

THE VALUE OF PEOPLE, THE VALUE OF DATA

Data Is Your Most Valuable Asset?

Over the years I have had the privilege to hold a number of 'important' jobs in a number companies. The company's performance had little to do with me, but with the people associated with the organization.

Data has always played a role in those organizations and, at Alaras we have been heavily involved in the data and business intelligence space for the last decade.

There is a level of hype around data's value to an organization. Software suppliers, database suppliers, analytic platform suppliers, respected industry pundits now tout how data is the company's most valuable asset.

Certainly data is an important asset, it is vital, even critical to an organizations success. But, as we follow the hype cycles; artificial intelligence, predictive analytics, big data, self-service business intelligence, and the Internet of Things, all have held the spotlight for a period of time. Now in combination with new technologies, data (of all sizes) as an asset is center stage.

How an asset is used is what drives its value, idle machines or slow moving inventory are not delivering value. Even the smartest technology and richest data cannot deliver value on their own.

People Are Your Most Valuable Asset.

There is tremendous promise with data technologies today. A lot of what we can do was just a dream not very long ago. Artificial Intelligence supports key business processes, medical discoveries, exposes finial fraud - but every result will still need human interaction and testing. More importantly, it is the human who initiates the AI, devises the study, and writes the algorithms.

Back here in the more mundane world of business, the people you have interacting with customers, or driving the Board meetings are the ones who provide the traction. Our human ability to recognize patterns, to ideate a new solution and processes will always be a superior solution. After all, it will be the members of the organization what question, even argue with the data to drive insight and decisions.

If you or your organization is struggling with the intersection of assets, with assuring a data supported work force - please contact us. We can help.

The Alaras Team