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Beyond Data:

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In today's digital economy, data has become one of the most valuable assets any organization can possess. Yet, for all its abundance, data on its own rarely leads to understanding. The challenge for modern enterprises is the ability to transform unstructured data into timely, actionable knowledge.

Deborah Taylor, CEO and Co-Founder of CalQLogic

"Data is destiny," says Deborah Taylor, Co-Founder and CEO of [CalQLogic](#). *"However, knowledge is what gives data its purpose, and correlation is what gives knowledge its power."*

CalQLogic's driving philosophy reflects a growing realization across industries that competitive edge lies in how effectively companies can correlate data from multiple sources to extract meaning. [Studies](#) show that companies that use data effectively are 23% more likely to attract new customers and 19% more likely to keep them.

Hence, to take advantage of this trend, many organizations today collect enormous amounts of structured and unstructured information. According to Taylor, a key differentiator is a business's ability to connect different forms of data and see patterns before their competitors do.

In the past, businesses struggled to access information in real time. Today, gaining access to data is straightforward. Data flows faster than teams can process it. Taylor states that the correlation of data is now critical to empowering organizational outcomes.

"Different data sources exist in different formats," says Swamy Narayanaswamy, Co-Founder and CTO. *"To make sense of it all, you need a uniform view of the data and ways to manipulate it, regardless of where it comes from. The key is to define clear criteria of interest."*

For CalQLogic, this is where correlation becomes imperative. By creating a connected view of internal and external data, CalQLogic's TriggerWare technology enables businesses to better understand how one variable affects another. For instance, how market sentiment aligns with sales performance, or how supplier risks connect to logistics outcomes. TriggerWare's capability to correlate disparate data turns complexity into clarity.

Following correlation, speed takes the next place in differentiating a proactive and reactive organization. In a connected world, decisions can't wait for traditional IT cycles. Correlation enables decision-makers to gain access to insights the moment conditions change.

"You can't afford to wait for a team of developers to build a dashboard every time you need a new correlation. Decision-makers know their data better than anyone else. They need technology that allows them to explore and connect it directly without waiting days for technical intervention," Taylor asserted.

"This approach is low-code or no-code correlation that empowers decision-makers to define what matters most to them," Swamy said. Modern data technologies, such as TriggerWare, make it possible to automate correlation and provide live insights. Decision-makers can define what information matters most to them and receive instant alerts when that data changes. This ability to act in real time transforms data from a static asset into a dynamic decision tool.

Artificial intelligence has recently become the central narrative in contemporary discussions about data. Both Taylor and Swamy are cautious about overstating their role. *"AI is a remarkable tool for understanding patterns from the past,"* Taylor explains. *"But not every decision is based purely on history. Sometimes, you're faced with something that has never happened before. In those moments, correlation becomes your guide."*

AI and correlation are complementary. AI can analyze patterns that humans might miss, while correlation gives human decision-makers the context they need in the moment to interpret those insights correctly. The real power lies in the combination: Technology that connects information intelligently, and people empowered to make decisions based on the insights.

In a sense, every organization today faces the same paradox: more data than ever before, but less time to make sense of it. Those who master correlation are better equipped to act with confidence in uncertainty.