GET DEEPER CUSTOMER INSIGHTS FROM THICK DATA WITH DR. TRICIA WANG

BMC and AWS are pleased to welcome Dr. Tricia Wang as our next guest for our Transformational Speaker Webinar Series!

Please join us **December 7 at 2 PM EST** for a fascinating discussion about drawing on the power of big data—all you know about your customers and your market—and combining it with "thick data"—deeper insights that speak to true customer needs and wants—to transform your business.

About Dr. Wang

Dr. Wang is a global tech ethnographer, researcher, and popular TED Talk speaker who advises businesses in the patterns of how people use technology to drive decision-making, and how businesses can apply that learning to their enterprise processes and plans. A co-founder of Sudden Compass, a consulting firm that helps companies unlock new growth opportunities around customer centricity, Dr. Wang has also worked as a documentary filmmaker at NASA, an HIV/AIDS activist, and an educator specializing in culturally responsive pedagogy. Her Medium post, "Why Big Data Needs Thick Data," is a frequently cited industry piece on the importance of an integrated data approach.

About the Webinar

Join BMC CTO **Ram Chakravarti** and Senior Partner Development Manager **Vijaya Balakrishna** from AWS as they engage in a lively conversation with Dr. Wang about the concept of "thick data" (the

human element invisible to quantitative data analysis), the tools that reveal true customer preferences, and questions like:

- What makes thick data different from big data?
- Why are companies spending so much money on data technology and (mostly) not yet making more money?
- What are the important questions businesses should be asking their customers, right now?
- How can those answers help them devise strategies around corporate social responsibility, empowering the modern workforce, responding to lightning-quick changes in customer preferences, and more?

You will also learn about upcoming BMC-sponsored research on determining the value of data, based on answers from like-minded organizations around the world on their current data practices and the benefits they're deriving from their data technology and processes.