The New World of Database Technologies

The database is no longer just a database. It has evolved into the vital core of all business activity, the key to market advancement, the essence of superior customer experience. In short, the database has become the business.

This change has elevated the roles of database managers and professionals, who are increasingly finding themselves thrust into the roles of counselors, advisers, and leaders in the digital charge. Consider manufacturing. A recent survey of 1,000 manufacturing executives by Google Cloud and The Harris Poll found that the use of AI and machine learning within their organizations surged over the past year in response to the challenges of the COVID-19 crisis. More than three-quarters of respondents cited increased adoption of AI, data analytics, and cloud services during this time period. More than one-third, 36%, now employ AI to manage their supply chains.

Read the full best practices article from Database Trends and applications (.pdf).