



## HFS HORIZONS SUMMIT

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HFS

# Unleash the Next Horizon for Your Company Through Data Modernization



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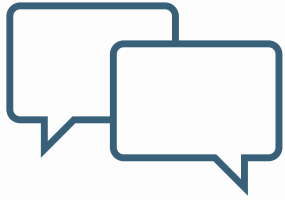
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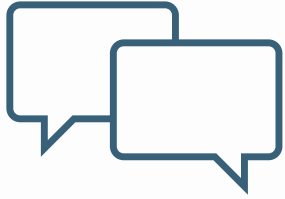
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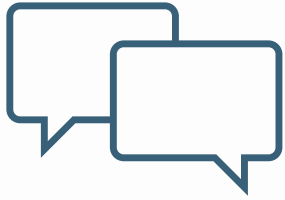
## Question 1

What factors are driving data modernization?



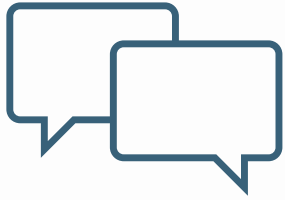
## Question 2

Why are companies struggling with how data can impact EX or CX?



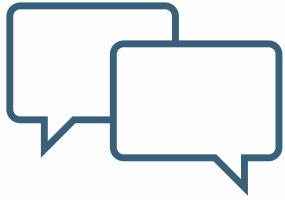
Question 3

Where is the starting point?



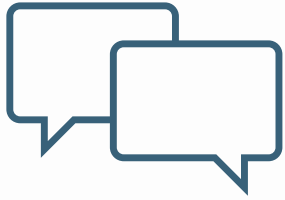
#### Question 4

How do you know your data modernization strategy is succeeding?



## Question 5

Is there a still a role for a  
Chief Data Officer?



## Audience questions