



The Data Driven Transformation: From Chaos to Clarity and Measuring Progress

Former leadership roles at DXC, Domino's, HP, and EDS

Brings a **unique dual perspective** as both technology buyer and provider

Trusted advisor shaping custom architectures and transformation strategies

Based near Ann Arbor, Michigan

Outside work: fly fishing, cold water conservation, and collecting vintage jazz recordings

BS – Miami University (Go RedHawks!) | Databricks, AWS, & Azure certified

**JEFF
SCHODOWSKI**

Vice President | Solutions

datavail

Leadership roles at Hertz, Carnival Corporation, Clorox, and RGP

Extensive experience across travel, CPG, manufacturing, telecom, pharma, and government

Specialist in **ERP transformation, IT governance, cloud applications, and financial reporting**

Drives financial systems modernization, SOX compliance, and process improvement initiatives

Known for translating complex technology into clear business value

MBA – North Carolina State University | ITIL Foundation certified

**JOSEPH
DEGRAVE**

Director | Technical Delivery

Hertz

Agenda

Act I - The Reality Check

Act II - Inside Hertz

Act III - The Practical Roadmap

Act IV - The Hard Part Nobody Talks About

Act V - Measuring What Matters

Act I:

The Reality Check

Three Truths:



AI exposes data issues,
it doesn't fix them



Most orgs are still reconciling
data before executive decisions



Trust, not technology, is the real
constraint

Act II:

Inside Hertz: What Actually Breaks?

Challenges

Fragmentation (ERP, fleet, customer, finance)

KPI inconsistency across teams

Manual workarounds before decisions

What ends up happening?

Siloed systems → inconsistent KPIs

Business/IT misalignment → low trust

Effort to reconcile → opportunity cost

Act III:

The Practical Roadmap

AI is just the final mile of a much longer data journey.



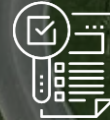
Discovery (see the mess clearly)

- Inventory data sources + flows
- Identify critical data elements
- Align on definitions



Cleanse & Standardize

- Eliminate duplicates/inconsistencies
- Establish transformation standards



Validate & Govern

- Assign data ownership
- Implement issue tracking + quality metrics



Operationalize (Make it usable)

- Embed data in workflows
- Enable consistent semantic layer / KPIs



Activate with AI

- Prioritize use cases tied to business outcomes
- Move from dashboards → decisions → actions

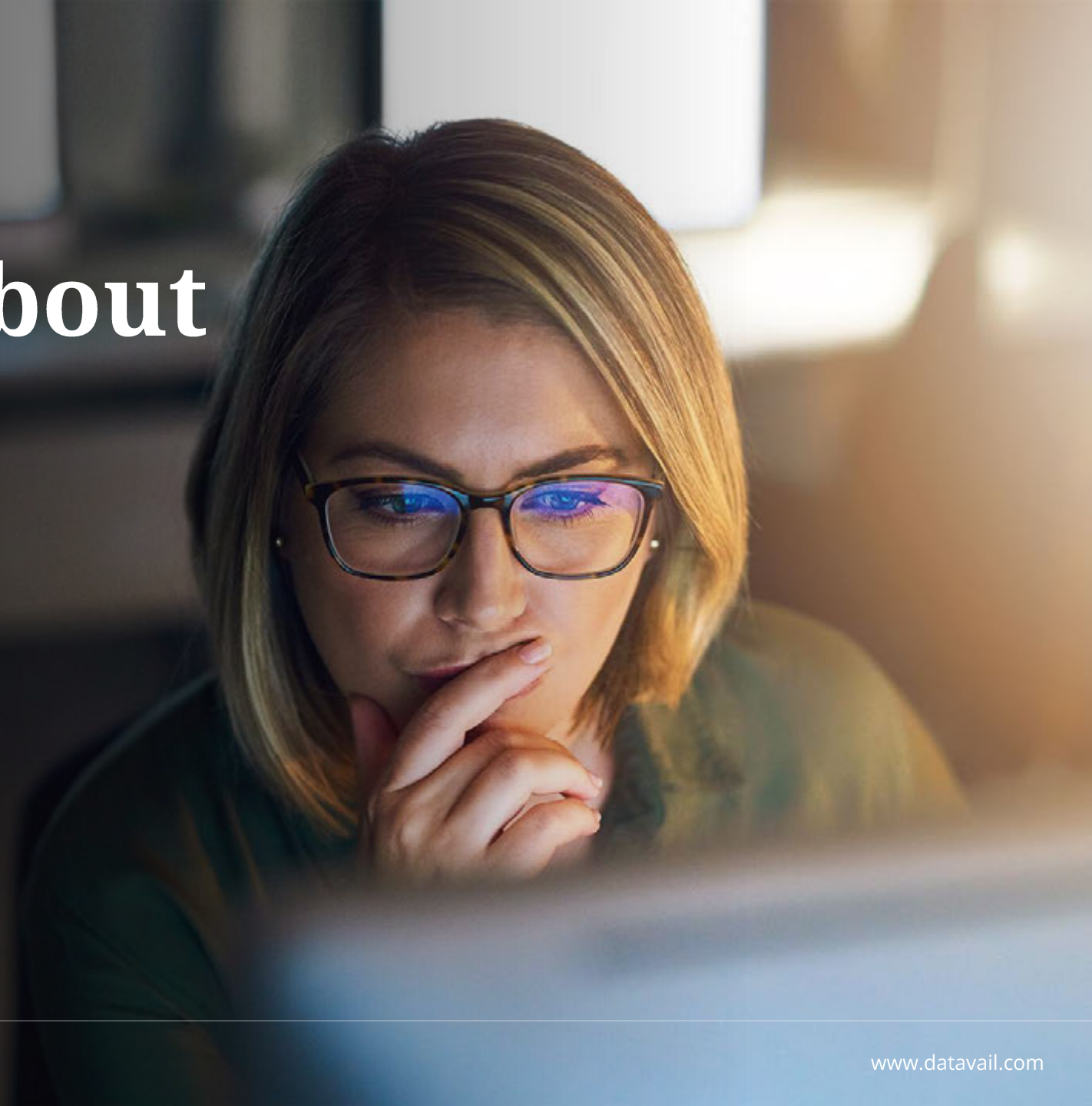
Act IV:

The Hard Part Nobody Talks About

3 failure *modes*

- ⊗ Tool-first thinking
- ⊗ Lack of business ownership
- ⊗ No adoption strategy

If users don't change decisions,
you haven't created value --
you've just created visibility.



Act V:

Measuring What Matters

Instead of looking at:

Data quality score

Pipeline latency

Focus on

Decision cycle time reduction

% of decisions using trusted data

Reduction in manual reconciliation

Revenue / cost impact tied to AI use cases

Wrap Up & Questions

