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Blog

WHAT HAPPENS WHEN BUSINESS ORCHESTRATION ALIGNS WITH DATA ORCHESTRATION

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What Happens When Business Orchestration Aligns with Data Orchestration

✓ The Emergence of the Ecosystem

Globalization and digital transformation have made it increasingly difficult for businesses to operate on their own, independently of others. As a result, business ecosystems made up of suppliers, partners, customers, influencers, and advisors continue to grow in both size and complexity. Because ecosystem dependencies require cooperation, collaboration, and coordination, businesses are no longer the sole owners of their own destiny. Failure to create an environment conducive to joint value creation can result in business failure.

✓ The Trend Toward Business Orchestration

In recent years, successful businesses have designated the role of “business orchestrator” as key to operational excellence. An orchestrator is a person designated to ensure smooth operation among the different players in the ecosystem. In many cases, orchestrators are assigned in multiple organizations and form ancillary teams. The most successful business ecosystems have devised ways to share systems, data, and insight; and to operate with transorganizational efficiency.

✓ The Alignment of Business and Data Orchestration

The lifeblood of successful business orchestration is the data that is shared and analyzed among ecosystem players and the resulting insight that drives continual optimization within the ecosystem. As data flows within and among the members of the business alliance, so flows the efficiencies and innovations of the business, especially when there is alignment between the business and the data. There are three points of alignment that determine the impact of data orchestration on business performance.

✓ **NUMBER ONE:** Business Enablement Through Data Sharing

When data orchestration aligns with business orchestration, complex business ecosystems are able to function at a much higher level of efficiency. The starting place for cohesive relationships among ecosystem members is data sharing. By sharing data each partner gains greater insight into how others are operating, helping them stay in step with the other cogs in the wheel. In addition, the sum of the data shared by all members is greater than the data of any individual organization. Unified data orchestration enables well-defined, well-governed data sharing.

✓ **NUMBER TWO:** Business Efficiency Through Process Insight

When data orchestration aligns with business orchestration, business processes and ecosystem interactions are infused with insight. Especially as businesses become more digital, every business process has associated data, that data can be mined for opportunities for improvement. Therefore, the entire ecosystem of business interactions can be mined for system wide operational excellence. End to end data pipelines orchestration takes these organizations beyond business intelligence by delivering insight where it is needed when it is needed. Unified data orchestration delivers consistent insight to all parties involved.



NUMBER THREE: Business Agility Through Data Speed

When data orchestration aligns with business orchestration, the business is able to make insight-driven decisions throughout their network of relationships and interdependencies. They become fully agile. The speed at which data is captured, analyzed, and distilled into actionable insight determines the level of agility that can be achieved by the business. Therefore, every member of the ecosystem must achieve new levels of data speed. Unified data orchestration increases the speed of data through automation, recommendation, and reusability.



The Power of Unified Data Orchestration

Unified data orchestration puts business and analytics leaders in the driver's seat of organizational efficiency, productivity, and success. By easing the delivery of data sharing, aligning the distillation of insight with business process efficiency, and increasing the speed of data, both data and business professionals are able to operate in cycles of continuous improvement. Ultimately, the success of analytics and business executives is most obvious when their architectural decision to pursue unified data orchestration results in saved time, money, and resources, as well as, increased innovation and value creation.

To learn more about PurpleCube Unified Data Orchestration, download this product brief or this whitepaper on Unified Data Orchestration.



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