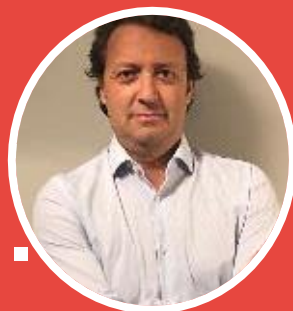




# La gestione dei dati come elemento di innovazione nel settore dei trasporti e logistica

*Freight Leaders Council - ESG: La Rivoluzione Silenziosa*  
*Roma 26/11/2024*



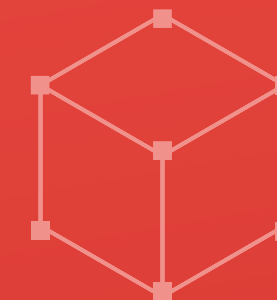
Emiliano Pierdominici  
Partner & Channel Senior Director  
South Europe & Middle East



# AGENDA

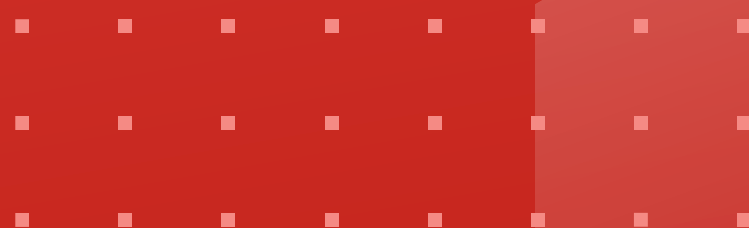
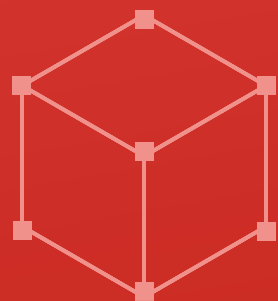
1. Data & Digital Transformation
2. Logical Data Management Benefits
3. Case Studies





# Data & Digital Transformation

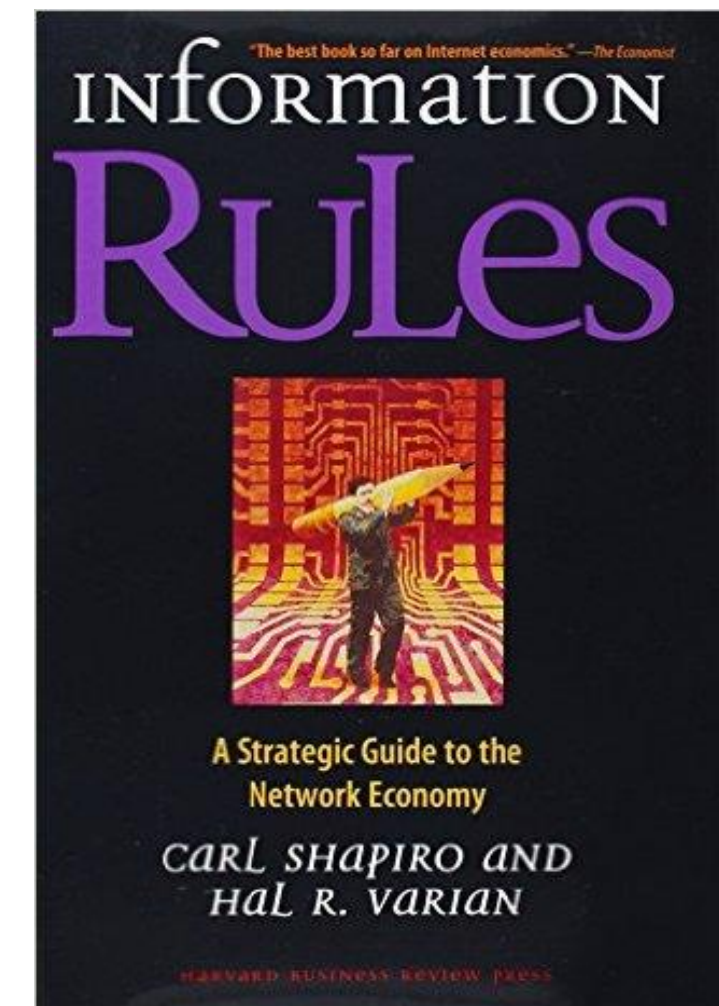
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# Digital Transformation

“Technology changes, economic laws do not”

Information Rules - C. Shapiro, H. Varian





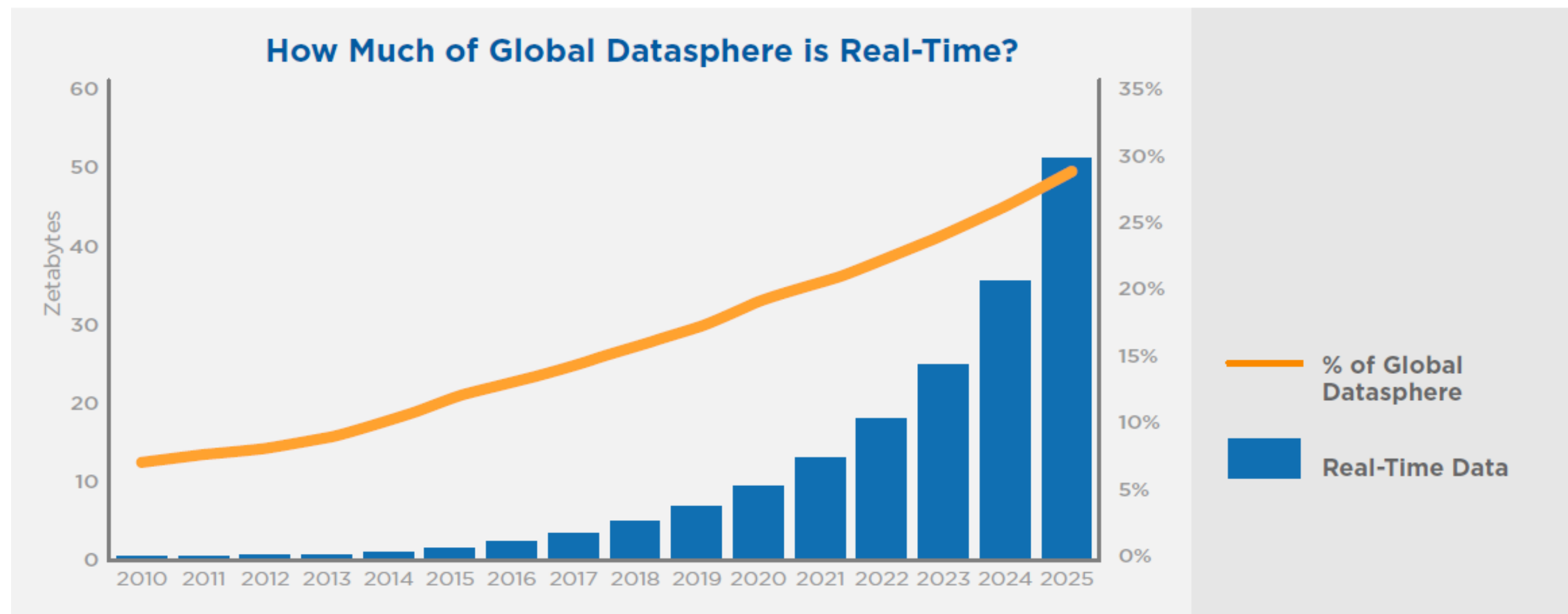
# Data Volume Growth & Real Time Data

## Real-Time Data Demand is Driving the Edge

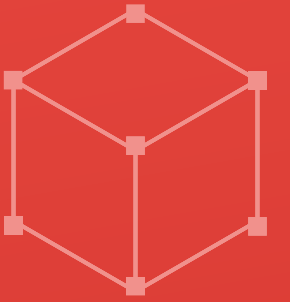
IDC forecasts that more than 150B devices will be connected across the globe by 2025, most of which will be creating data in real time. For example, automated machines on a

manufacturing floor rely on real-time data for process control and improvement. Real-time data represents 15% of the Datasphere in 2017, and nearly 30% by 2025 (Figure 8).

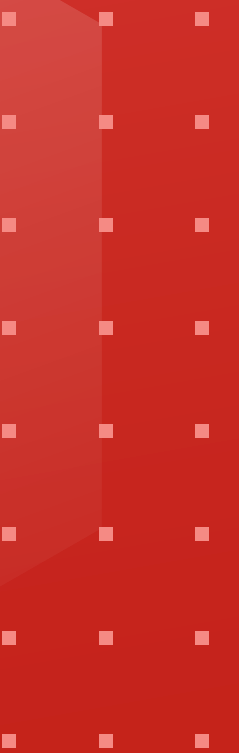
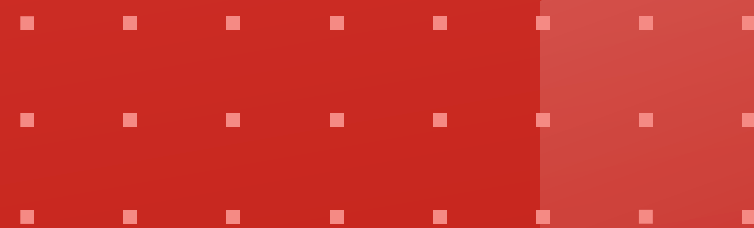
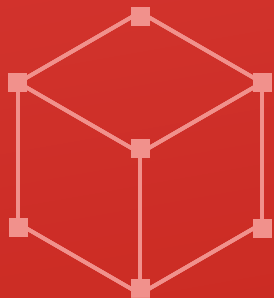
Figure 8 - Real-Time Data



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018



# Logical Data Management Benefits



# Denodo: A Global Leader in Data Management

Long focus in data integration, management, and delivery – since 1999



## Global presence

25 offices in 20 countries

**800+**  
employees



## 1000+ customers

including many F500 and G2000 companies across every major industry.



BNP PARIBAS

sanofi



BHP



## Extensive Tech Partner Ecosystem

200+ from hyperscalers to data, BI, AI, governance, and security vendors.



Collibra



Google Cloud



## 250+ partners

active and engaged, worldwide.



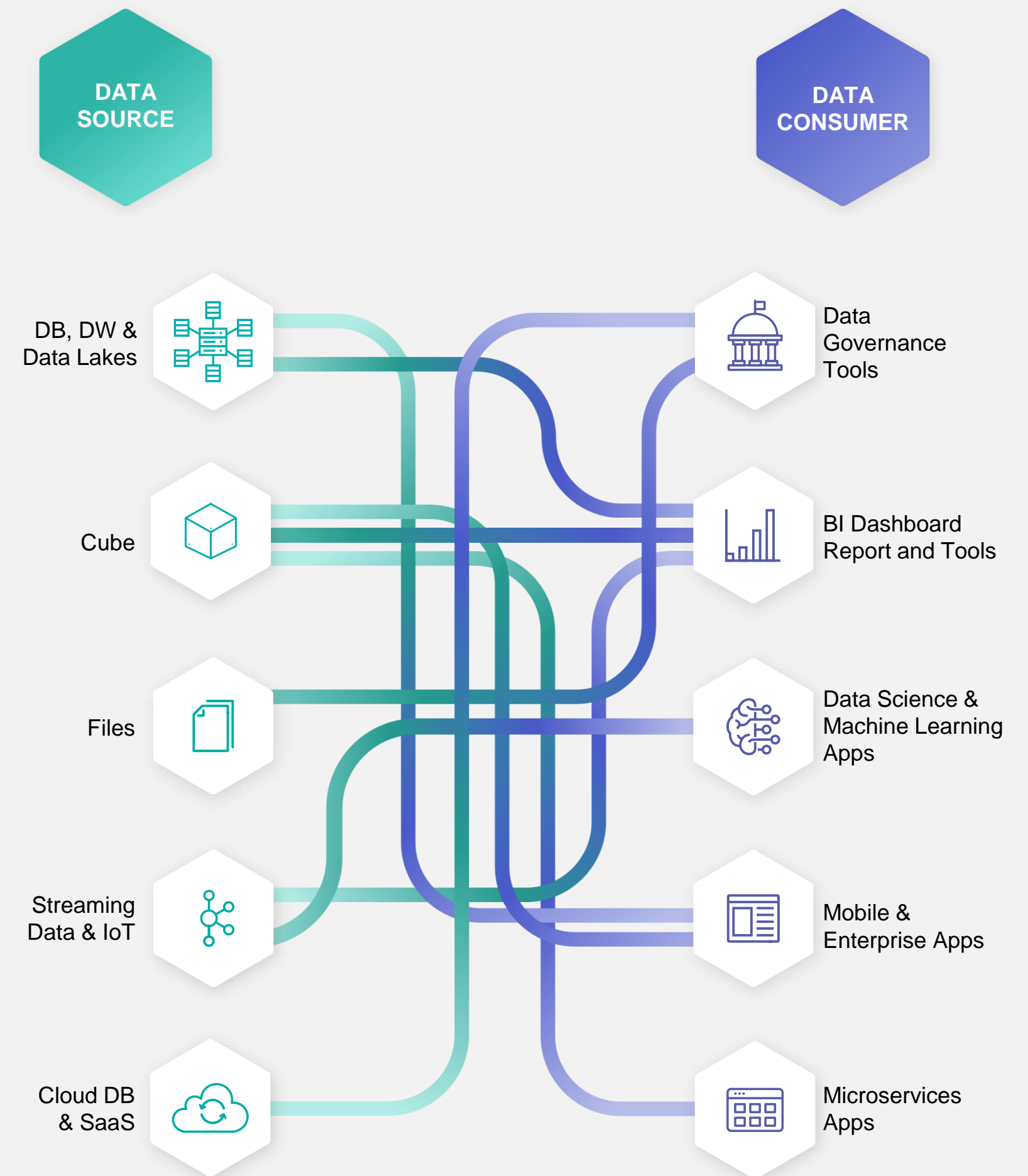
# Modern Data Landscape is complex...

“72% of organizations identify data as key challenge to scale AI projects”

Source: McKinsey, January 2024

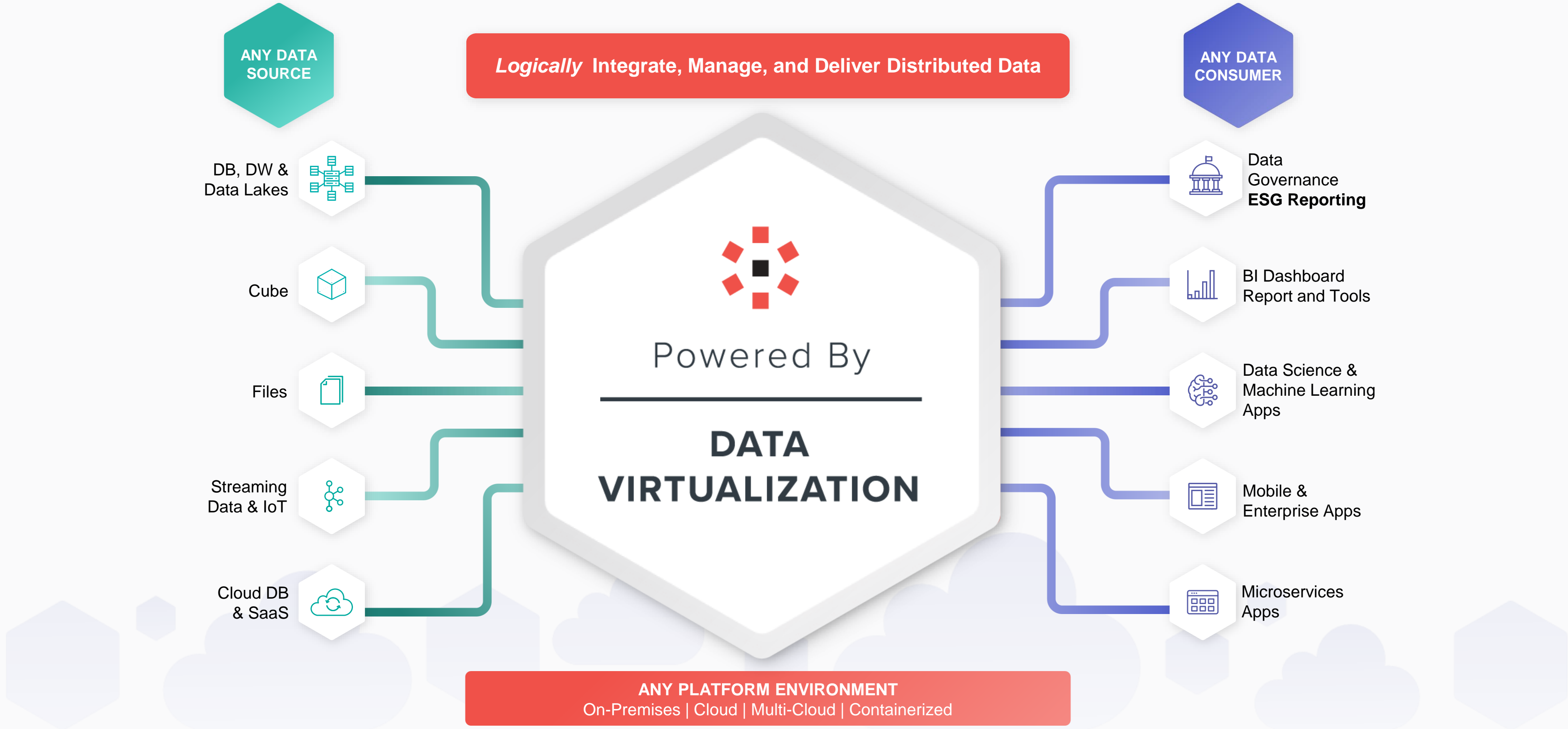
Point-to-point Data Integration approaches are challenging and **physical only approach is not efficient anymore**:

- Extracting and moving data increases **latency and cost**, and decreases quality
- Every project solves data access and integration in a **different way**
- Solutions are tightly coupled to data sources, **impacting flexibility and agility**
- **Cloud**, Hybrid, Multi Cloud Adoption growth





# Denodo: ONE Logical Platform for All Your Data



# Main Benefits...Time & Speed



**“Speed is a true superpower for any company and the only way to be prepared for a world of rapid change.**

*Source: McKinsey Report: “All change: The new era of perpetual organizational upheaval”*

**<6**

MONTHS  
PAYBACK

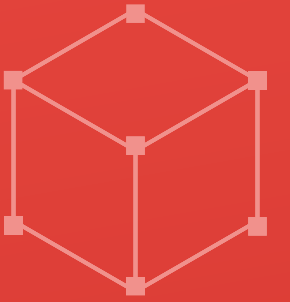
**65%**

FASTER  
THAN ETL

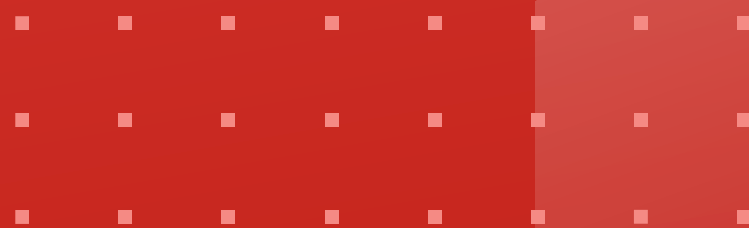
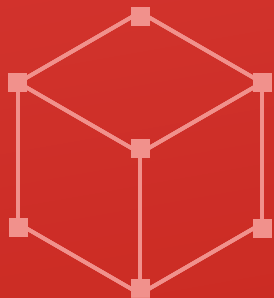
**67%**

LESS DATA  
PREPARATION

*Source: Forrester Total Economic Impact™ of Data Virtualization*



# Case Studies



# Case Study: FS Technology

## Advanced Analytics and Reporting Project for RFI

- New architecture based on the concept of **Logical Data Lake**, which makes it possible to access, model and use the data stored in distributed data sources, in **compliance with governance and security policies**.
- At the same time, guarantee the **maximum possible performance**, both in modeling new data and in accessing it,
- **Adoption of an increasingly self-service model**, which reduces the dependencies between data consumers and IT.
- Applications for asset management and maintenance (REM Project), **was developed to deliver timely data** in the following areas:
  - Signals
  - Eliminating rail defects
  - Warnings
  - Work Orders



# Case Study: Leading Italian Bank

## ESG Reporting Project

- Possibility of using **heterogeneous sources**
- **Avoids duplication** of data
- **Data segregations** via User Role
- Run-time aggregations
- Simplified exposure to external clients (e.g., connectors)
- Push down and Data Movement: two features that optimize processing performance by delegating query execution to the underlying Data Source where possible
- GUI interface that simplifies development activity

# Case Study: Estes Express



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By *Isabelle Bousquette* [Follow](#)

April 26, 2023 9:00 am ET



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# Case Study: Caterpillar

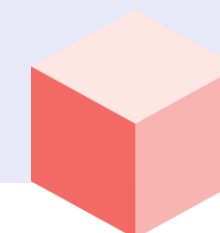
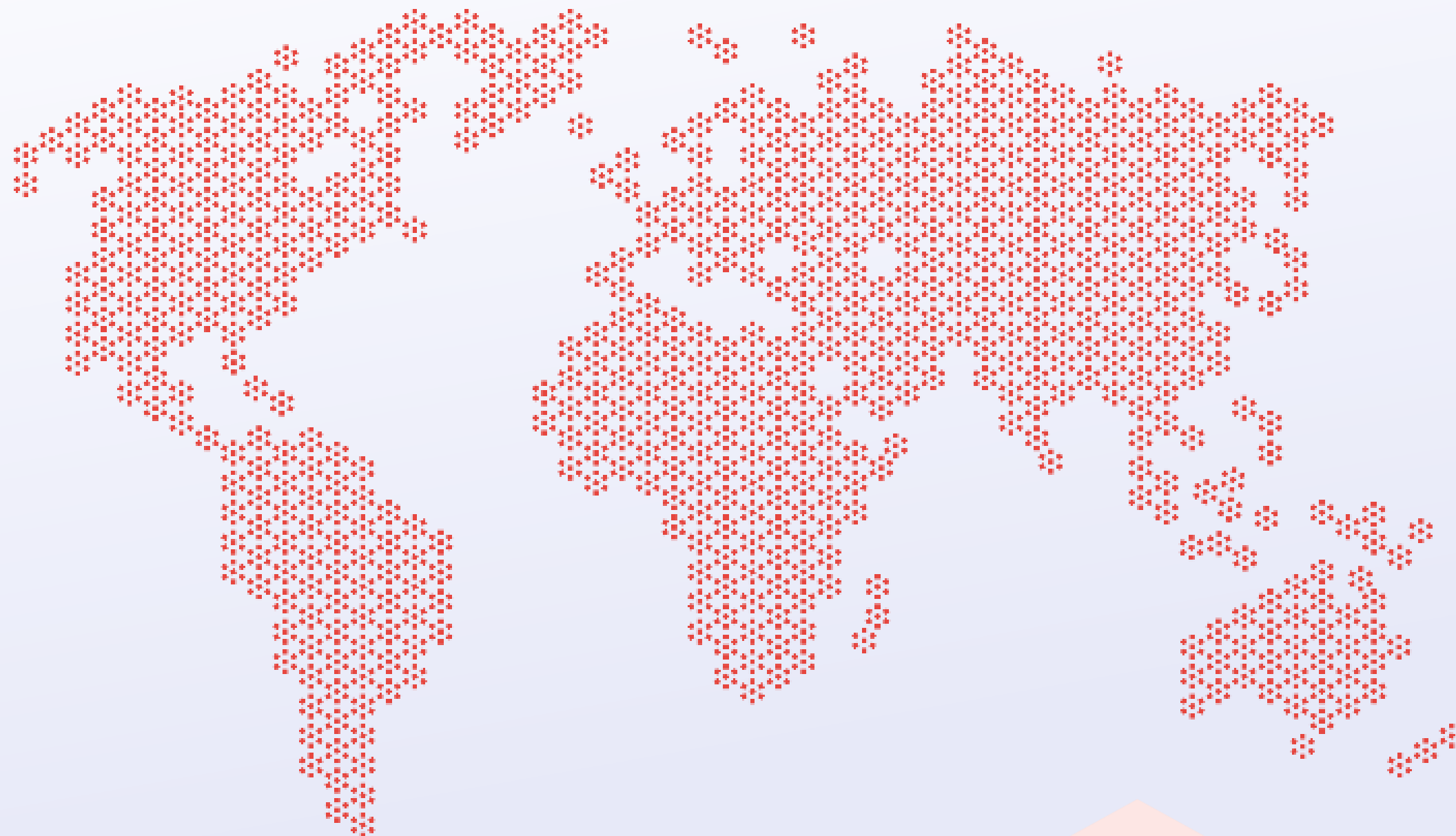
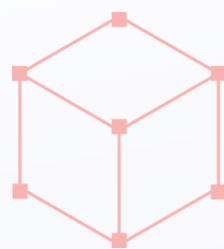


FORBES > INNOVATION > ENTERPRISE TECH

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Bernard Marr Contributor ⓘ

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