which is highly informative with respect to operations and customer behaviors. Gartner predicts that through 2024, 50% of organizations will adopt modern data quality solutions to better support digital business initiatives. Mid-market businesses must not fall behind.

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The mid-market also needs master data management (MDM), a technology that is traditionally accessible only to large enterprises due to its high cost. MDM is needed to ensure data is consistent across the organization. If a customer updates his/her contact information through customer support, then accounting and all other functional business units should have the updated contact for sending invoices, marketing offers, client success outreach, and others in order to collect, retain and grow revenue. If data is kept in multiple siloes, operational efficiency decreases dramatically as employees spend time trying to track down data for reporting, analyzing, and figuring out which information is correct when different systems say different things. Yet most MDM platforms are a huge expense and data integration takes more than a year to achieve. These platforms typically require highly skilled FTEs to use and maintain.

The mid-market cannot afford to fall behind enterprise sized companies with data management and remain competitive.



Data Analytics

Next, the mid-market sector needs analytics technology to mine company data and uncover opportunities for growing revenue and cutting costs. Data analytics requires artificial intelligence (AI) and machine learning (ML) powered algorithms designed to answer important **industry-specific** questions.

There is no one-size-fits-all when it comes to data analytics. The value lies in industry specific data models, which must be built with algorithms using salient data points for a specific industry and appropriately weighted for that industry. This varies from vertical to vertical. For example, to build customer revenue in financial services, mining transactional banking data is important to reveal if your customer is doing business with competing financial institutions so you can take action to win this business over. In manufacturing, comparing product inventory at various channel and retail locations is important for discerning sales performance and growth opportunities. In healthcare, mining insurance reimbursement claims for underpayments requires comparisons of contracted amounts and fee schedules for multiple private insurance companies, plan coverages, and more.

Next, it should be noted that data analytics requires massive storage and compute to mine the data for actionable insights. Even in a cloud environment, which is less costly to maintain than on-premise servers, data analytics takes up a massive amount of compute to mine transactional data for AI driven insights.

By 2025, AI will be the top category driving infrastructure decisions.

- Gartner

Gartner reports that by 2025, AI will be the top category driving infrastructure decisions, due to the maturation of the AI market, resulting in a 10X growth in compute requirements. While a data center company can absorb the data analytics cloud environment costs, mid-market companies in other industries cannot. It is just not efficient for every mid-market company to purchase analytics servers or analytics cloud space. Analytics cloud usage includes huge compute spikes as data is processed and algorithms converge, which means costs are hard to control and unplanned. Usage overage charges commonly drive up costs with third party cloud vendors.



Instead, an analytics tool should include the cost of the analytics compute in the subscription, and not require a customer to purchase a cloud contract with a separate data center company to pay for the compute and storage needed to run AI powered algorithms. If the cloud that is needed to run the analytics is not built into the subscription service for the analytics platform, there is no incentive for the third-party cloud vendor to optimize use to stay within your budget. Since the data analytics company is not controlling cost of cloud use, they will tell you to talk to the third-party cloud vendor about your cloud contract, that this is not something that they control. Rather than getting stuck in the middle and wasting time trying to negotiate with two different parties for your data analytics solution, bundling your data analytics with your cloud gives you more control over cost.

Performance-wise, your data analytics platform should include data mining (of data that is integrated and not riddled with errors). If AI starts with erroneous data, the errors are only compounded and the analytics results are not trusted. The algorithms should be built and optimized for the type of query posed—it varies based upon the business question being answered. The connection between the algorithms and the data is also critical to

ensure that the right data points are being considered and weighted appropriately. Even the best algorithm will produce erroneous results if the wrong data points are being used for analytics.

Analytics prepared by data scientists and business analysts should yield powerful and current actionable insights. For example, data analytics can reveal: underpayments and other lost revenue opportunities for collection; growth potential with your existing customers based on their behaviors; options for developing personalized target marketing to optimize engagement; propensity models for offering “the next best product” to each of your customers individually; avenues to prevent customer churn; data driven analysis for where to open new company locations, and much more.

Of course, the glamorous part of data analytics is the AI-powered results shown in flashy dashboards. Don't be fooled though—the true business value of analytics lies in the data models, and data enrichment made possible by deep learning and the generation of actionable insights. Flashy graphics are impressive and help to convey data meaning, but here's what you really need to understand to determine whether there is any value under the hood:

- Which data sources are forming the basis for the insights: Is the analysis based upon only some of your data, leaving out important data sources? Do the analytics use the most important data points? Is too much data or the wrong data being used?
- How is the data cleansed for accuracy: To judge the accuracy of the insights, you need to know what is being done to eliminate errors in the underlying data being analyzed. Garbage in leads to exponential garbage out when you turn it over to AI. Do you trust your data?
- Which algorithms are being used to find insights: Is it a specialized or generic deep learning model? Is it optimized for the type of inquiry or result being sought? Is it tuned for your industry question and to consider and appropriately weight salient factors important in your industry for answering the question posed? Do you trust the results?
- Are the analytics results giving you actionable insights such as how to grow revenue, improve efficiency or achieve other business outcomes? Are the results tied to solving business challenges, and not just AI for the sake of being cool?

Most mid-market companies make the mistake of buying an analytics platform not realizing they need to build pipelines of data from multiple data sources to render it usable. They also make the mistake of tasking IT with implementing a data analytics solution, when the IT department does not have data science skillsets. Another mistake is basing analytics on data that is riddled with errors, incomplete, or stale. The quality of decision-making is compromised by the inaccuracy and tardiness of the

underlying data. Many mid-market companies rely on the reporting function of one data source and use those reports (that are not considering or analyzing data beyond that source) for decision-making—another mistake. And most mid-market companies are using dashboards that show the past and are not getting insights for the future—a gap that needs to be bridged in order to compete with enterprises.

Business Outcome Focus is Required to be Truly Data Driven

It is imperative that efforts to become data driven are centered around business outcomes—not just modernizing technology for the sake of having the latest and greatest. **Gartner forecasts** that by 2025, 80% of data and analytics initiatives will be focused on business outcomes (rather than data standards) and that this will be considered essential in a business's capabilities. Yet, through 2025, 80% of organizations seeking to scale digital business will fail because they do not take a modern approach to data and analytics governance.

Having your IT department run queries and cobble together data sets to send to business analysts to create reports is not a modern approach. For mid-market organizations, the modern approach requires partnering with data experts to leverage their IT cloud infrastructure and talent to achieve data management and analytical results that drive revenue, operational efficiency, and other business outcomes.

The Right People

As is apparent from the discussion above, most digital transformation technologies and tools require technical expertise to achieve business value from these investments. These are the technical talent critical for achieving value from data technology investments:

1. Chief Data Officer
2. Cloud Engineer
3. Data Security Expert
4. Data Engineer
5. Data Scientist



Chief Data Officer (aka Chief Digital Officer)

While the CIO typically manages IT hardware, servers, networks and systems, the chief data officer (CDO) is focused on data.

What the CDO does:

- Assures regulatory compliance for data handling
- Manages and exploits information assets
- Applies data and analytics to drive both cost-optimization and revenue objectives
- Brings a global perspective to company data
- Reduces uncertainty and risk

CDOs can help organizations gain competitive advantage over peers and manage data and analytics as principal assets. Data across the organization is viewed holistically by having oversight from the CDO to secure data, transform it into valuable business information, lead digital transformation initiatives, and use data for growth and operational efficiency. Most mid-market companies do not have chief data officers.

2 Cloud Engineer

A cloud engineer is an IT worker whose primary job is to keep cloud data centers operational and secure.

What the cloud engineer does:

- Ensures that the cloud data center stays operational for ecosystem users to be able to store, secure and access their data
- Minimizes downtime
- Manages access to data
- Manages compute and storage
- Monitors data center hardware, servers, networks, multiple redundant power and communications systems for operational continuity and efficiency
- Sets up cloud architectures for clients, tenants, containers
- Keeps the cloud secure

The cloud engineer works on a team to monitor the data center 24/7/365 to keep it operational and secure, in addition to optimizing performance with compute and storage, and minimize downtime.

3

Data Security Expert

The data security expert lives and breathes cybersecurity for data, staying up to date on the latest emerging threats and providing and orchestrating strategies to thwart, respond to, and remediate attacks. This role may be a CISO or cybersecurity director.

What the data security expert does:

- Creates and implements integrated data security strategies, and evolves them constantly as the threat landscape changes
- Works closely with cloud engineers to run your Security Operations Center (SOC)
- Constantly monitors your servers, networks, workstations for security threats
- Stays up to date on the constantly evolving threat landscape
- Stays up to date on the changing compliance laws and regulations for your business
- Keeps you in compliance with data privacy laws and regulations to protect PII, PHI, credit card and other sensitive information
- Orchestrates prevention, response and remediation strategies for cyberattacks
- Leads employee cybersecurity education programs to minimize user errors creating cyber-vulnerabilities

4

Data Engineer

A data engineer is an IT worker whose primary job is to prepare data for analytical or operational uses.

What the data engineer does:

- Integrates data from different sources
- Implements and executes data profiling, cleansing, transforming and normalizing so that data of different forms and formats can be made error free and brought together for decision-making
- Works with data in motion (data changing daily in the business and streaming and batched data types)
- Uses master data management so that data is consistent across an enterprise
- Makes data ready for analytics
- Executes data initiatives set by CDO

The data engineer is your go-to technical resource for database construction and management, She/he integrates, consolidates and cleanses data and structures it for use in analytics applications; aims to make data easily accessible and to optimize her organization's data ecosystem; and executes the data initiatives set by the CDO.



Data Scientist

The data scientist develops algorithms and uses deep learning models to analyze data with AI and ML.

What the data scientist does:

- Finds analytics answers to pressing business questions
- Develops AI, ML and deep learning models to glean insights from data
- Mines data to find opportunities for business growth and efficiency
- Builds analytics based upon industry specific salient data points

The data scientist builds data sets using data points important for answering the business questions posed. Ideally, the data scientist uses tooling that allows for non-technical business users to query data sets without having to write SQL or other code. The data scientist creates the “brain” of the data analytics solution to position it for providing accurate answers based upon salient business information.



The Mid-Market Talent Gap

If your IT manager says that he has everything covered, think twice. Unless he has expertise in;

- Cloud architecture,
- Database engineering,
- Master data management,
- Data quality,
- Data profiling,
- Data cleansing,
- Data integration,
- Data ingestion,
- Data preparation,
- Data security,
- Regulatory compliance, and
- Data science and building pipelines of data ready for executive reporting from multiple cloud and on premises environments,

In addition to having the needed IT skill set to be able to manage operation and maintenance of servers, networks,

work stations, security patches, app support, equipment upgrades and recycling (as well as running the help desk for your company's IT needs), ***this person does not have your bases covered.***

Most IT departments do not have the skill sets needed for getting business value out of your data. Yet most IT managers are reluctant to admit this—they like to be your trusted and helpful fixer. Their perseverance in identifying and solving problems is a strength, but also a weakness when they spend cycles of time trying to find solutions to things outside of their areas of expertise. Your business cannot afford to keep holes in your data security wide open or make critical business decisions based upon analysis of only part of your data from months ago, while your well-meaning IT department tries to figure out what to do.

Most IT departments do not have the skill sets needed for getting business value out of your data.

Most mid-market IT departments are not experts at cloud architecture to design efficient and secure environments for scaling with your business. Knowing how to effectively

monitor, manage, detect, prevent and respond to cyberattacks is a skill set most mid-market IT departments are not trained in. They are not data security experts. Thwarting cyberattacks and staying up to date with the latest compliance regulations is the main business of a cybersecurity company. This shouldn't have to be the main business focus for mid-market financial institutions, manufacturers, healthcare providers and other mid-market players not in the cybersecurity business. Big enterprises have the bandwidth to take on these divisions. The mid-market does not.

Similarly, most mid-market IT departments do not have data engineers and are not equipped to efficiently handle data integration, migration, cleansing, and normalization. While data engineering experts use tools to integrate data in minutes, IT departments often struggle for six months or more trying to connect two data sources. Most mid-market IT departments do not include data scientists and are only equipped to run standard queries on individual data sources to provide exported excel lists for the business to analyze. This does not yield answers to pressing business questions, but a set of query hits, which likely vary depending upon which company data source IT queried.



At the same time, for most mid-market companies, it does not make business sense to hire an entire division of highly compensated data experts to achieve digital transformation goals. Even if a mid-market company can find and hire these scarce resources—they were hard to come by even before the Talent War of 2022.

Even if a mid-market company could build a department with the technical expertise necessary for digital transformation, it does not make economic sense.

The acceleration to cloud has escalated the talent war, and even cloud giants are scrambling to attract talent. There is a shortage of highly skilled workers in data. It is highly unlikely that a mid-market company could build a department having technical expertise needed for data driven initiatives and digital transformation. Yet, even if a mid-market company could do so, it does not make economic sense.

If your main business is manufacturing, you don't want to take resources away from your manufacturing business to create a data and analytics division. The cost will eat into your primary business, and have a detrimental impact on

resources you dedicate to innovating and producing high quality products.

If your main business is providing healthcare, you have highly sensitive data to protect, strict compliance standards to meet, and no time to go through each billing record to find insurance underpayments to recover potentially lost revenue. Your practice does not have room for the data analytics department and security division needed to run your business.

Nor does it make sense for a mid-market bank or credit union to build an in-house data science team for analytics, a data engineering team for data management, or a special ops team of security gurus to run your SOC. Too many mid-market financial institutions have wasted years trying to build a data solution in-house, when they should have been focusing on banking and brought in a partner with expertise to manage data and turn it into a corporate asset. Response times to attacks taking systems off-line are proven to be much faster when an expert team supplements the in-bank IT and security personnel.

Solution to the Mid-Market Talent Gap

Mid-market businesses need to partner with data experts who provide a side-by-side model that couples technology with talent. This is the most efficient way to leverage the skillsets required to achieve digital transformation success.

Subscription services for cloud data centers should be paired with cloud engineers who keep systems stable and your data accessible. Subscriptions should include security experts to run security operation centers and stay current with the exponentially increasing and evolving threat volume and sophistication. This requires monitoring, taking proactive security measures as well as responding to attacks and remediation. Subscription services for a data management platform should include access to data engineers who know how to build data warehouses, data lakes, data pipes and integrate, cleanse and transform data into decision-ready and analytics-ready business information.

Services should have built-in analytics cloud costs that don't require a separate cloud vendor contract. Data analytics should include access to data scientists and business analysts versed in your industry so they are equipped to design AI-powered algorithms to answer your most important business questions based on the salient industry specific factors needed for getting those answers. Data analytics investments need to provide real business value by giving actionable insights and finding opportunities within your data.

Data analytics, data management, security and compliance are required to stay alive, compete, and drive value

Successful mid-market digital transformation requires a cloud-based data center, a cloud native data management platform, and cloud native analytics (without the analytics cloud cost as an add-on expense) to move the burden of infrastructure procurement and maintenance to a third-party vendor in the data industry. Ensuring the right infrastructure to maximize the capabilities of data centers, and how they are able to manage and store data is crucial to effective digital transformation.

Establishing a side-by-side partnership with a data platform company is the key to gaining the benefits of working with experts including cloud engineers, data engineers, security experts, data scientists and other highly skilled technical resources to achieve true business value.

By getting expert help, you can devote your company's time, resources, and innovation to your business and focus on what you do best.

About Aunalytics

Aunalytics is a data platform company delivering answers for your business. Aunalytics provides Insights-as-a-Service to answer enterprise and midsize companies' most important IT and business questions. The Aunalytics® cloud-native data platform is built for universal data access, advanced analytics and AI while unifying disparate data silos into a single golden record of accurate, actionable business information.

Its **Daybreak™** industry intelligent data mart combined with the power of the Aunalytics data platform provides industry-specific data models with built-in queries and AI to ensure access to timely, accurate data and answers to critical business and IT questions. Through its side-by-side digital transformation model, Aunalytics provides on-demand scalable access to technology, data science, and AI experts to seamlessly transform customers businesses. To learn more contact us at +1 855-799-DATA or visit Aunalytics at <https://www.aunalytics.com> or on [Twitter](#) and [LinkedIn](#).



About the Author

Katie Horvath led a data management company as President & CEO, recognized as the only woman CEO of a big data company in North America, until 2021 when Aunalytics acquired her company. Katie has been recognized at U.S. Congress for innovative business models. She has a passion for leading and scaling tech companies, and making complex technology understandable and usable for non-technical business users. Katie is an IP lawyer and an engineer.