

# A Year of Modern: Our Top 2022 Blog Posts — Chosen by You



Another year, another chance to learn more about the world of data. In 2023, The Modern Data Company (Modern) hopes to reach more companies and organizations with our data operating system, build incredible value from existing and upcoming data assets, and share insights into major shifts in what it means to be data-driven. If you haven't been with us long, we had some incredible pieces in the past few years. If you have, it's time to revisit what you may have forgotten or missed.

These were our most popular blog posts in 2022 according to reader statistics. Let's catch up and revisit what you loved. You'll want to save this post and its content for valuable reading all month long.

## You Don't Have to Abandon Customer 360

*You've heard the doomsday noise: customer 360 is dead. Customer 360 is the way forward but at what cost? Customer 360 is impossible, so stop trying. Customer 360 is a wonderful ideal but ultimately untenable.*

So they say.

We heard a lot about the future of customer 360 in 2022, with well-intended voices encouraging businesses to finally drop it. However, at Modern we believe that companies don't have to abandon customer 360 simply because they can't find a way to integrate data sources. We strongly believe we've solved the problem of data silos and have made integration worries a thing of the past. Customer 360 isn't just an idea; it's here, thanks to DataOS.

Read how we did it here: [You Don't Have to Abandon Customer 360](#)

**See also:** [Improve Your Customer Data Platform with](#)

## Improve Customer Lifetime Value with a Unified Data Platform

*"A recent survey from Havas Group found that a staggering 75% of brands could simply disappear overnight and no one would notice or care. That statistic should shake companies and their marketing teams to the core.*

*Customer loyalty is low, and the age of personalization has arrived. Businesses hoping to survive and thrive long-term have put dynamic customer experiences at the top of their priority lists. The goal? Increase customer lifetime value (CLV)."*



Thus begins another popular Modern blog post from 2022. With such a severe statistic on the table, companies need a way to manage their customer data with finesse and granularity. Consumers are more than willing to share personal data with companies — so long as they see the positive results from that trust in the form of an unforgettable customer experience. And our blog post shows the first steps towards unifying data once and for all.

Read all about it here: [Improve Customer Lifetime Value with a Unified Data Platform](#)

**See also:** [The Lack of Unified Data Operations Is Limiting Your Customer Experience Innovation](#)

## Want a Model for Digital Transformation? First, You Need a Data Model

Companies experience two major challenges when it comes to digital transformation:

- They're at a loss for what to do with legacy systems
- They don't always have the technical experience to build top-quality models

This blog post explores exactly what it takes to build data models that capture and drive business value. We also explore the secret ingredient to a well-made model and therefore a well-developed model for digital transformation. It really is this simple.

Read how to make it happen here: [Want a Model for Digital Transformation? First, You Need a Data Model](#)

**See also:** [The Modern Guide to Finding the Hidden Value of Data](#)

## MIT CDOIQ: The Modern Data Company Introduces DataOS

At Modern, we're passionate about data. Our internal resources and discussion boards are profound examples of this dedication and creativity. And at MIT CDOIQ, we finally got the chance to bring our passion for transformed data to a broader audience.

MIT's Chief Data Officer and Information Quality (CDOIQ) symposium is a key event for sharing cutting-edge ideas about the world of data and information technology. Modern was there to hear expert talks and network with like-minds, hearing their most pressing concerns about the future of data. We also had the opportunity to talk about DataOS and the new paradigm it presents to the world of data.

Read all about it here: [MIT CDOIQ: The Modern Data Company Introduces DataOS](#)

**See also:** [DataOS® – A Paradigm Shift in Data Management](#)

## 3 Ways the Modern Data Company Thinks Differently About Data

We didn't happen upon the data operating system by accident. Our founders — and, as a result, the entire company — think about data differently than everyone else. This post highlights exactly how our founders taught us to think differently about data and why it matters. Here are the cornerstones of this new paradigm:

- Data ownership is a construct
- Data pipelines should be accessible to everyone
- Data products should adapt to the organization, not vice versa.

Read the details here: [3 Ways the Modern Data Company Thinks Differently About Data](#)

**See also:** [The Six Essential Functions of the Modern Data Platform](#)



## Announcing: The Modern Data Company

It might seem strange to announce a company after working with big clients and building a thriving startup over the last few years. But here's the thing: our story went from "unlocking data value" to "reinventing the entire way we think about data," and that deserves a brand new introduction to who we are and why we do what we do.

Read all about it here: [Announcing: The Modern Data Company](#)

**See also:** [The Story of Our Brand is the Story of Modern](#)

## The Key to Digital Transformation in Healthcare – Data Integrity

The healthcare industry is at a crossroads. Patient data is crucial for delivering high-quality care and research that puts desperately needed new products and services on the market. The challenge is protecting this very sensitive patient data while ensuring that those who need it — healthcare providers and researchers — can readily access it.

So how does the healthcare industry balance these two competing ideals, protecting data and freeing it? And on top of that challenge, transforming with minimal disruption to daily operations?

With a data operating system.

Find out how it all works: [The Key to Digital Transformation in Healthcare – Data Integrity](#)

**See also:** [Harnessing the Power Behind the Healthcare Data Boom](#)

## Four Pillars of DataOS

What is DataOS? It's the world's first holistic data operating system on the market. Why is DataOS? Because of Modern's four pillars:

- Modular and interoperable
- All things data
- Automated engineering
- Preserved legacy infrastructure

If any of these are surprising, they shouldn't be. We outline exactly what these mean to DataOS and Modern as a company and why they should be the foundational ways companies think about their data.

Read it here: [Four Pillars of DataOS](#)

**See also:** [The Core Principles of a Modern Data Platform](#)

## How Retail Can Build a Security-First Data Architecture

Retailers are under increasing pressure to deliver dynamic customer experiences, understand what consumers need at any given moment, and personalize, personalize, personalize. They put so much time and resources into building the right customer experience; all it takes is one security breach to lose everything.

Retailers must build resilient digital infrastructures while modernizing legacy systems and leaving no security loopholes — all without any significant disruptions to operations that would send customers to competitors.

Find out how they can make it happen here: [How Retail Can Build a Security-First Data Architecture](#)

**See also:** [R.I.P. Rip and Replace – Discover the Better Way to Modernizing Your Retail Data Architecture](#)



## Data Fabric is the Answer to Your Agile Dreams

Sometime in 2020-2021, data fabric was everywhere. Experts couldn't stop mentioning it. Analysts couldn't stop discussing it. And organizations couldn't stop asking, "What is it?"

As it turns out, companies are still wondering how data fabric fits into their digital transformation efforts. And while Modern has moved beyond "a data fabric company" to a broader effort to reinvent the way we think about data, we want everyone to know:

**Organizations can build a resilient, comprehensive data fabric using DataOS.**

Read more about how DataOS enables data fabric, data mesh, and other cutting-edge infrastructures here: [Data Fabric is the Answer to Your Agile Dreams](#)

**See also:** [A Paradigm Shift in Data Management – Deploying A Data Fabric](#)

## We're Ready for 2023. Are You?

We have resources and guidance for just about any industry and use case you could possibly imagine. Stick with us in 2023 and beyond to see how a data operating system like DataOS can transform your data infrastructure, rebuild your data pipelines, enable enterprise-wide data literacy, and more.

Eager to get started?

[Schedule a demo and see it all for yourself →](#)

E. WALLACE



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The Modern Data Company  
306 Cambridge Ave  
Palo Alto, CA 94306  
[TheModernDataCompany.com](https://www.themoderndatacompany.com)  
[info@TMDC.io](mailto:info@TMDC.io)