

Best practices for building trusted data foundations

Welcome! We're glad you're here.

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flexera™

Meet your host and speaker for today's session



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Flexera

Before we begin



This session is being recorded. After the webinar, we will share a link to the recording, along with any relevant materials.



All attendee microphones and video cameras are turned off.



We encourage you to ask questions! Please type them into the Q&A box at any time during the presentation.



Today we'll cover

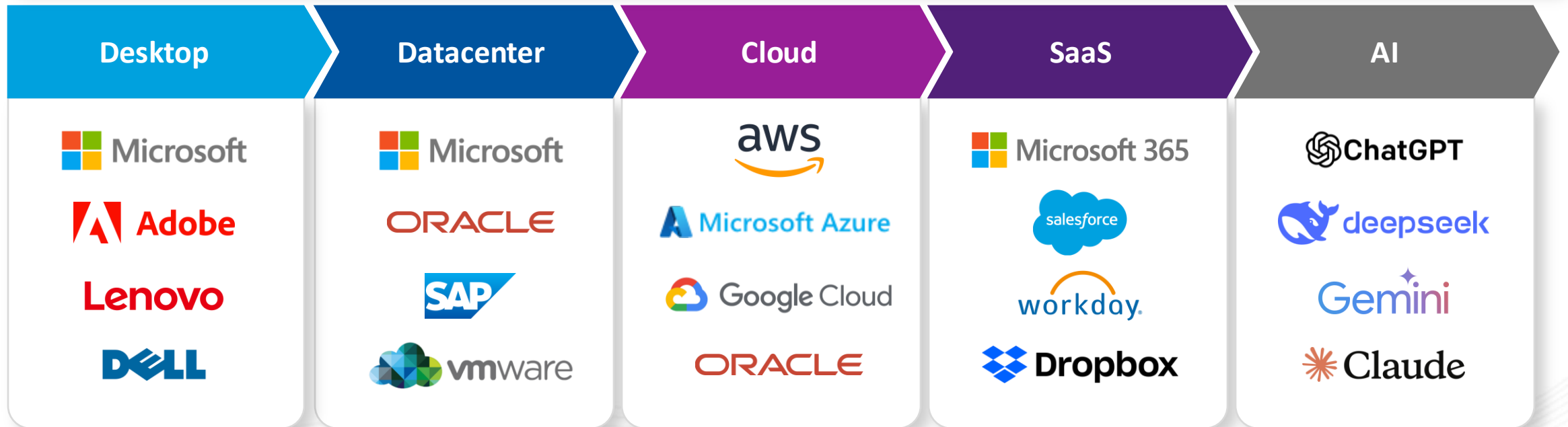
- 1 What “**trusted data**” really means
- 2 Where trusted data comes from
- 3 Establishing data governance
- 4 The power of data fusion
- 5 Data democratization in action
- 6 Turning data into business outcomes
- 7 Q&A and wrap-up

Today's technology landscape is more complicated than ever

It took the internet 7 years to reach 100M users



It took ChatGPT 60 days

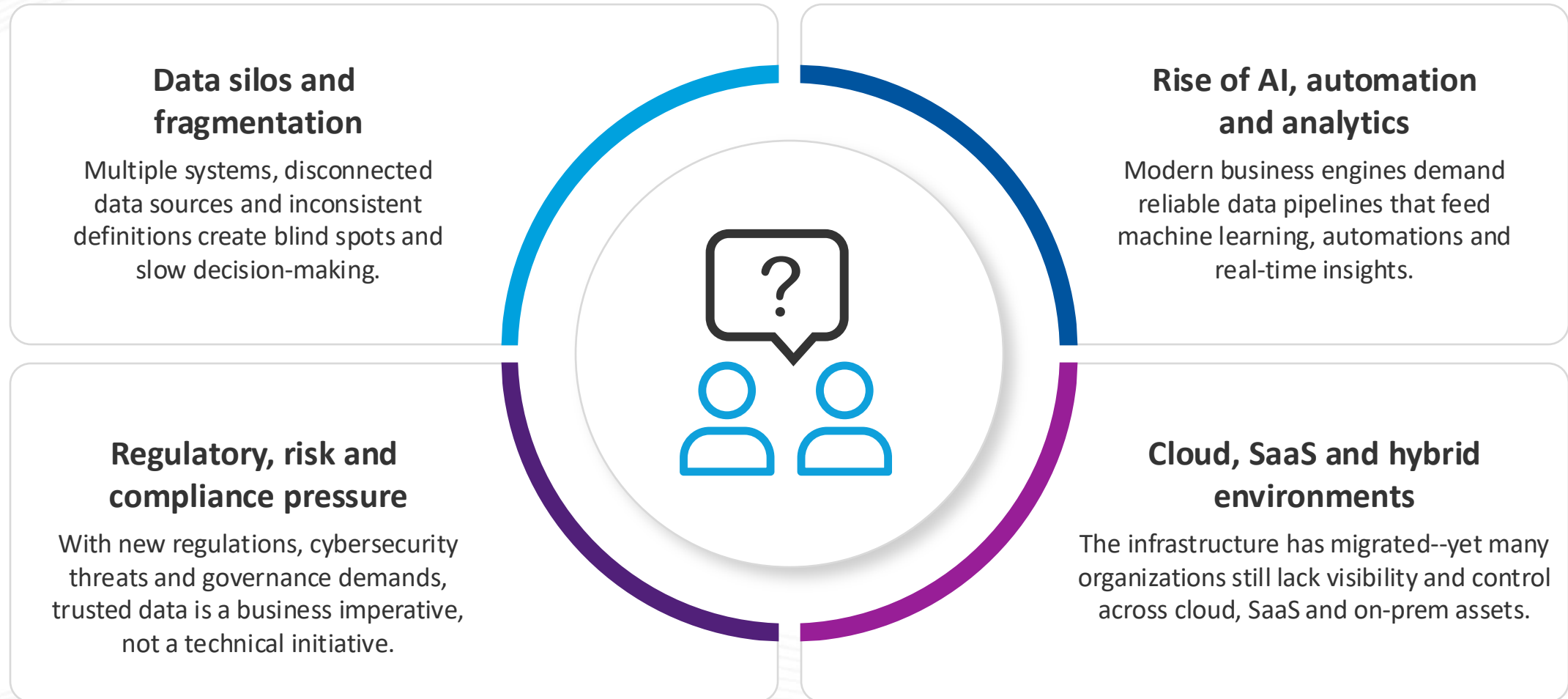


*Sources: IDC, Gartner

*** More than half of IT spend is now here ***

The current data and technology landscape

Understanding the complexity, interdependencies and urgency behind the era of trusted-data-driven transformation




Poll #1: Quick check

Do you fully trust your data to make your next big decision?

A: Absolutely / B: Not quite yet

Cast your vote in the chat now!

What “trusted data” really means



What “trusted data” really means

Trusted data *is* the foundational layer

Outcome-centric transformation requires trustworthy data

In today’s digital, AI-driven world, only **trusted data** enables confident decisions and measurable outcomes across the enterprise.



Accelerates innovation & decisions

Reliable, consistent data feeds AI, analytics and automation that leaders can trust.



Reduces risk

Improves compliance, lineage and transparency; lowers audit and operational exposure.



Scales value

A reusable foundation powering cross-domain use cases beyond ITAM & FinOps (Cloud, Security, IT Ops, EA, Finance).

95% of AI projects fail

(Forbes, August 2025)



Trusted data



Technology Intelligence



Speed

Scale

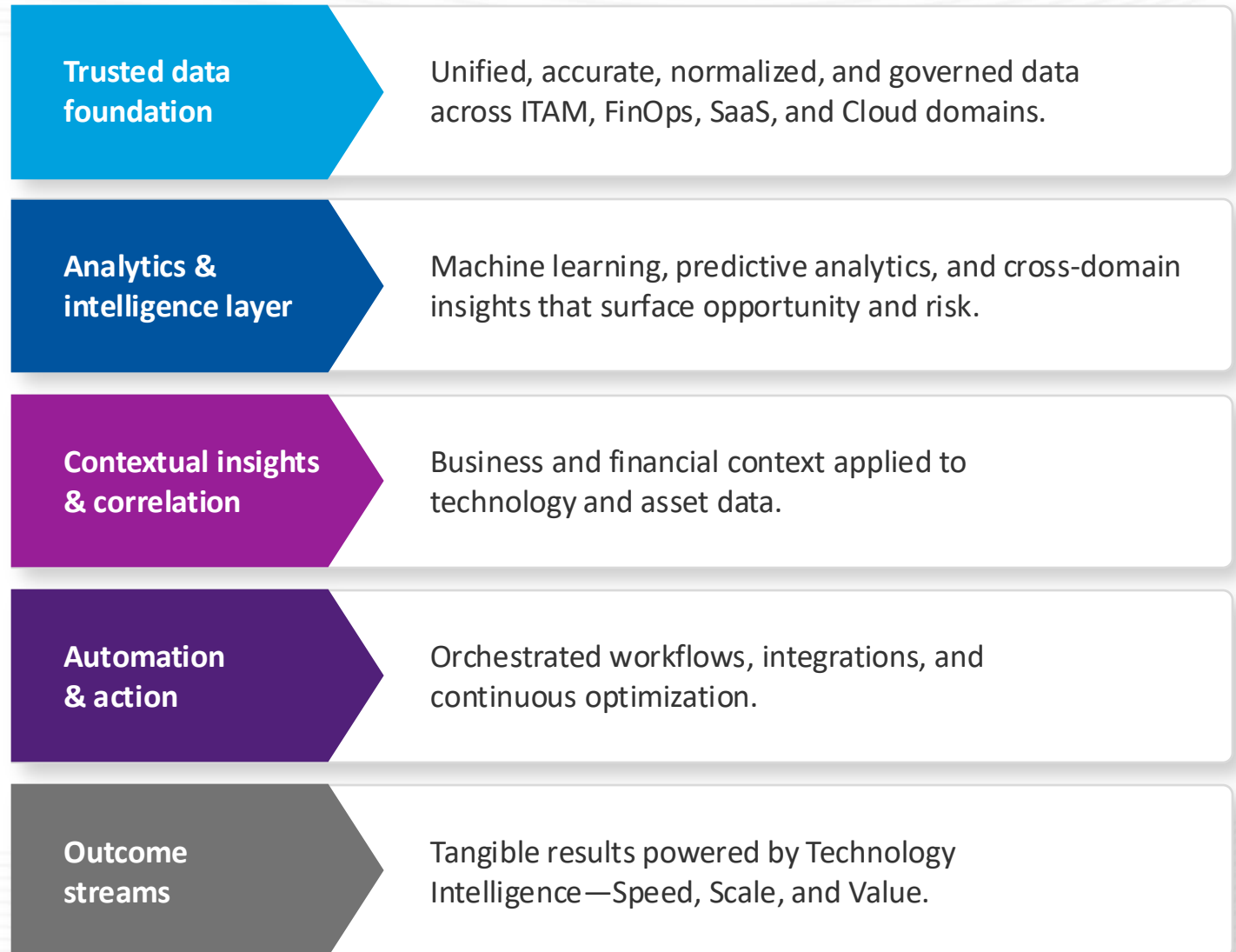
Value

Outcome streams

Technology Intelligence: Connecting trusted data to priorities

Aligning trusted data to C-suite priorities

Core elements of technology intelligence



CIO alignment

CEO alignment

Trusted data foundation	Drives confidence in AI and analytics; enables operational integrity and risk management.	Builds credibility in digital initiatives and strengthens investor and customer trust.
Analytics & intelligence layer	Optimizes spend, performance, and asset lifecycle; informs data-driven IT strategy.	Enables faster, more confident decisions on growth, acquisitions, and strategic pivots.
Contextual insights & correlation	Connects technology KPIs to business value; supports transformation and stakeholder alignment.	Clarifies how technology investments directly impact revenue, margin, and agility.
Automation & action	Increases efficiency and resilience; reduces technical debt and manual intervention.	Delivers measurable productivity gains and cost savings that improve shareholder value.
Outcome streams	Demonstrates IT's strategic contribution: time-to-value, risk reduction, innovation velocity.	Realizes enterprise agility and business outcomes aligned to growth and sustainability.

**Where trusted data
comes from**



What the market says....



Economic
Risk

Strategic
Risk



Recommended
Actions

Forbes

\$3 trillion/year lost to bad data in U.S. economy¹

84% of digital transformations fail due to poor data²

Make data health a KPI; align with finance

Gartner

\$12.9 million/year per organization³

30% of GenAI projects abandoned by 2025 due to poor data⁴

Invest in governance and observability

FORRESTER®

25%+ report losing over \$5 million annually⁵

60–73% of enterprise data unused for strategic purposes⁶

Act now to prevent exponential losses in AI

McKinsey & Company

15–25% of revenue lost due to bad data⁷

Analytics transformation depends on trusted data foundations

Correcting errors post-event costs 100x more than prevention

When trusted data drives outcomes, everything falls into place

Trusted data that is correct, connected, and current powers confident decisions, efficient operations, and accelerated growth.

1



Confidence in Decisions

Facts over guesswork

Reduce risk and bias with decisions grounded in complete, contextual, consistent data.

2

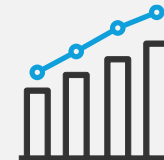


Operational Efficiency

Less firefighting, more innovation

Unify and de-duplicate data to streamline workflow, lower cost, and scale reliably.

3



Growth and Advantage

Outcomes you can measure

Accelerate time-to-value and outperform peers by turning data credibility into business results.

Establishing data governance

A large white arrow pointing right, set against a background of blue bokeh and light trails. The text "Establishing data governance" is written in blue on the white arrow.



Data maturity curve

From fragmented data to enterprise intelligence — where governance builds trust, fusion creates context, and democratization drives value

1

Ad Hoc

- Data is siloed, inconsistent, and incomplete.
- No defined ownership or governance.
- Decisions based on instinct, not insight.



Focus

Awareness

2

Managed

- Basic **Data Governance** and ownership emerge.
- Initial **Data Quality** and standardization efforts begin.
- Data collection and reporting become repeatable.



Focus

Structure

3

Governed

- Formal **Governance Framework** and data stewardship established.
- Improved **Metadata & Lineage** visibility.
- **Data Fusion begins** — connecting and enriching data across systems.
- Data becomes trusted for operational reporting.



Focus

Trust

4

Optimized

- **Data Fusion matures** with automation and enrichment.
- **Data Democratization** emerges — governed self-service access.
- Rise of **Data Literacy & Culture** across business domains.
- **Predictive analytics** and orchestration begin to scale.



Focus

Enablement

5

Transformational

- **Data Democratization fully realized** — data accessible and actionable enterprise-wide.
- **AI, Automation, and Orchestration** embedded into workflows.
- **Data Monetization & Innovation** drive new value streams.
- Organization operates as a **data-driven enterprise**.

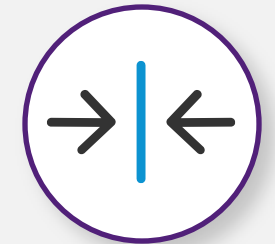
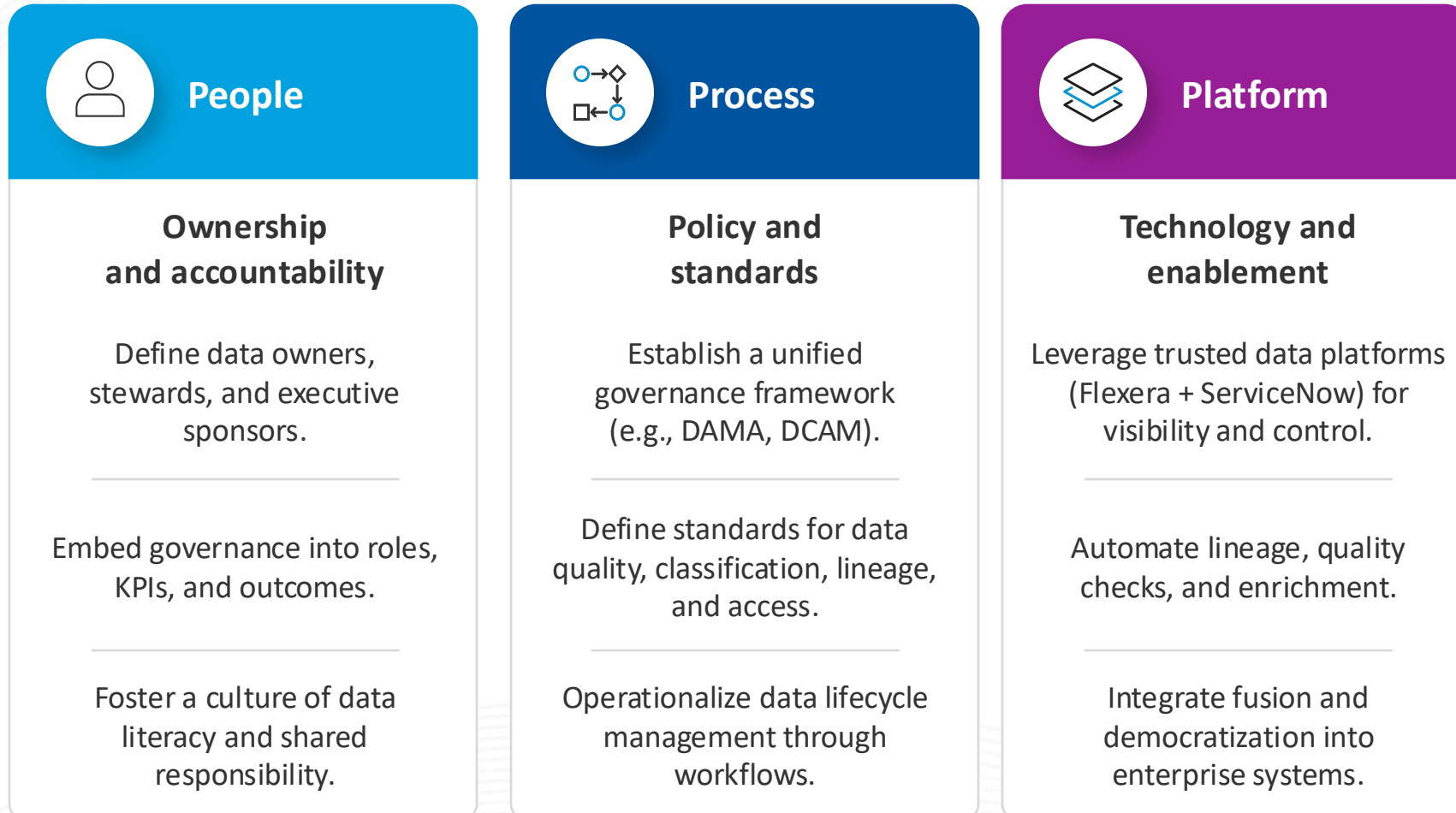


Focus

Transformation

Establishing data governance alignment

Turning principles into practice through alignment of people, process, and platforms.



When people, process, and platforms align, governance becomes an enabler — not a constraint — ensuring data is trusted, contextual, and ready to drive innovation, automation, and AI.

The power of data fusion



The trusted data advantage

Evolving from **visibility** to **value**



Best Practice

Organizations that achieve data maturity don't just manage information—they monetize intelligence. Trusted Data fuels Technology Intelligence, which powers measurable Outcome Streams across the enterprise.



Trusted data

Unified, normalized, and governed data foundation across stakeholders.

Confidence in Every Decision



Technology Intelligence

Correlating data across silos to deliver actionable insight and automation.

Accelerated innovation and control



Outcome streams

Turning intelligence into measurable value (e.g., Speed, Scale etc).

Continuous business value realization

Data maturity curve

From **Fragmented** to **Autonomous** – the journey to trusted, intelligent outcomes



Fragmented

Standardized

Enriched

Intelligent

Autonomous

Trusted data is not a destination — it's a discipline.

As maturity increases, organizations convert information into intelligence, and intelligence into outcomes.

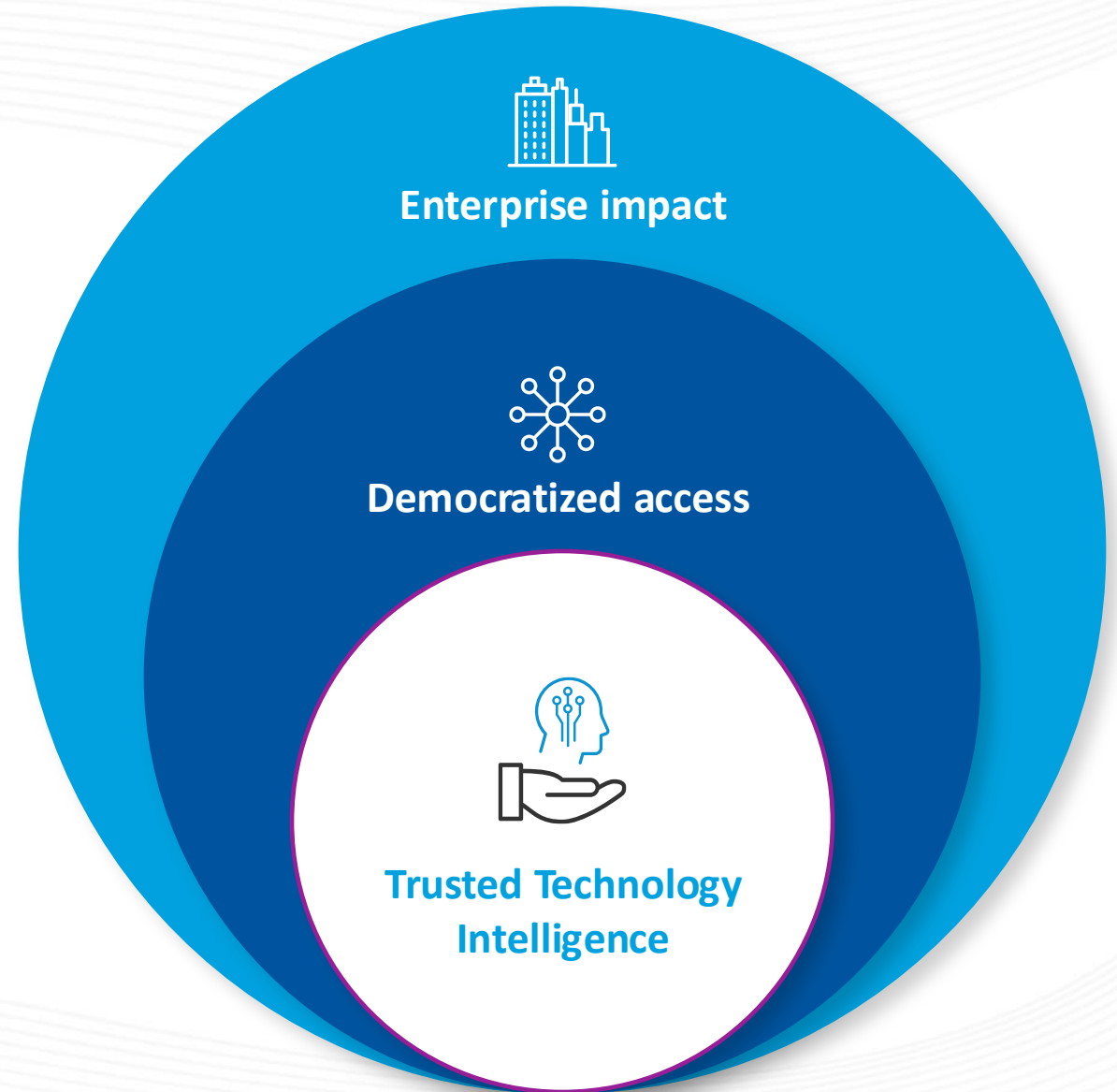
Data democratization in action

A large white arrow pointing right, set against a background of blue bokeh and light trails. The background features a gradient from light blue on the left to dark blue on the right, with numerous glowing blue circles and streaks of light, suggesting a digital or data environment.

Data democratization in action

**When trusted data is democratized,
innovation accelerates.**

Flexera enables governed self-service access to technology intelligence — empowering every function to make decisions with confidence.



Data is the foundation of AI and Flexera One

flexera™

We **empower** organizations to see, understand, and take back **control** of their technology assets to **optimize cost, mitigate risk, and accelerate innovation**

Flexera One Platform



Technology Intelligence: *Data and AI foundation for Flexera One*

Unified Data Model

Artificial Intelligence

Analytics & Reporting Engine

API & Connectors

Discovery

Inventory

Normalization

Visualization

CMDB Enrichment

Data Enrichment & Contextualization | Powered by Technopedia®

Common UI/UX

Partner Managed Services Layer

Core Services & Automation

Security & Compliance

Poll #2: Data prep effort

When you get a data output, how much effort do you need to put in before it delivers actionable insights?

A: Low – I can trust the data almost immediately

B: Medium – Some cleaning or tweaking is needed

C: High – It takes significant effort to get reliable insights

**Turning data into
business outcomes**

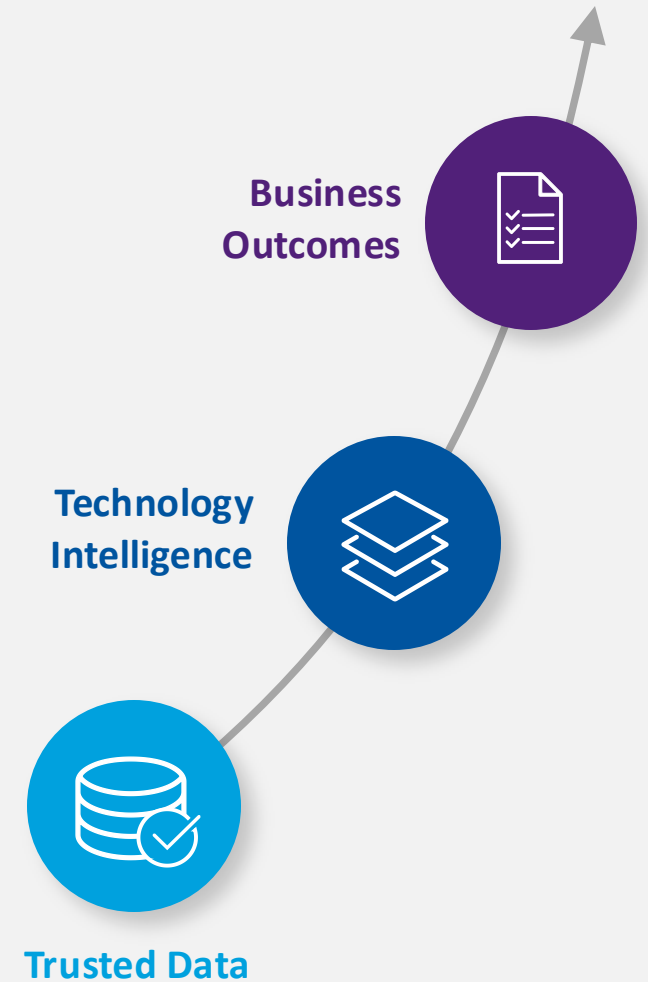
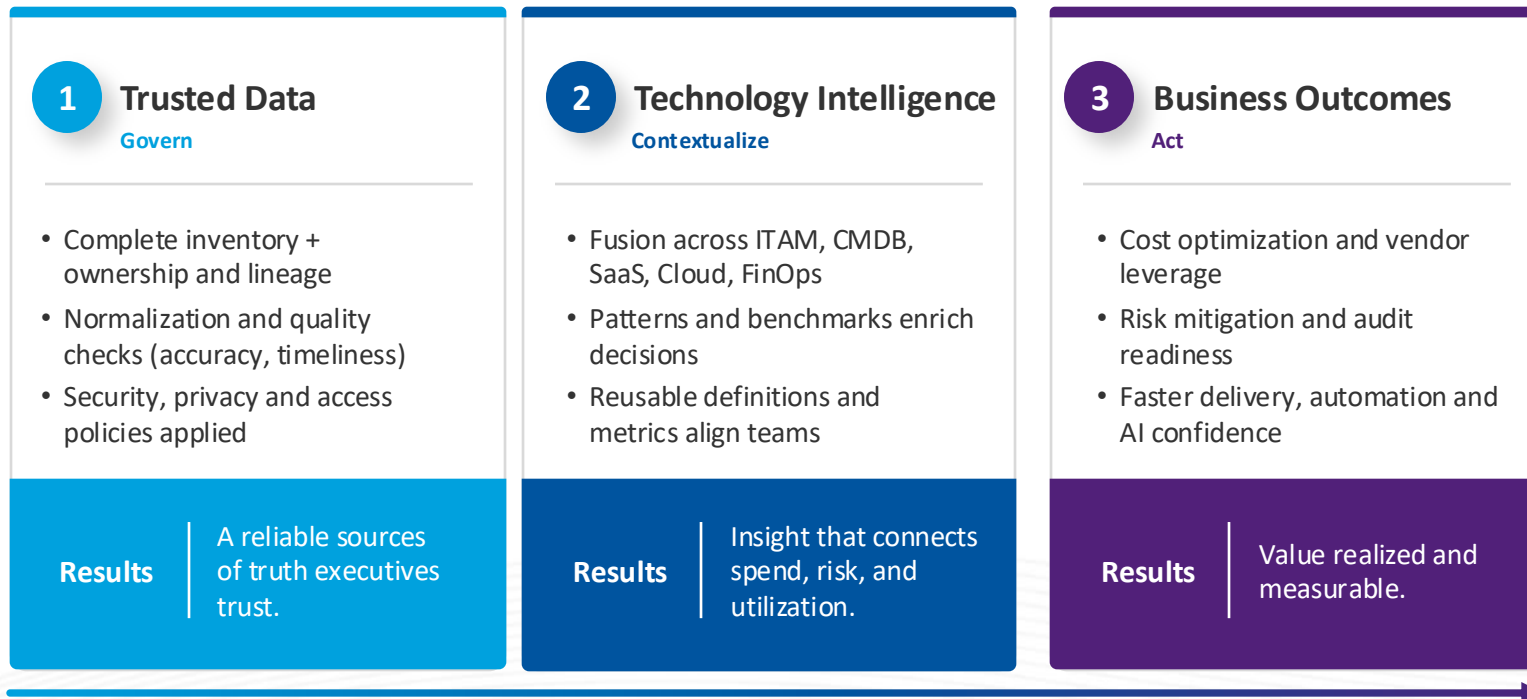
A large white arrow pointing right, set against a background of blue bokeh and light trails. The text "Turning data into business outcomes" is written in a bold, blue, sans-serif font across the arrow.

From trusted data to measurable impact — linking technology intelligence to business value

Turning Data Into Business Outcomes

From trusted data → technology intelligence → measurable value

Why this matters: Leaders don't buy tools – they buy outcomes. Trusted, contextual data is the engine that powers optimization, risk control, and innovation.



The background features a series of light blue, wavy lines that create a sense of motion and depth. A faint, light blue globe is visible in the center, partially obscured by the waves. The overall aesthetic is clean and modern.

Q&A



Open to current customers

Peer-led meetings comprised of customers

Topics and discussions determined by a governance council of members

Mostly virtual meetings, sometimes in-person

[Subscribe and join](#) the conversation!



Where peers share insights, lessons,
and practical tips.

First meeting, Dec 11th!



Curious? Let us know in the chat.

The background of the slide features a series of light blue, wavy lines that create a sense of movement and depth. These lines are arranged in a pattern that resembles a stylized, flowing landscape or a series of overlapping waves. The lines are thin and closely spaced, creating a textured effect. The overall color palette is a soft, pastel blue, which is clean and professional.

Thank you!

About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning hybrid IT asset management and FinOps solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data. Learn more at flexera.com

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Notes

1. [The Real Cost Of Bad Data: How It Silently Undermines Pricing And Growth](#), Forbes
2. [Why 84% Of Companies Fail At Digital Transformation](#), Forbes
3. [Data Quality: Best Practices for Accurate Insights](#), Gartner
4. [Gartner Predicts 30% of Generative AI Projects Will Be Abandoned After Proof of Concept By End of 2025](#), Gartner
5. [Millions Lost In 2023 Due To Poor Data Quality, Potential For Billions To Be Lost With AI Without Intervention](#), Forrester
6. [Hadoop Is Data's Darling For A Reason](#), Forrester
7. [The data-driven enterprise of 2025](#), McKinsey & Company