

From Big Data to Smart Data: The Concept of Data Minimalism



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 **infotel**
perrimarketing



more than 100 people dedicated to R&D



2,200 licenses in 45 countries



1st Software sold over **40 years** ago

more than 900 M hours
of production



3 development labs

3 customer support centers



Data Quantity vs Data Quality



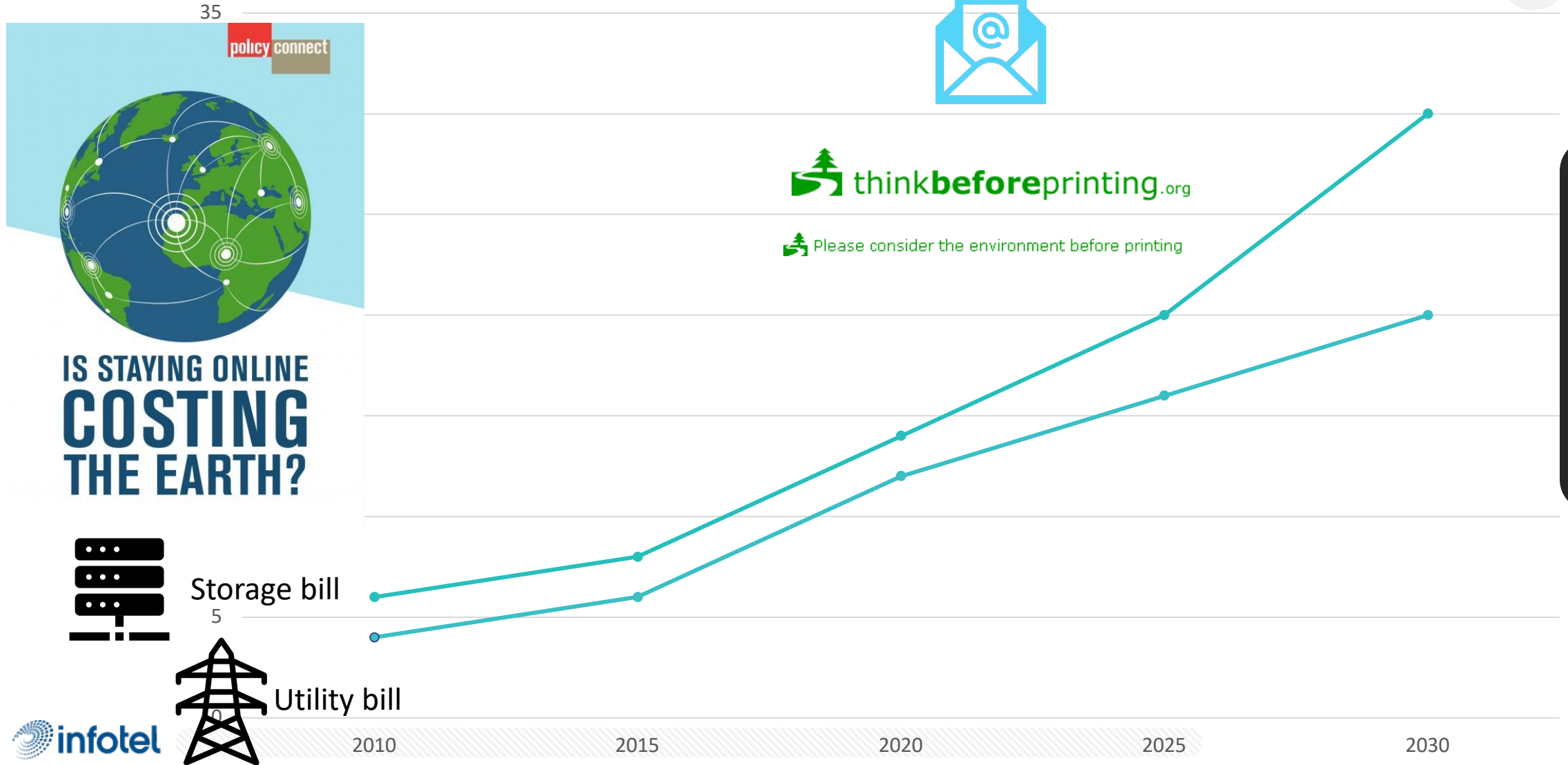


HOW QUICKLY
WILL YOU BE
ABLE TO
HAMMER A NAIL?

Replication, Duplication, and Redundancy 5



Environmental Cost



I AM KEEPING IT
JUST IN CASE





Data Minimalism





Definition

Data Minimalism

The practice of collecting, storing, and using only the minimum amount of data necessary to achieve a specific goal or task.

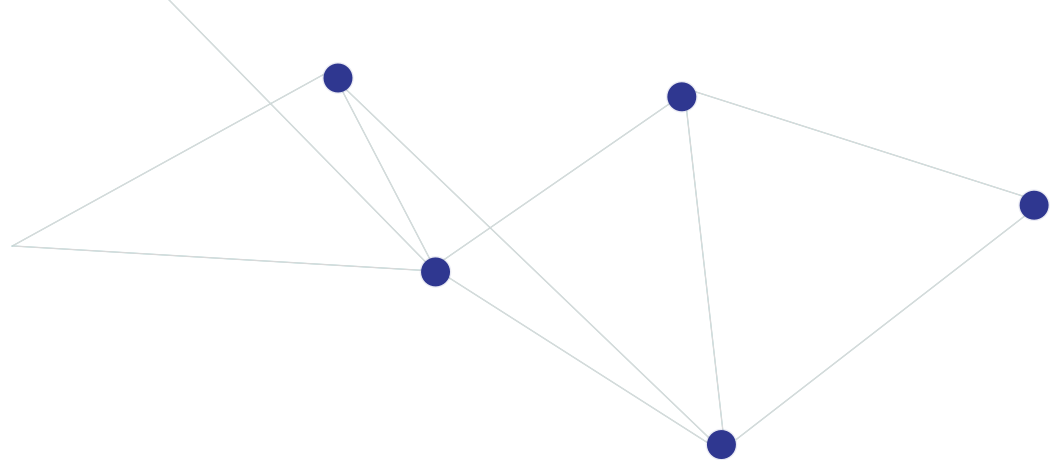




Real World Examples



Force User Change



11



Smart Constraining Hardware Policy
Smaller local storage, smaller mailbox sizes...

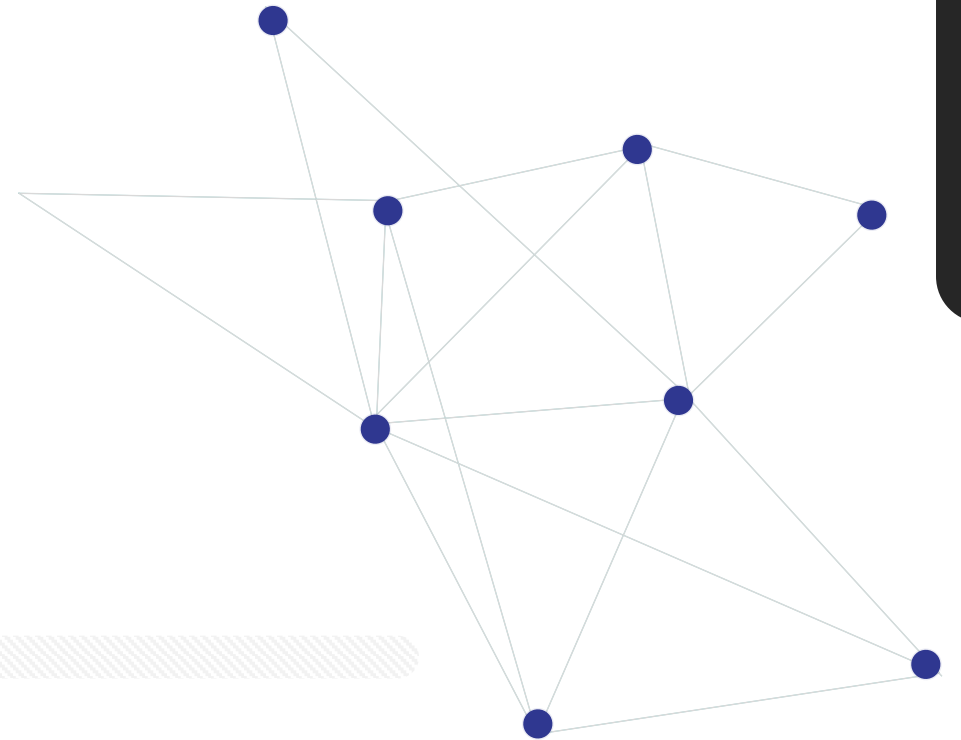
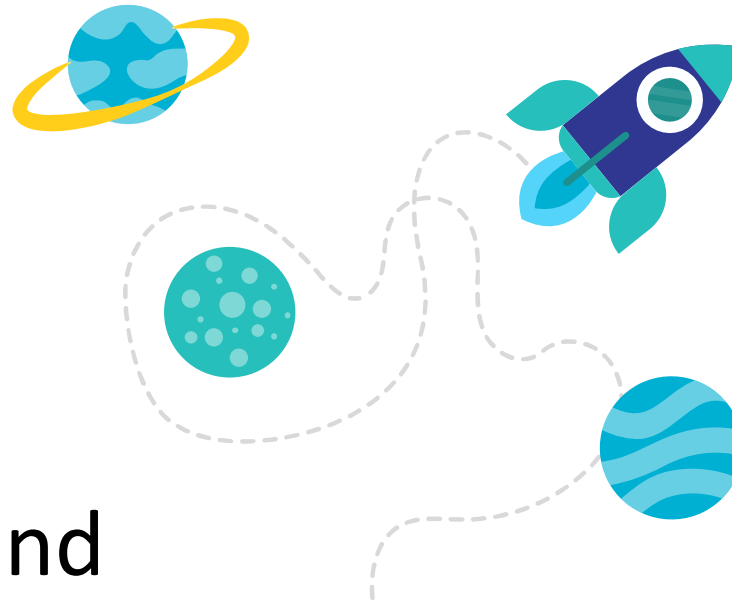


Hardware Rationalization
2 types of workstations, same configurations



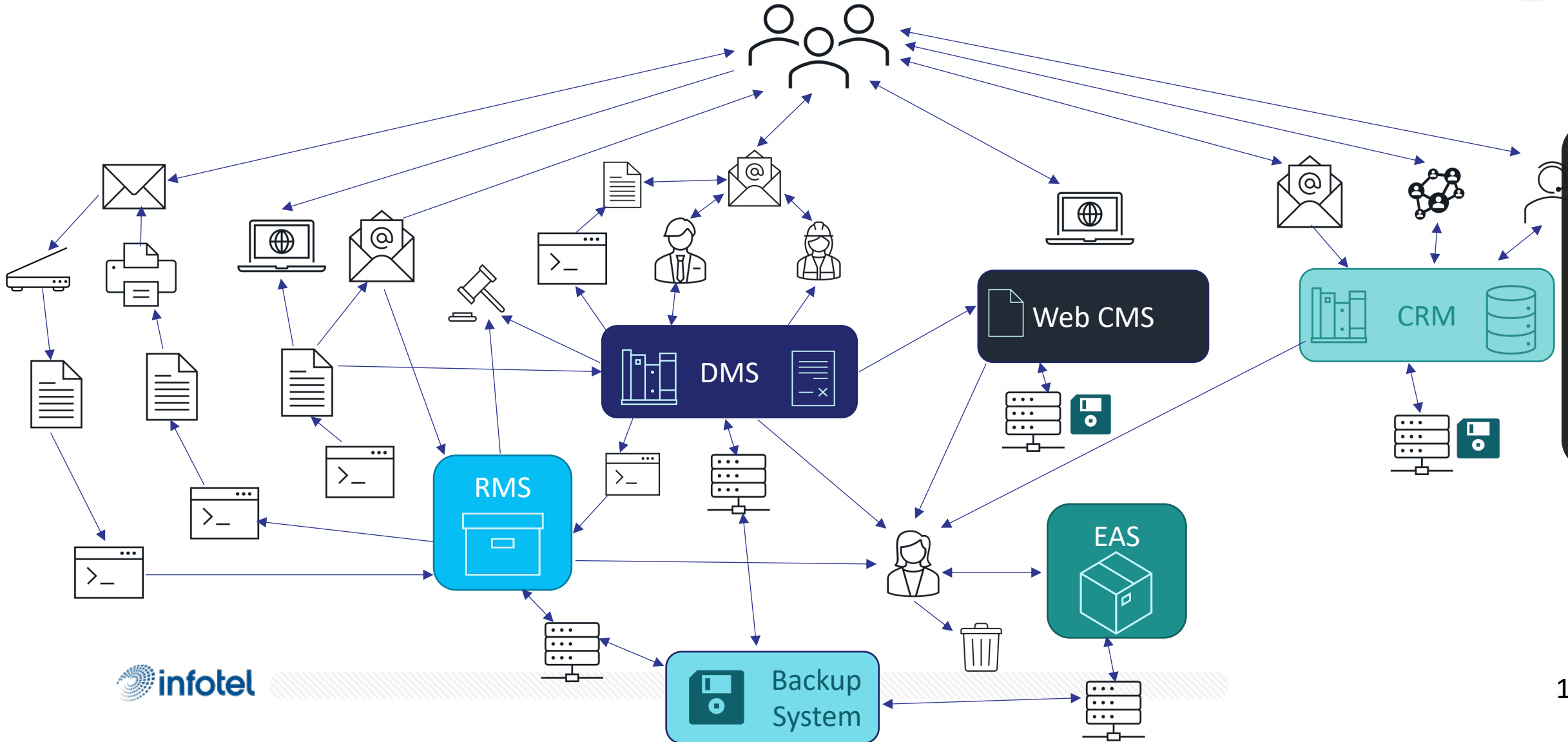
Strategies

- Access on demand
- System rationalization
- Automated deletion
- Optimized training



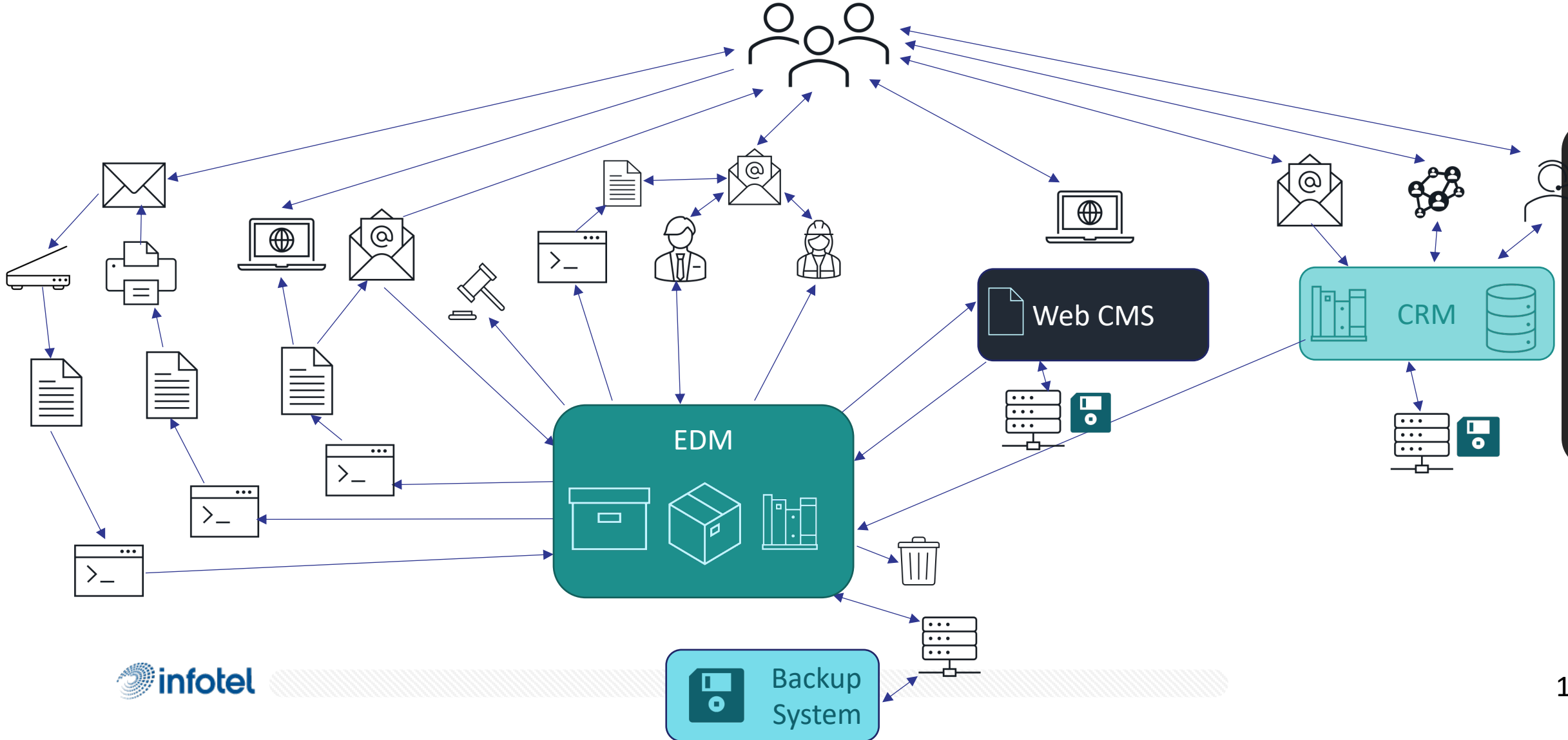
Minimize the Cost and Complexity

13



Minimize the Cost and Complexity

14



Minimize Data to Improve Privacy

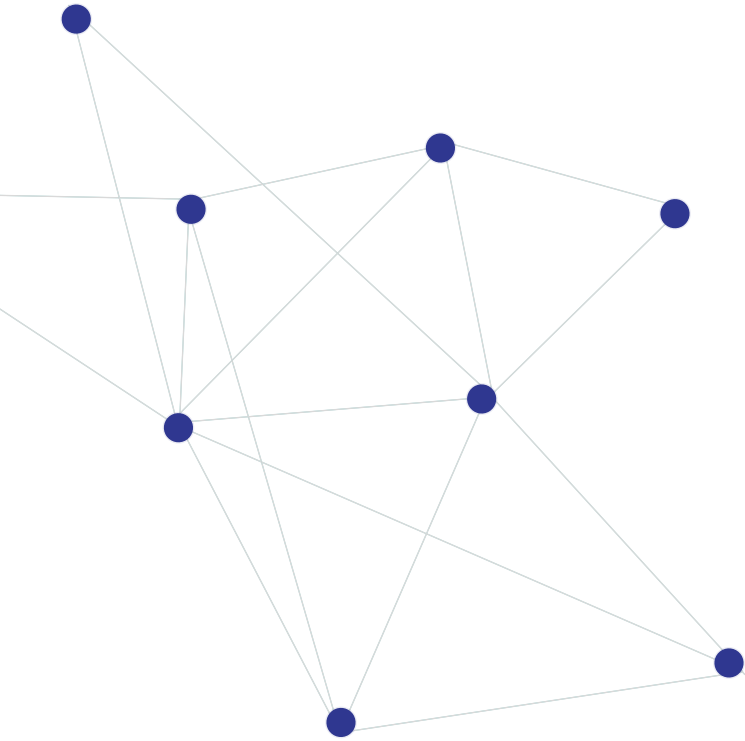
01 If you don't have the data, it can't be leaked

02 Improve customer trust as a side effect





How Can I apply Data Minimalism?



Know Thyself



What data do you use?



Why do you use it?



When do you use it?



How does it help you reach your goals?

Only Gather and Keep What You Need

- Easier to not to keep something rather than getting rid of it later
- Keep only what you must
- Delete often



18

Communicate

- Apply the data minimalism principles
- Train and inform users
- Communicate with customers and partners



Revise

20



- Monitor your data usage
- Revise your plan
- Remove or change tools

Start Today

- A-B testing
- Indexing keywords
- Deleting emails
- Reduce your toolbox



21

Thank You!

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