

Intel Breakout session  
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# Adapting in a Data Driven World

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In today's increasingly data driven world, enterprises are finding themselves drowning in data. The end goal, creating new revenue streams from their unique business data. To achieve this, there are foundational aspects to consider:

- ▶ How to maximize value of data through tiering and storing in a TCO friendly manner.
- ▶ Modernization of legacy data infrastructure
- ▶ In this session you will learn about Intel's own IT transformation, our new data centric product portfolio, trends in the European market, and customer data centric transformation success stories.

# Jordan Rodgers

## EMEA Enterprise Sales Manager, Intel



- ▶ Executing Intel's data centric strategy through partners and engaging with end-customers to match technology to business problems, Leveraging technical background, broad ecosystem knowledge to our sales teams to drive partnerships and move end-customer down the sales funnel. Area of particular focus is the modern data platform, spanning multi-cloud and essential for unlocking value hidden in unique enterprise data.