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"SPARX" TALK BY JÜRGEN WIRTGEN/AWS – HOW DATA MESH CONQUERS THE DATA FLOOD

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99 percent of all companies have set themselves the goal of becoming data-driven. But only 24 percent are able to actually do so, according to a Forbes study. Rescue from the data flood is the speciality of Jürgen Wirtgen from Amazon Web Services. In his "Sparx" talk, he explains how companies can master their data abundance with Data Mesh, what distinguishes true customer 360-degree environments and why there is no "one-size-fits-all" solution.

In 2025, we will have around 175 zettabytes of data – 175 with 21 zeros – according to an IDC study. An enormous amount of data that has to be dealt with. For a long time, data lakes were considered the key to managing these large volumes. But the larger and more complex they become, the more difficult it is to use them in a targeted manner. Especially for companies that consist of several business units, this is a problem. Jürgen Wirtgen, GTM Lead Analytics & Big Data DACH at AWS, shows this using the example of an insurance company: life insurance, household insurance, car insurance – all of these systems are separate from each other and collect vast amounts of different data. If one simply stores them in separate data lakes, one quickly loses track.

Data Mesh – a superordinate structure that bundles and sorts data

This is where the data mesh approach from AWS comes in, says Wirtgen in "Sparx": it creates order by connecting the individual data lakes with each other via so-called lake houses. It also structures different types of data such as image and sound data or log files and makes them manageable. The idea behind this: Seeing data combinations as a product in their own right, which should be of high quality and available, and for whose management certain employees are responsible. Wirtgen examines this system which structures data in such a way that they are seamlessly exchangeable and usable – because only this way can users deal creatively with their own data, react flexibly to the market and develop new products.

Jürgen Wirtgen "Sparx" – "From Chaos to Order – Scaling Data-Driven Value Creation with Data Mesh" is online from 30 November at 6:00.

"Sparx" – Ignites your mind, Decodes the future.
Video talks on IT, artificial intelligence and digital innovations.
Under this pioneering title, the innovative IT company Trivadis – Part of Accenture launches the second season of the inspiring video talk series in November 2021. "Sparx" brings together some of the most brilliant minds from the world of information technology, who passionately share their knowledge in practical keynotes. Every two weeks, in short episodes of 10 to 30 minutes, these experts shed light on future-relevant topics such as artificial intelligence, digital ethics or robotics, it's all about ground breaking findings and new research trends.

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Further information material:
- Website (episodes of the second season of "Sparx" will be added from 16 November): https://www.trivadis.com/en/sparx
- Trailer: https://www.youtube.com/watch?v=0D7gJdwntc0
- Are you interested in more information or would you like an interview with Jürgen Wirtgen from Amazon Web Services? Then contact Ilka, she will be happy to put you in touch with Jürgen.

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