

Implementing an Enterprise Data Strategy



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The Challenges



INNOVATION THROUGH DATA & AI

**Smart
Maintenance**

**Video Content
classifier**

**Real Time
Churn Analysis**

**Knowledge
Extraction**

**Lead Cases
Selection**

**Anomaly
Detection**

**Audience
Segmentation**

**Automatic
Case Classifier**

**Document
Classification**

**Semantic
Search**

**Behavioural
Analysis**

**Smart Pricing
Models**







**Case Outcome
Forecasting**

**Clause Outlier
Detection**

**Settlement
Forecast**

INNOVATION THROUGH DATA & AI

... requieres

| | |
|---|---------------|
|  | available |
|  | trustworthy |
|  | accurate |
|  | easy to Use |
|  | timely |
|  | authoritative |

data first.

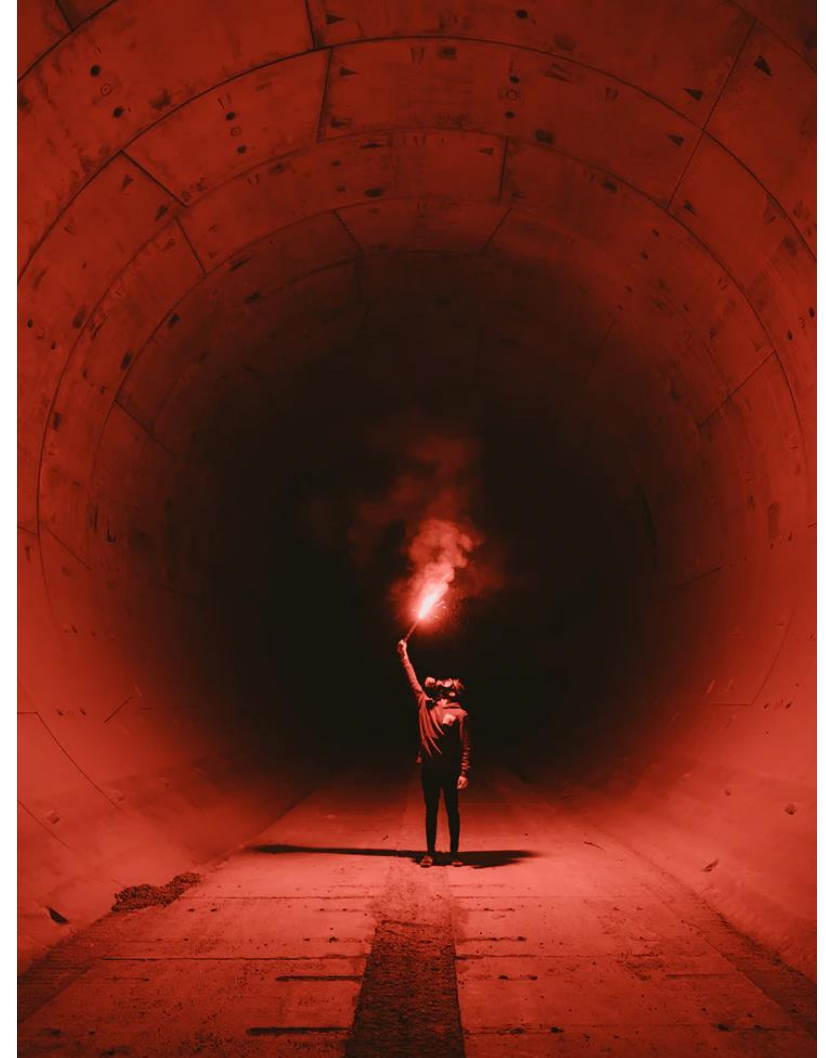
WHERE ARE WE?

Unstructured, chaotic **data estate**

Lack of skills and productivity

Solutions not **Enterprise-ready**

Lack of a clear **goal**



Data Strategy Introduction



OVERVIEW

Data Strategy

Vision

Values

Return

Operating Model

Execution

Governance

Product

Technology

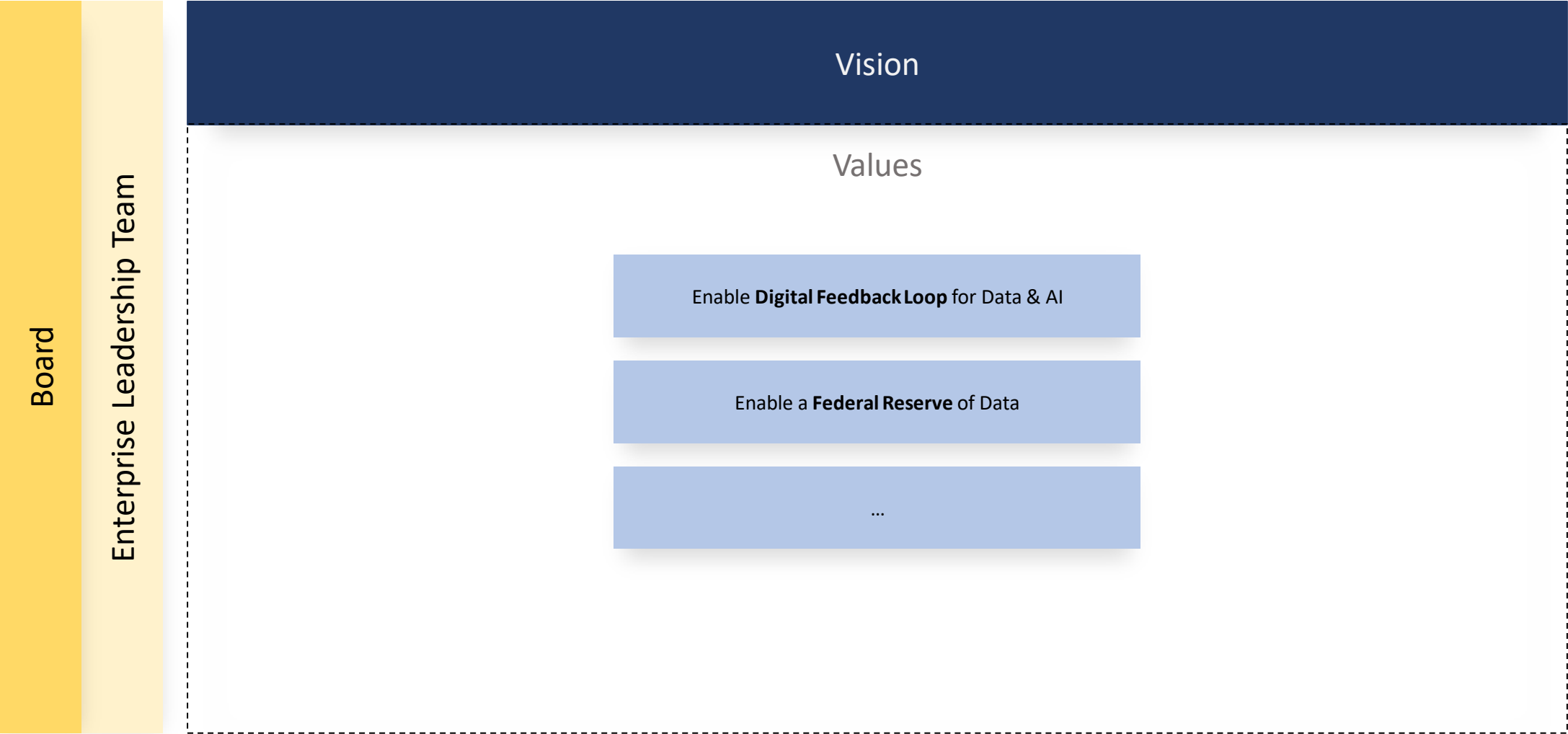
Architecture

Team

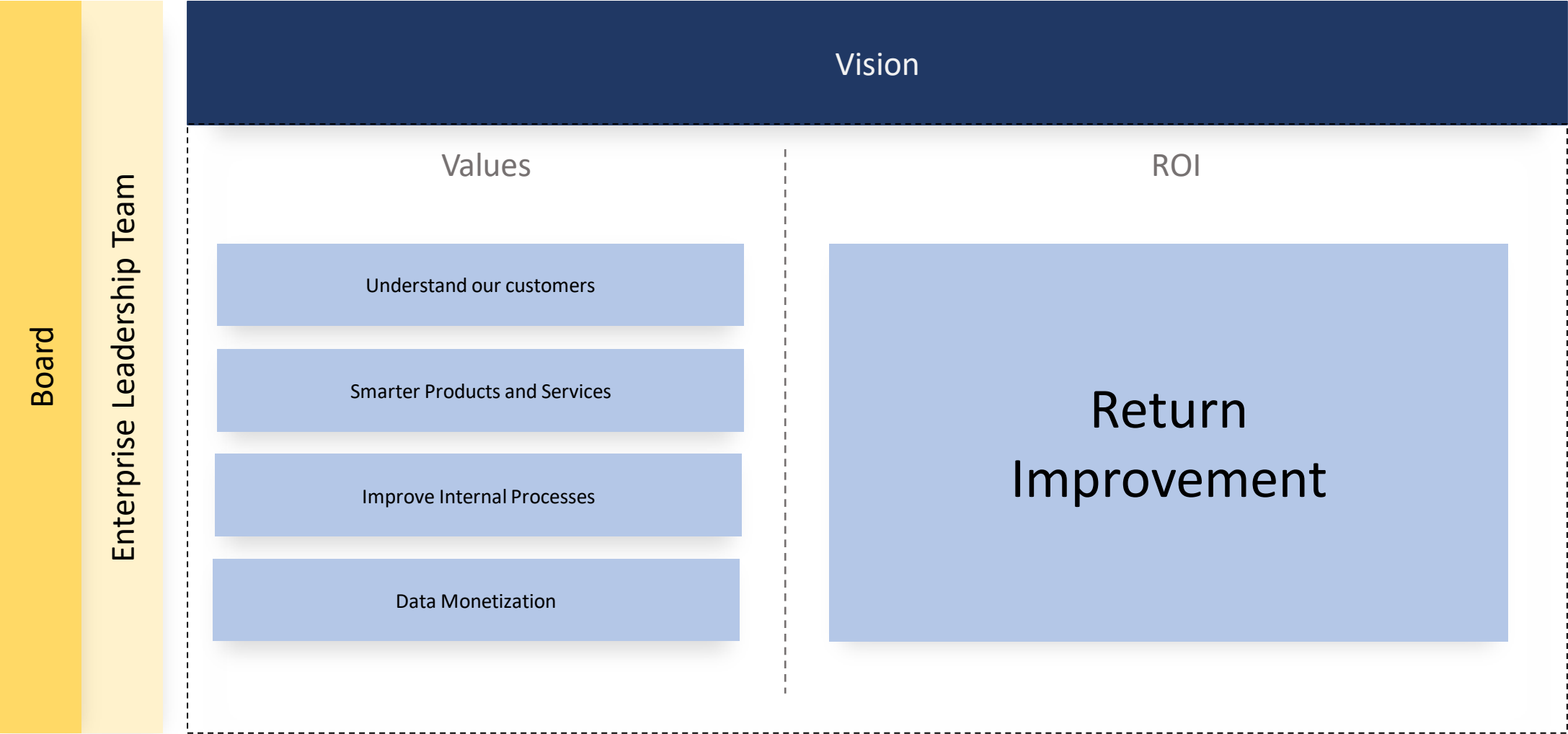
Data Community

Sourcing

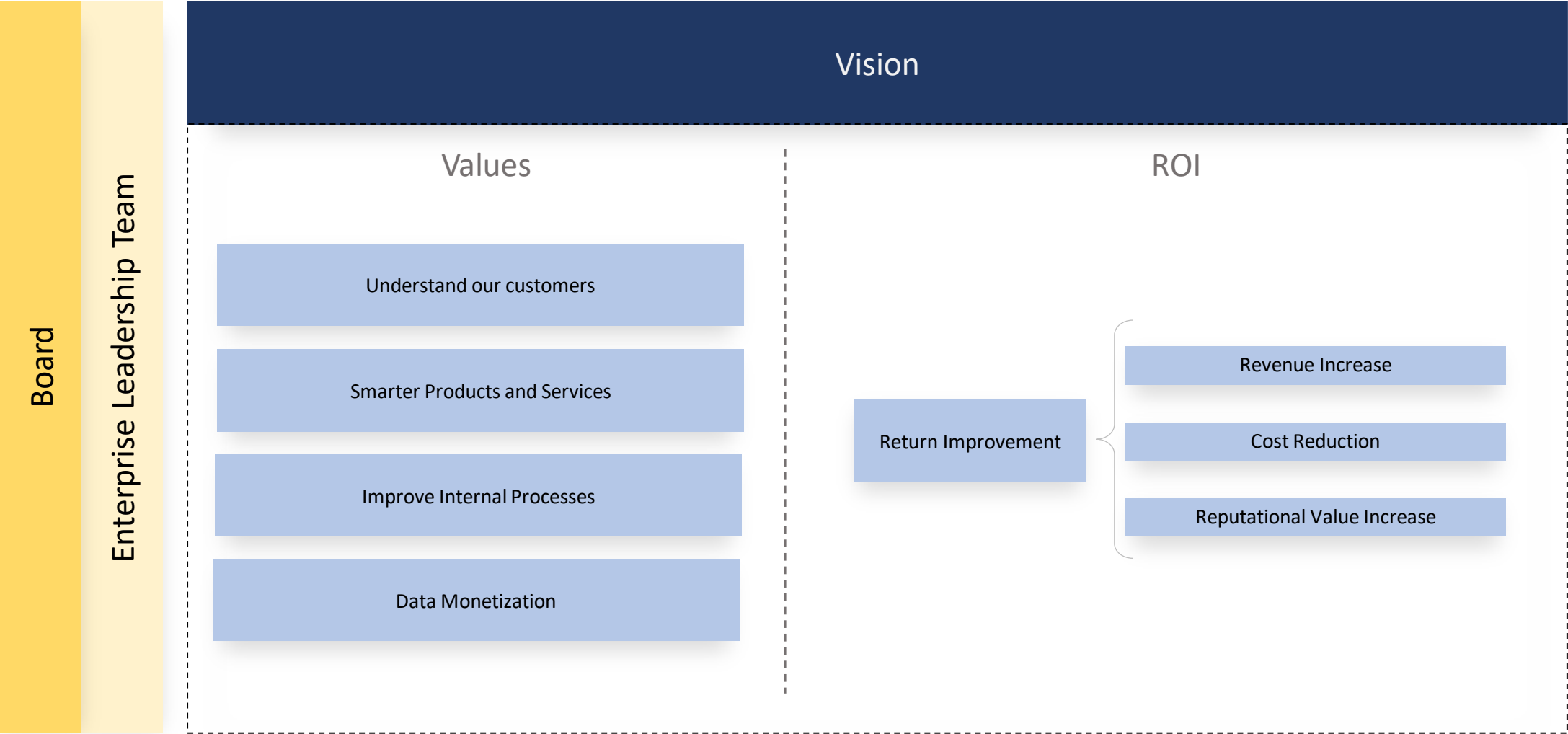
THE PILLARS: VISION



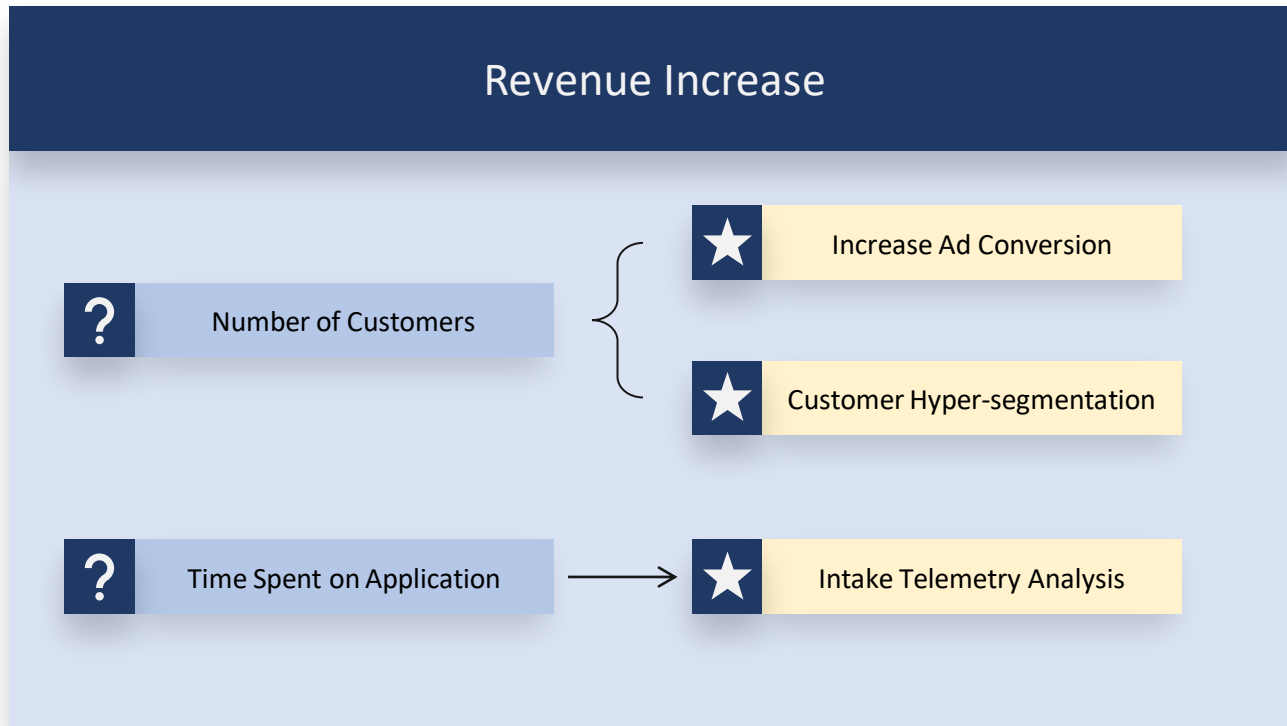
THE PILLARS: VISION



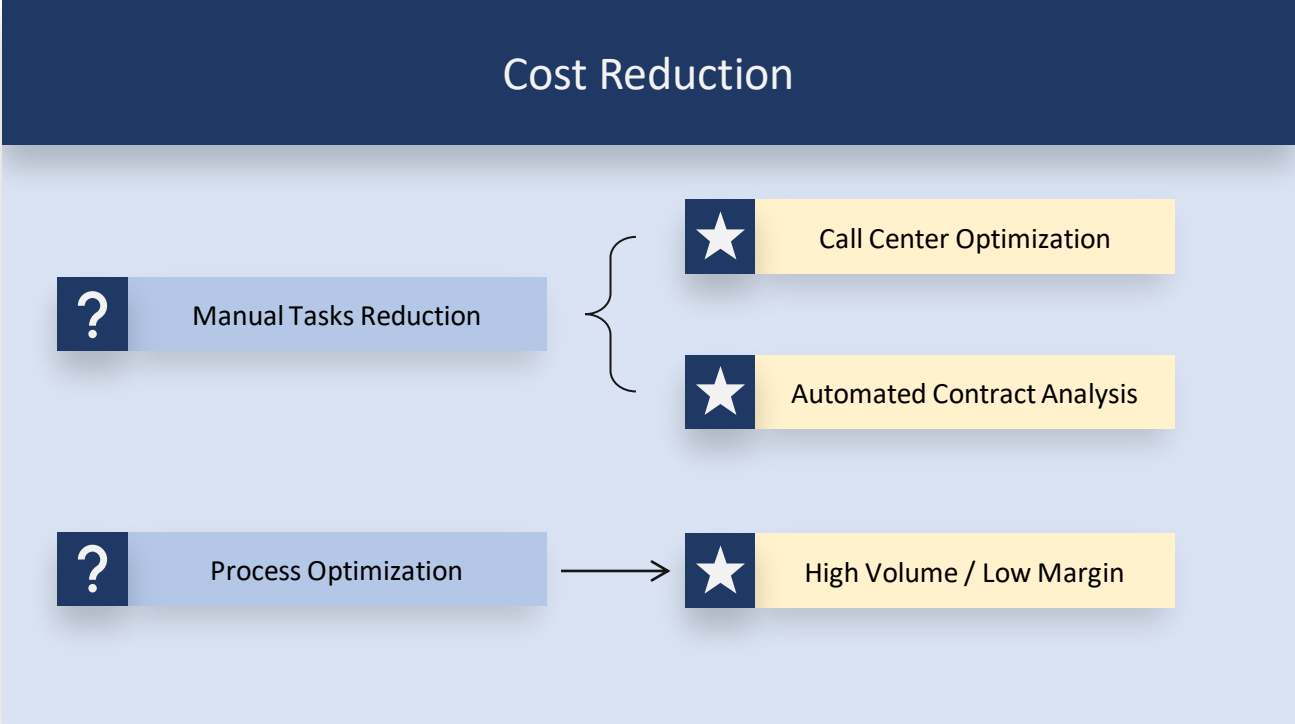
THE PILLARS: VISION



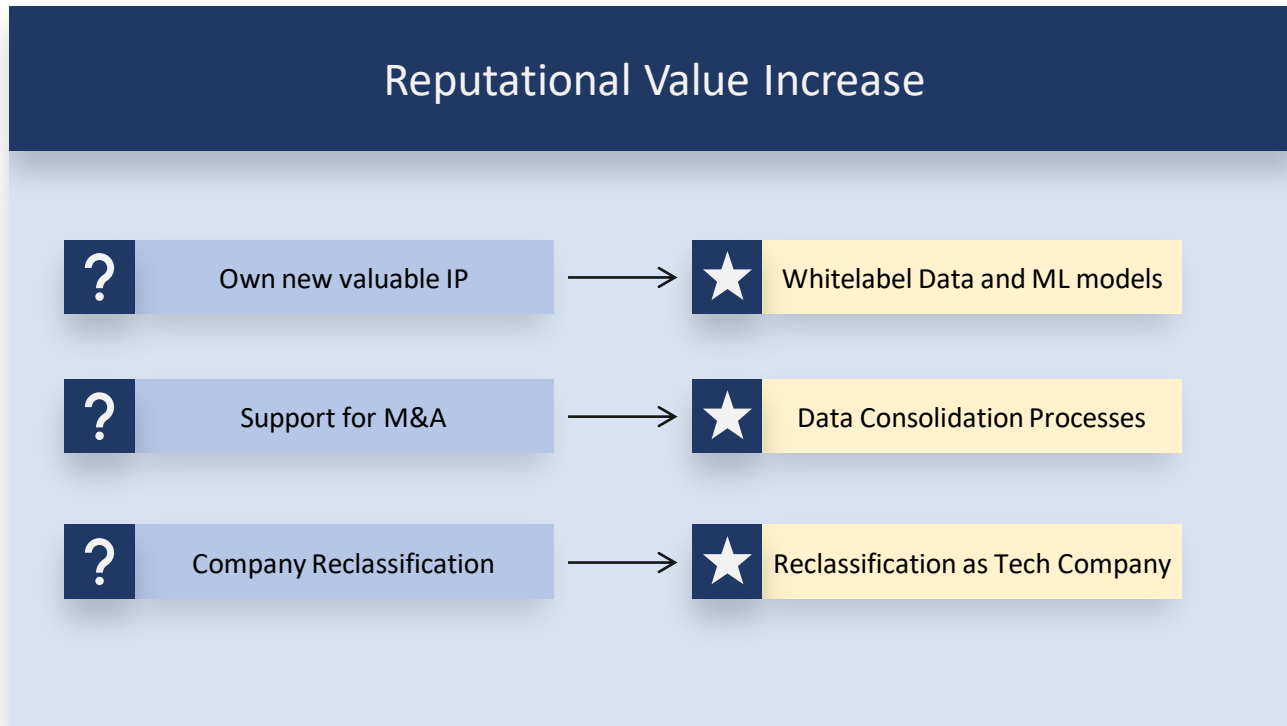
RETURNS FROM DATA PROJECTS - EXAMPLES



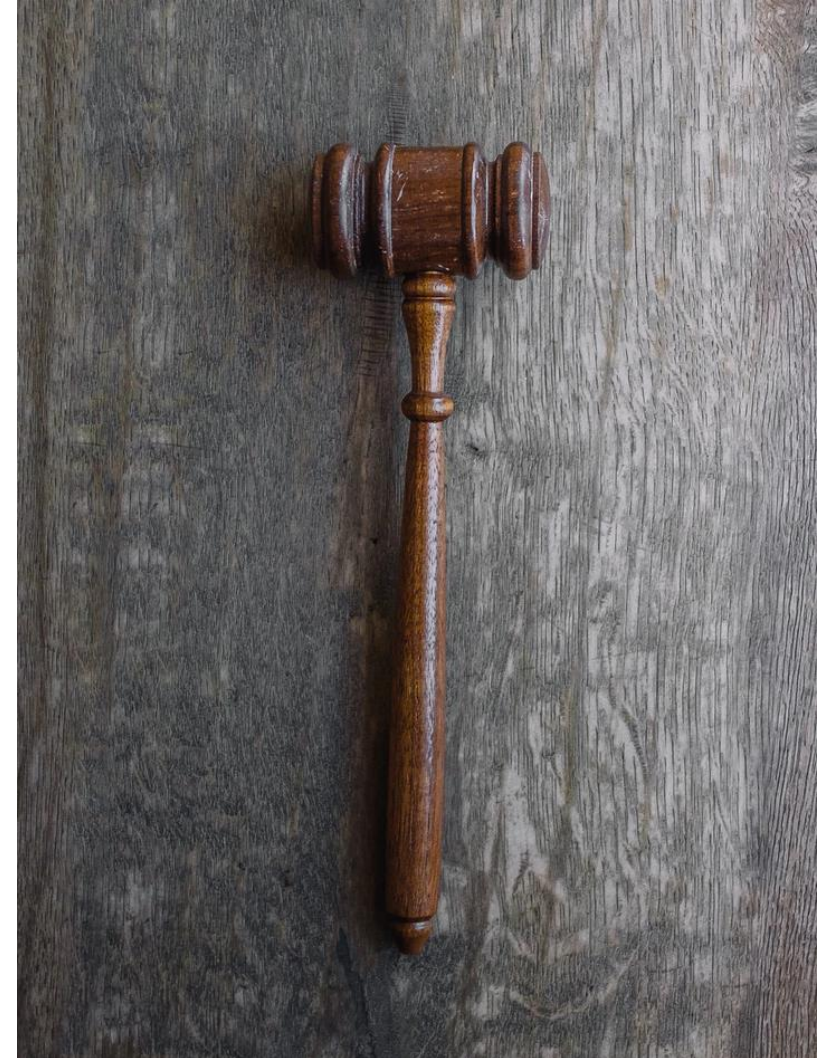
RETURNS FROM DATA PROJECTS - EXAMPLES



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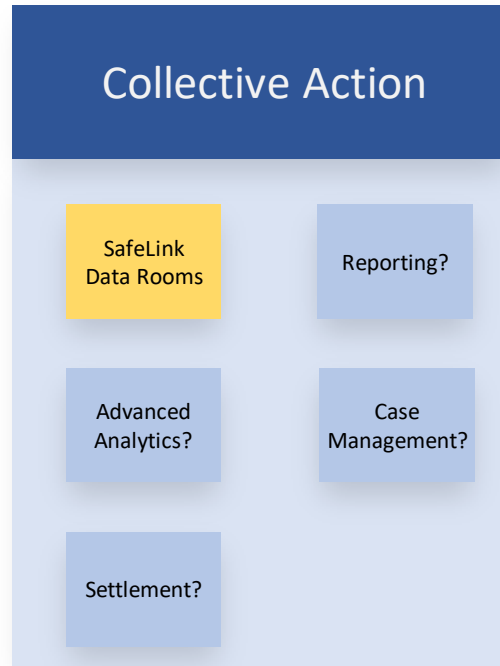
STORIES WE COULD TELL – DATA MONETIZATION



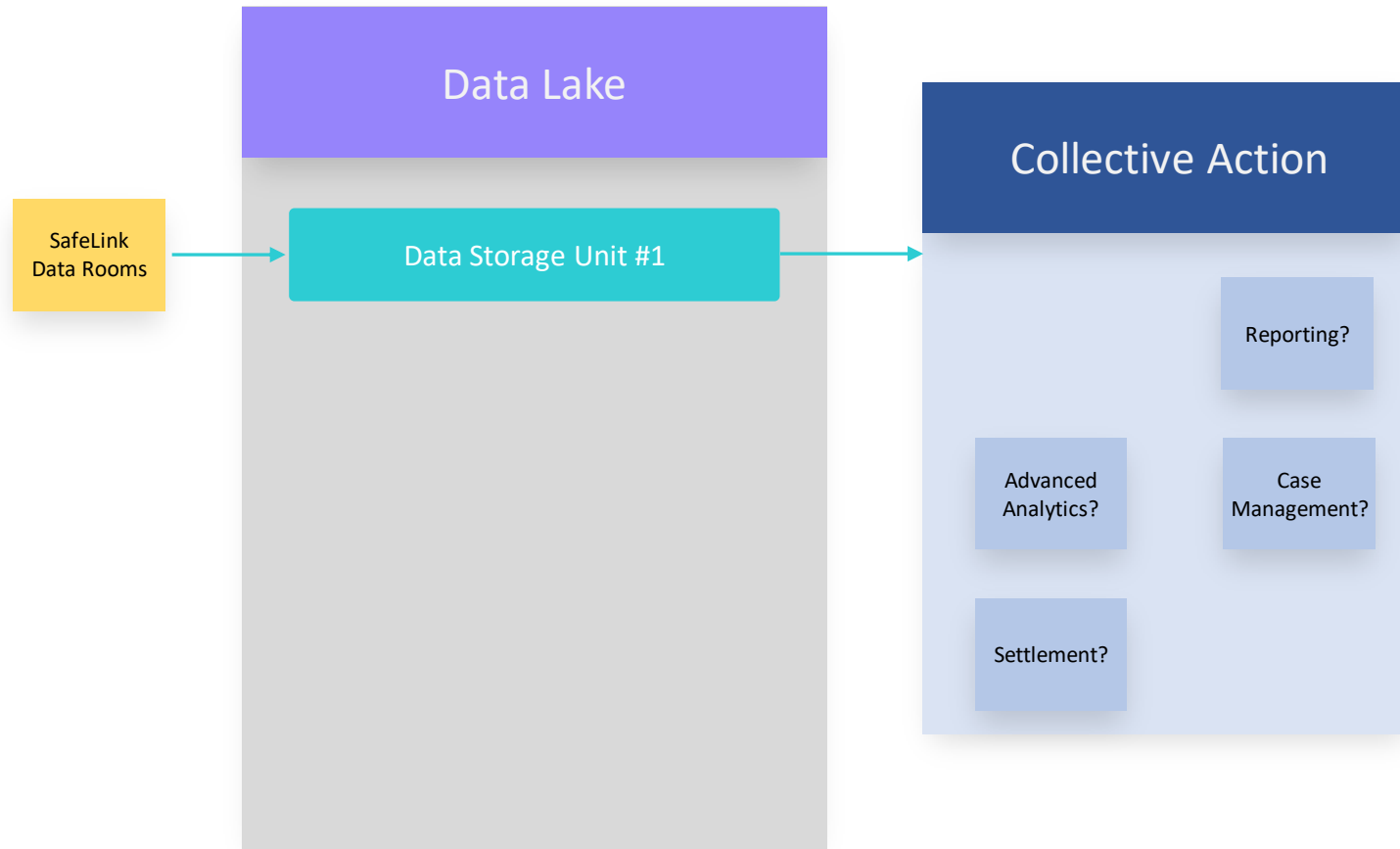
THERE WAS A TIME...



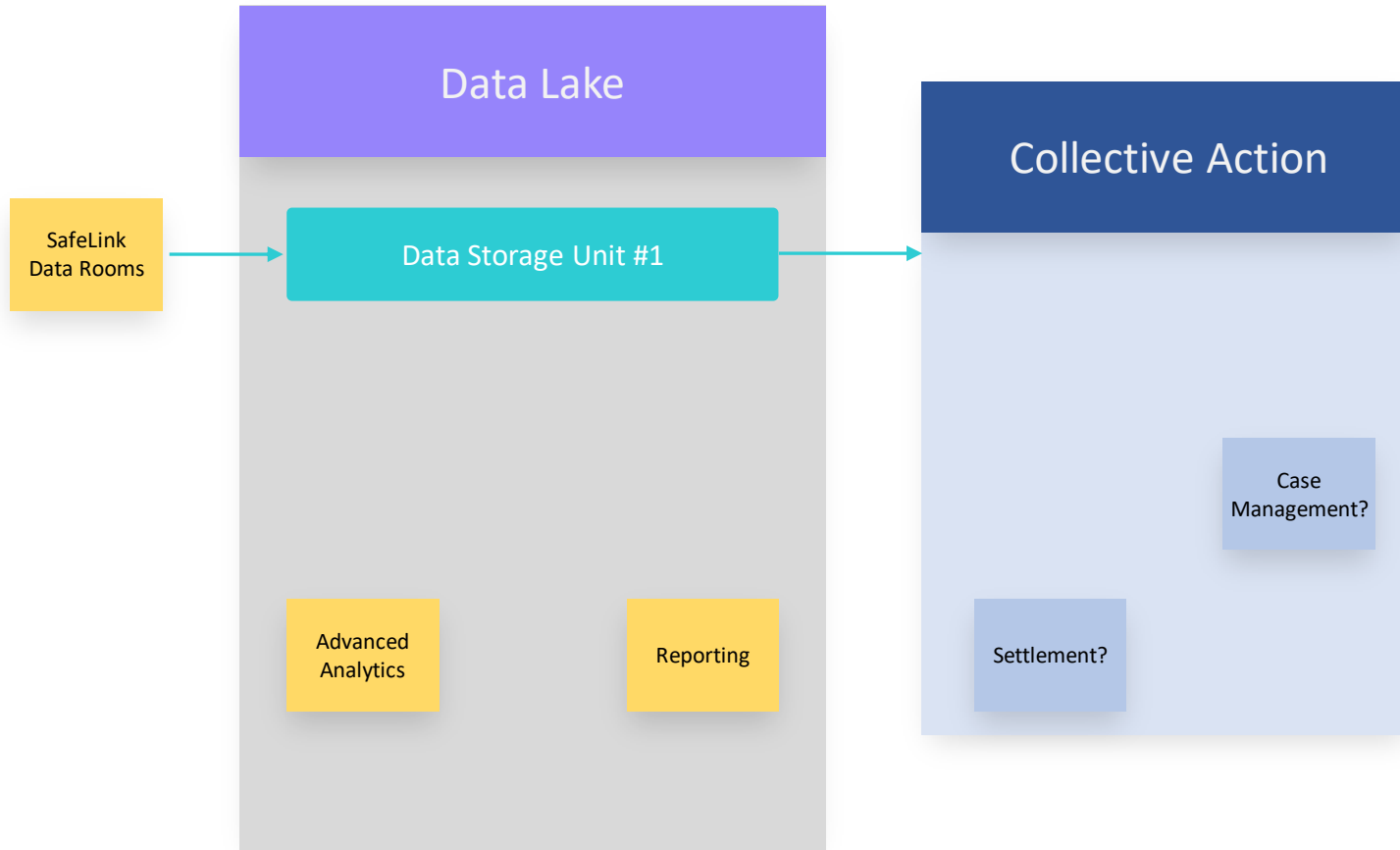
THERE WAS A TIME...



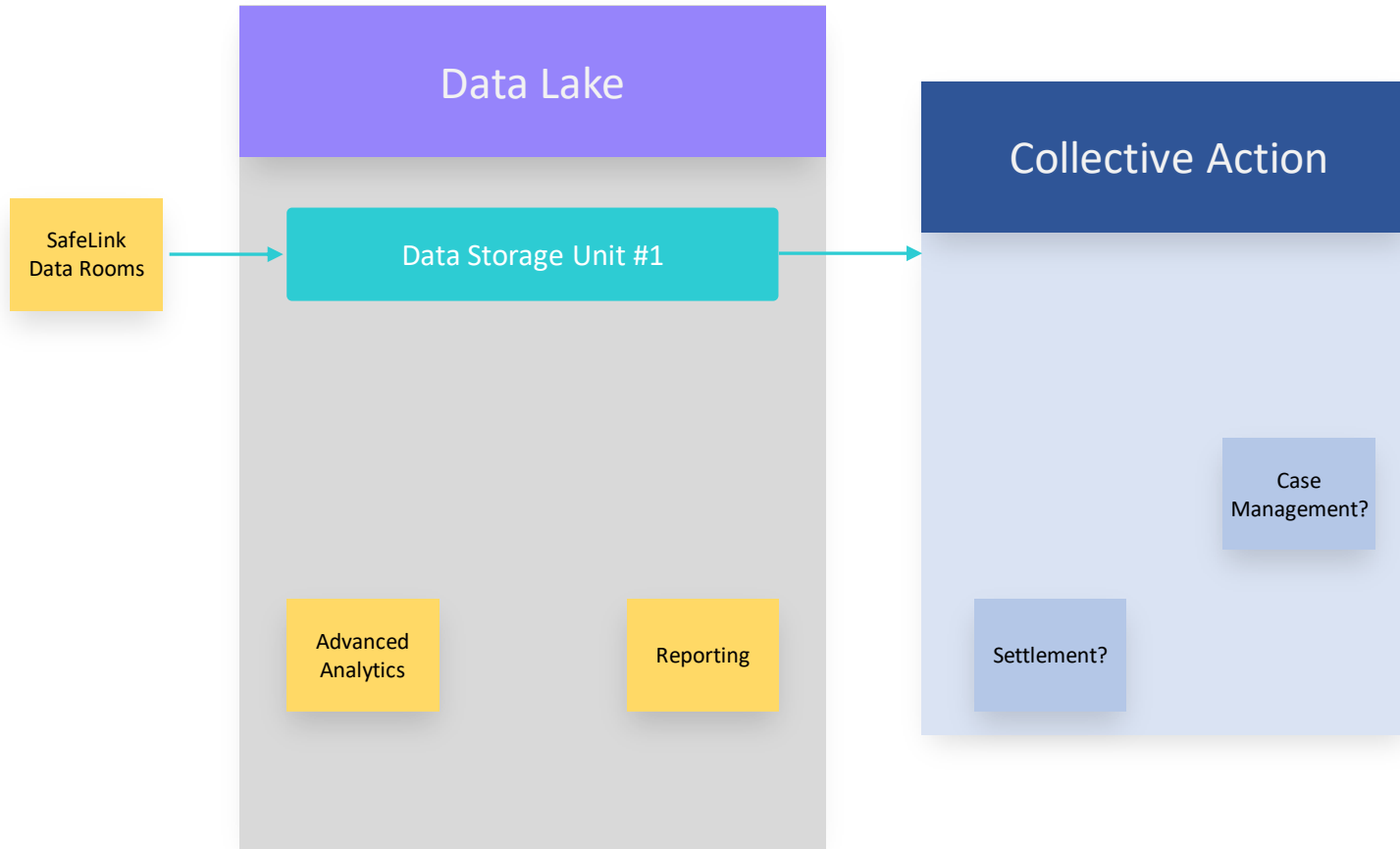
THERE WAS A TIME...



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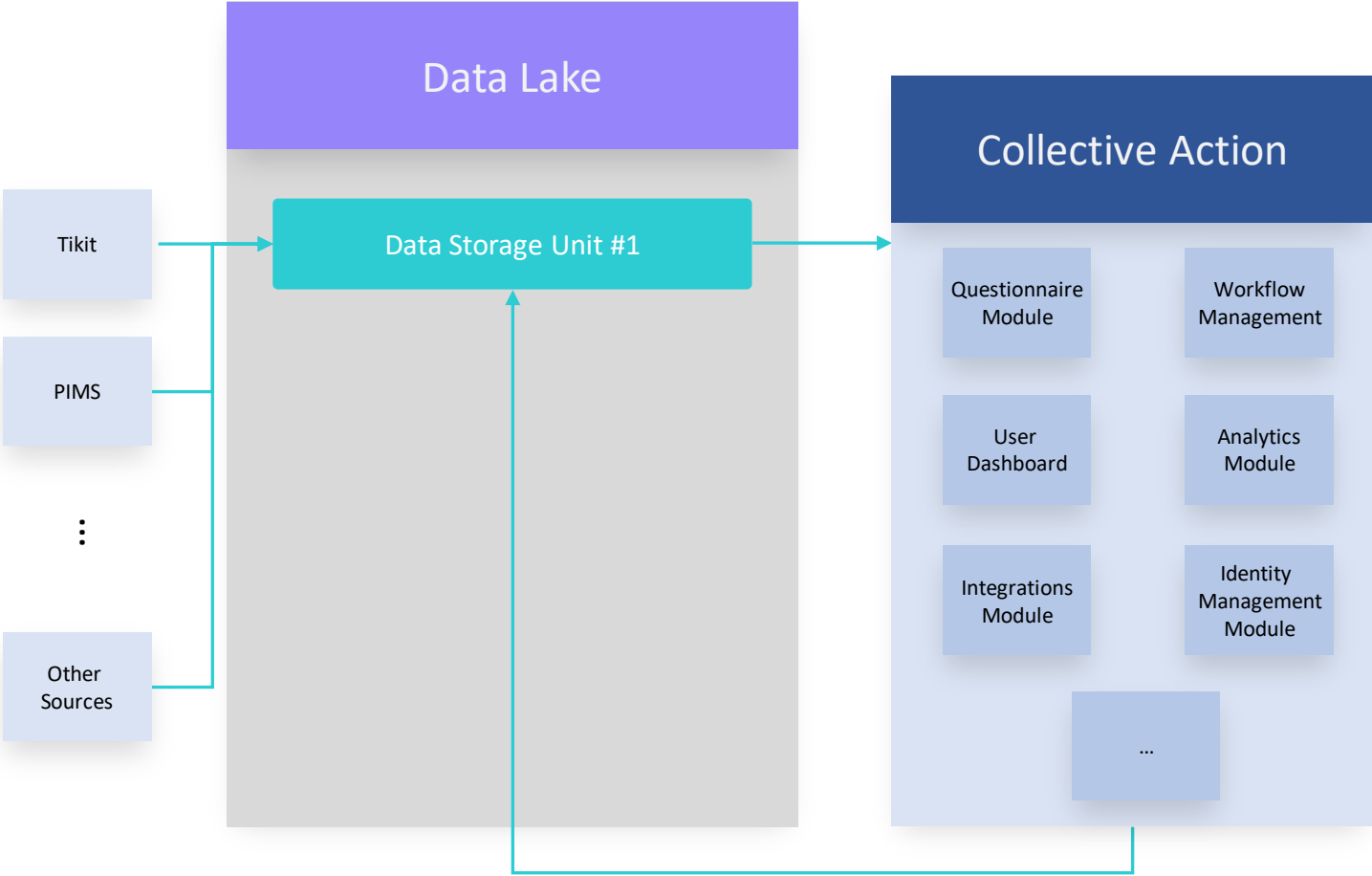
Challenge



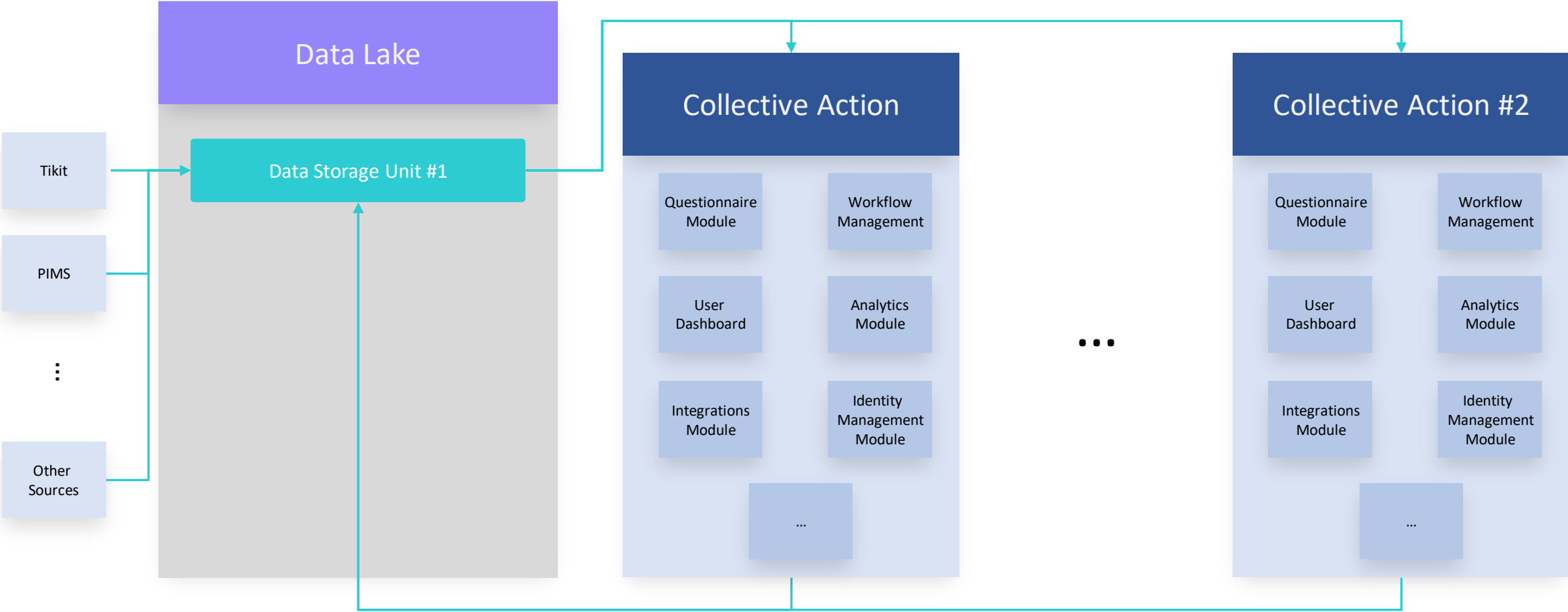
The **cost of running a single case is too high**. Depending on third party services means that:

- Cost of integrations are higher, making it difficult to put a reliable price tag to running a Collective Action case
- Time to set up infrastructure and provide service is increased
- Compliance and security challenges of having data dispersed in proprietary infrastructures

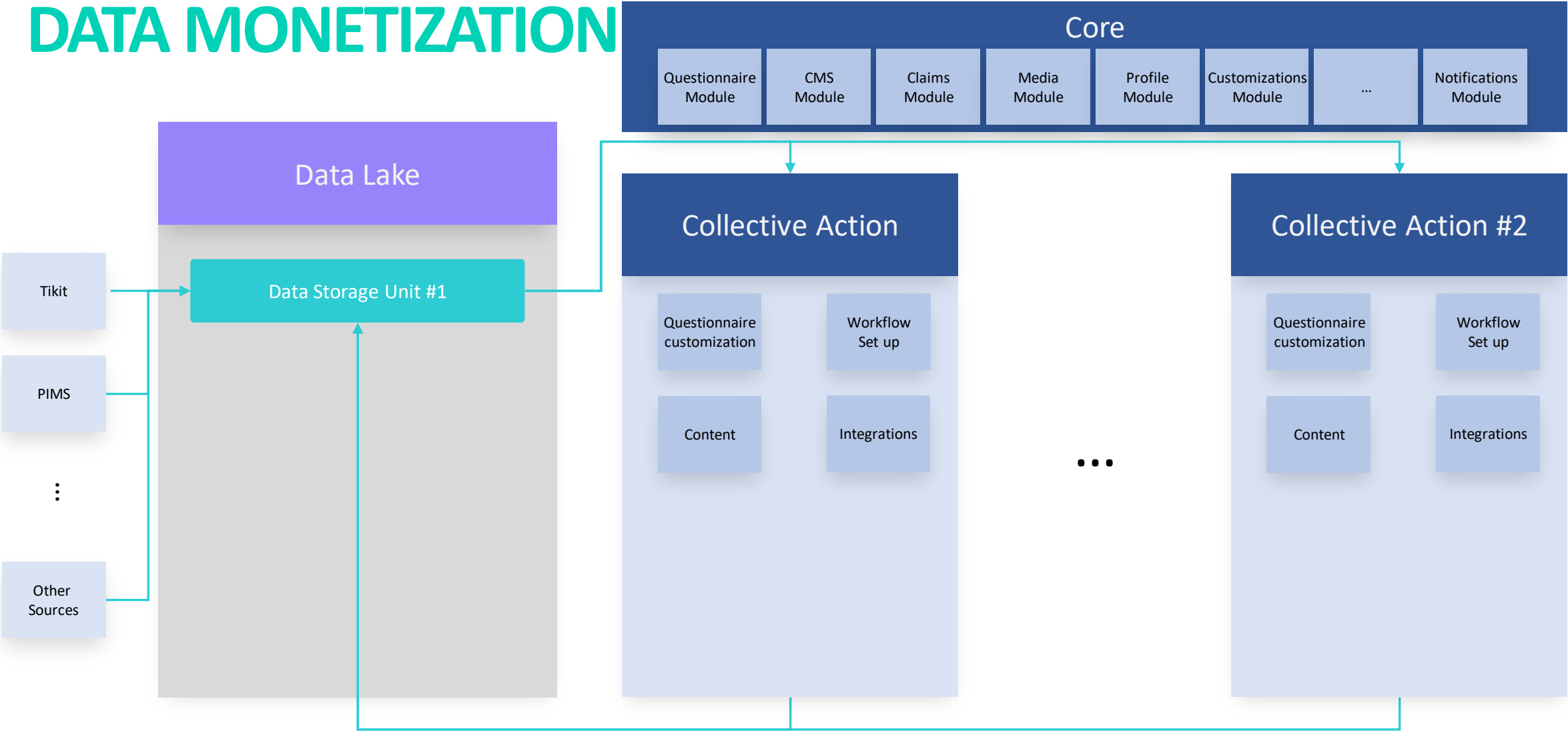
DATA MONETIZATION



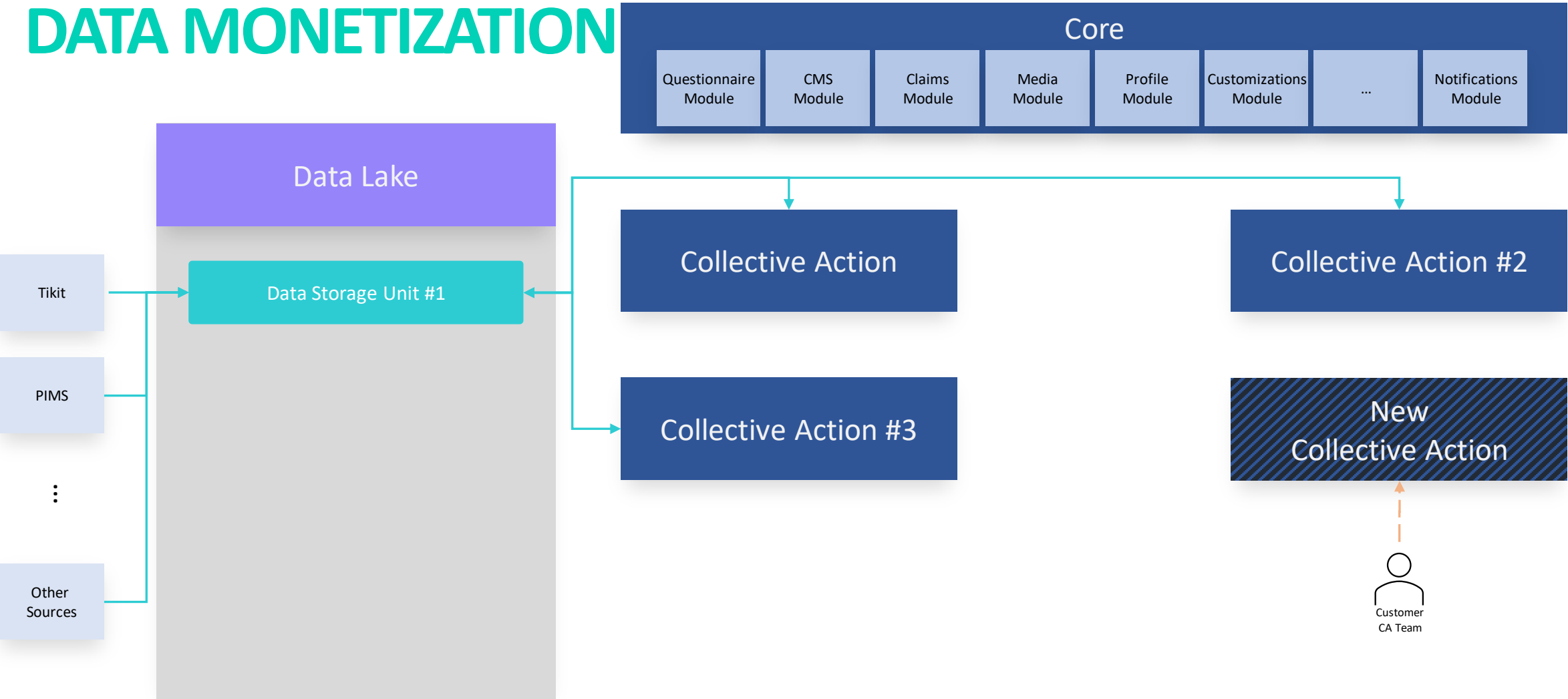
DATA MONETIZATION



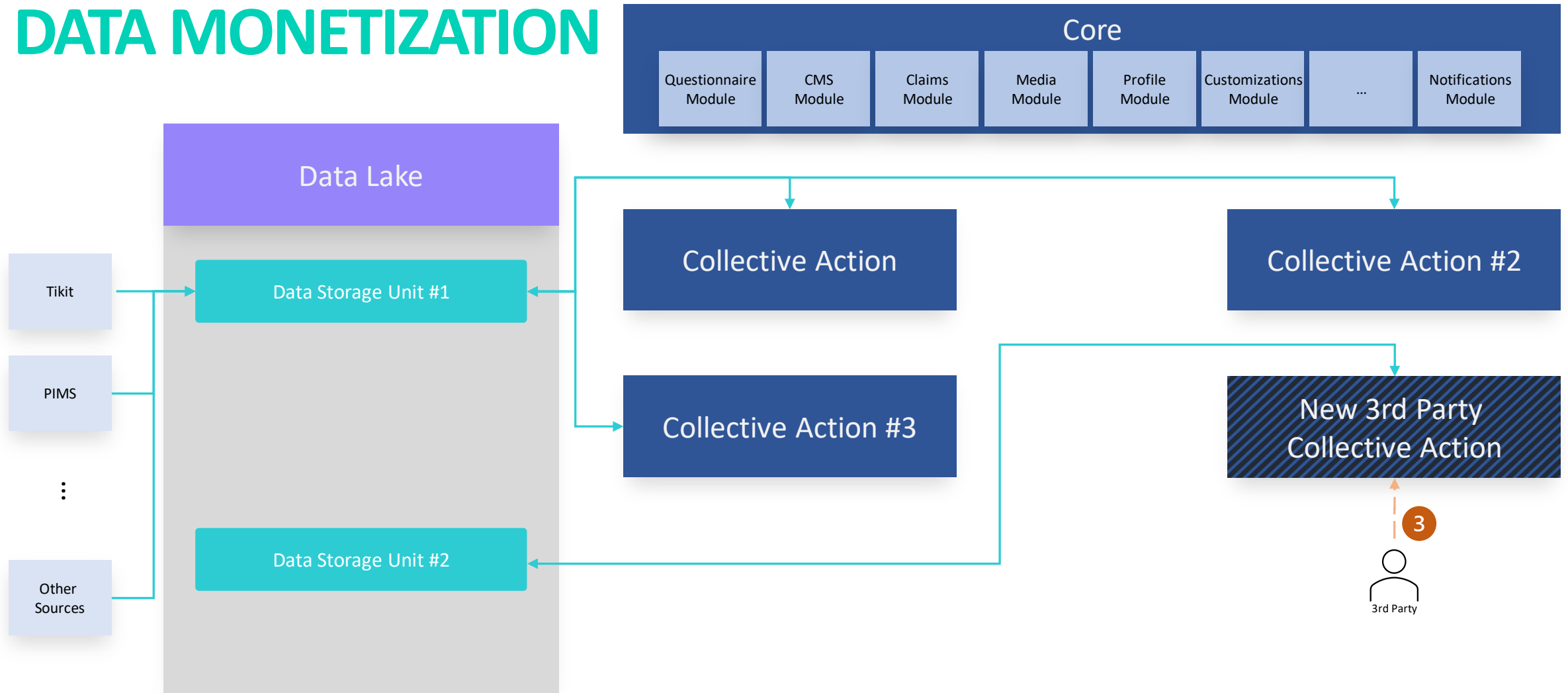
DATA MONETIZATION



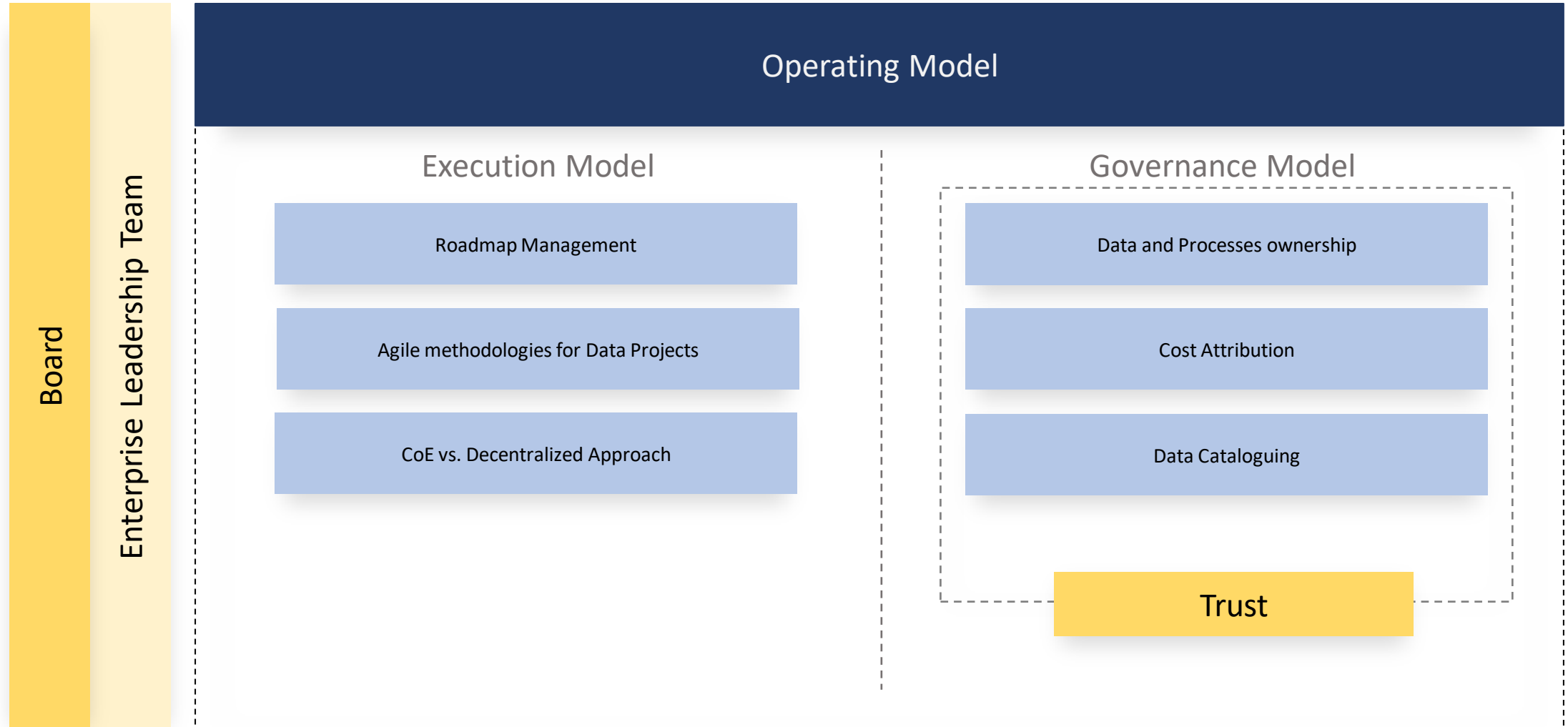
DATA MONETIZATION



DATA MONETIZATION



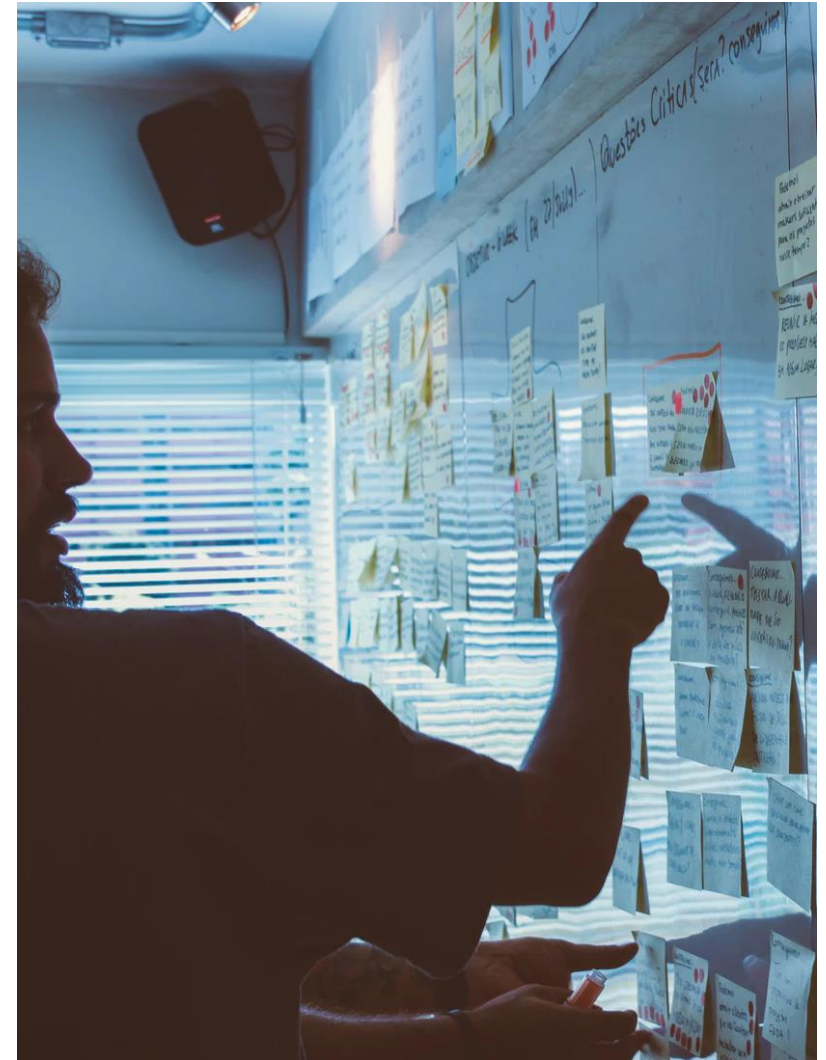
THE PILLARS: OPERATING MODEL



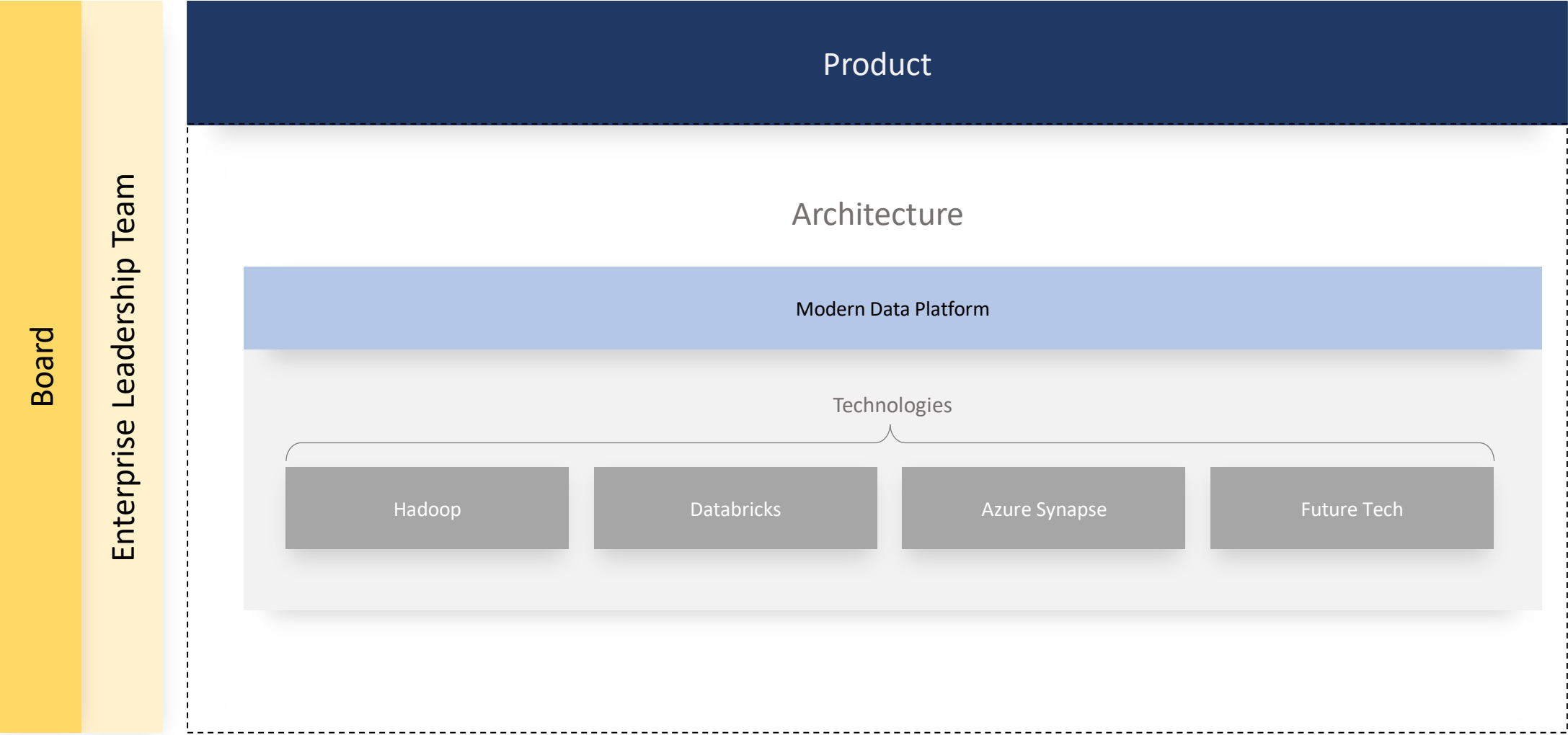
STORIES WE COULD TELL – GOVERNANCE

Establishing **trust** in data and AI: Lead Case Selection

Implementation of the **Right to be Forgotten**



THE PILLARS: PRODUCT



Our products

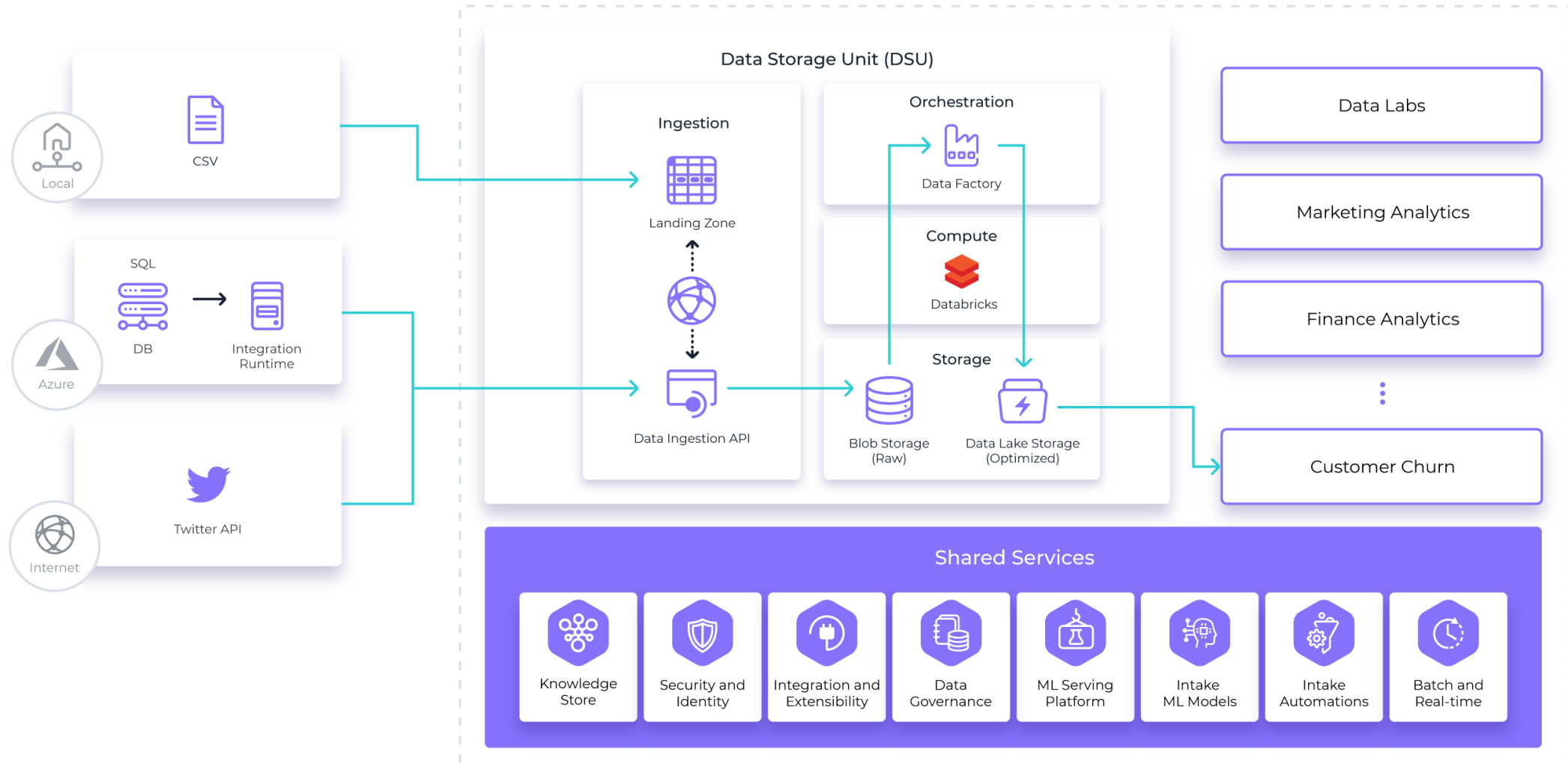


Our **Data Lake platform based on Azure PaaS technologies**, focused on scalability, ease of maintenance and fast data ingestion and governance of all data sources within the company.

It ensures accessibility to quality data and significantly lowers the threshold to Business Intelligence and Machine Learning, becoming the next step for companies that want to access and leverage their data quickly and effectively.

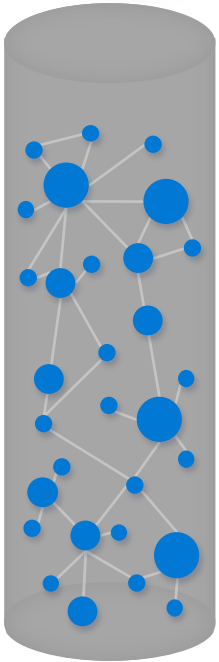
<https://sidra.dev>

ARCHITECTURE EXAMPLE – SIDRA DATA PLATFORM

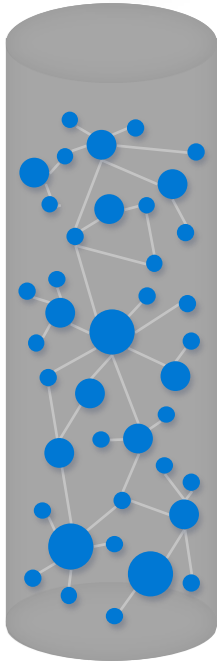


WE HAVE THE DATA...

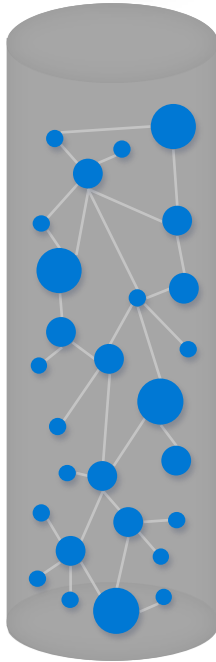
Mobile/Web



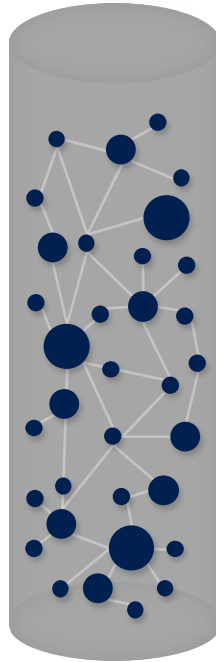
Transactional



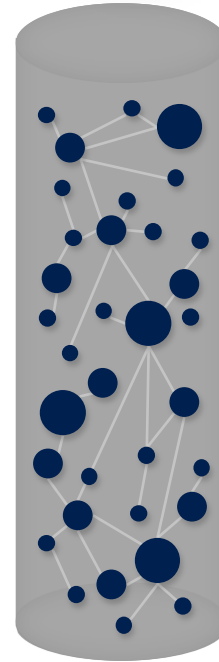
IoT



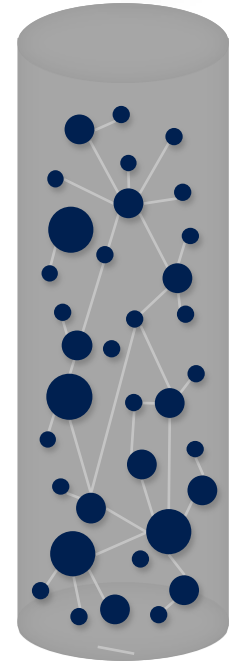
Social



Ads



Marketplace



WE HAVE EVOLVED...



... BUT WHAT ABOUT OUR DATA SYSTEMS?

SBE0412/

SBE0412

SISTEMA DE PAGOS MISMO DIA

FEC

HO

CONSULTA DETALLE DE LOTES RECIBIDOS

STA LOTE 2 RECHAZADO STA RESPUESTA

TPO REGISTRO 01 LOTE 12091 SECUENCIA 00001 FECHA APLICACIO

ORDENANTE BANCO 00021 DESCONOCIDO TPO CTA 01 CHQ CUENTA 000000

NOMBRE OTROS BANCO RFC BC00306

PROCESO 00003 TRAS COMB PRODUCTO 00002 AC CTAS EXT

INSTRUCCION 01 CARGO 1:1 MONEDA 01 MN CANAL ACCES

LEY. CARGO CARGO 1 DETALLE

ENVIADO RECIBIDO

MOVTOS 00005 5

IMPORTE 000030000001500000

COD. RECH. 00500 DESCRIPCION FONDOS INSUF SE INTENTARA EN S

CTA ORD REAL 40000000018 TP CODE TEST FOLIO 56 CO

HORA ALTA HORA RECH HORA CANC HORA REP

17:07:52 17:07:56

<PF5> MENU ANTERIOR

Inventory Data Entry

Main

Status

History

Order

G

Type: BOIL

Account: 05-2852

Class:

Cost center: CARP

Location

Belt wall

Belt wall peg 1

Boiler room cab

Belt rack

Item #: ASBY-27553

There is something different about how or where this Xero account was accessed. You won't be able to see any contact information.

THK The Hub King'...

JuneFee

INV-001

Iss

Item

Quantity

Office Space Rental

1

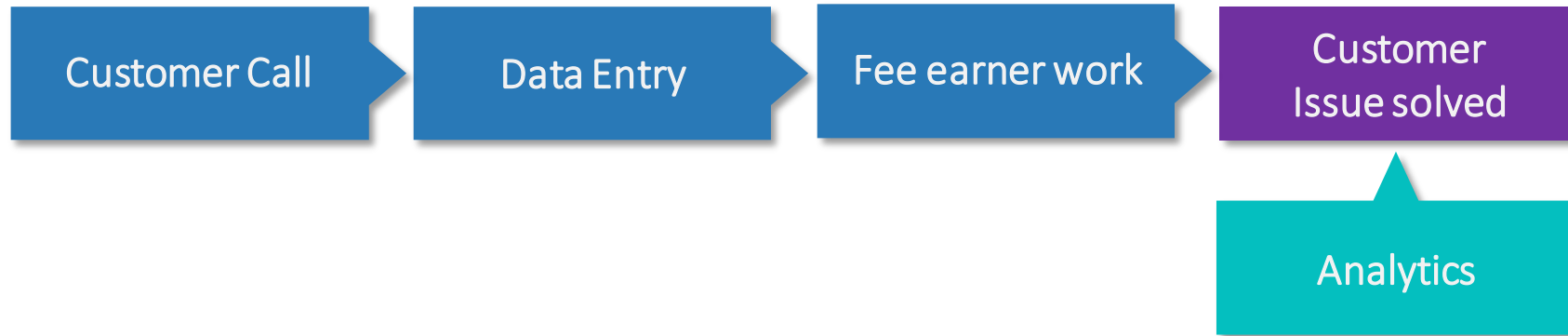
Account Rent

Tax Rate 20% (VAT on Expenses)

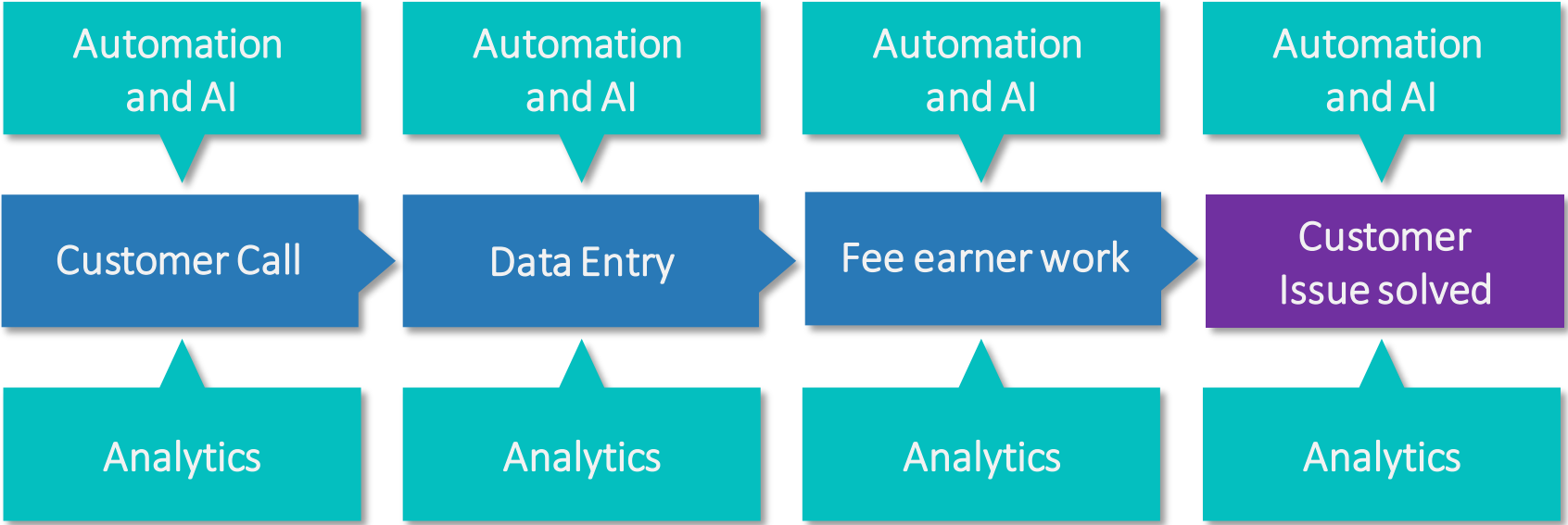
Add another item...

Switch to classic invoicing

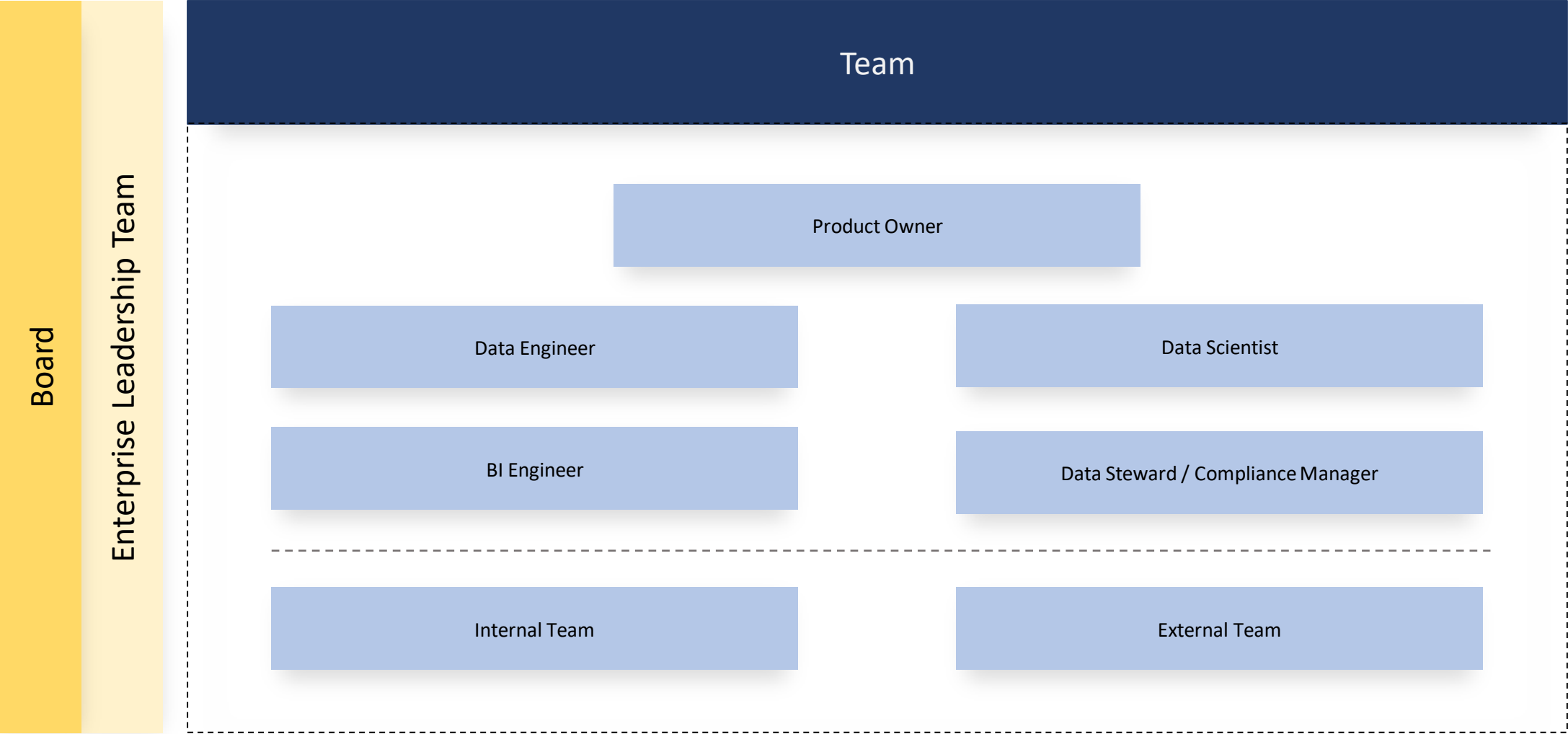
... BUT WE USE IT REACTIVELY.



DATA FEEDBACK LOOP



THE PILLARS: TEAM

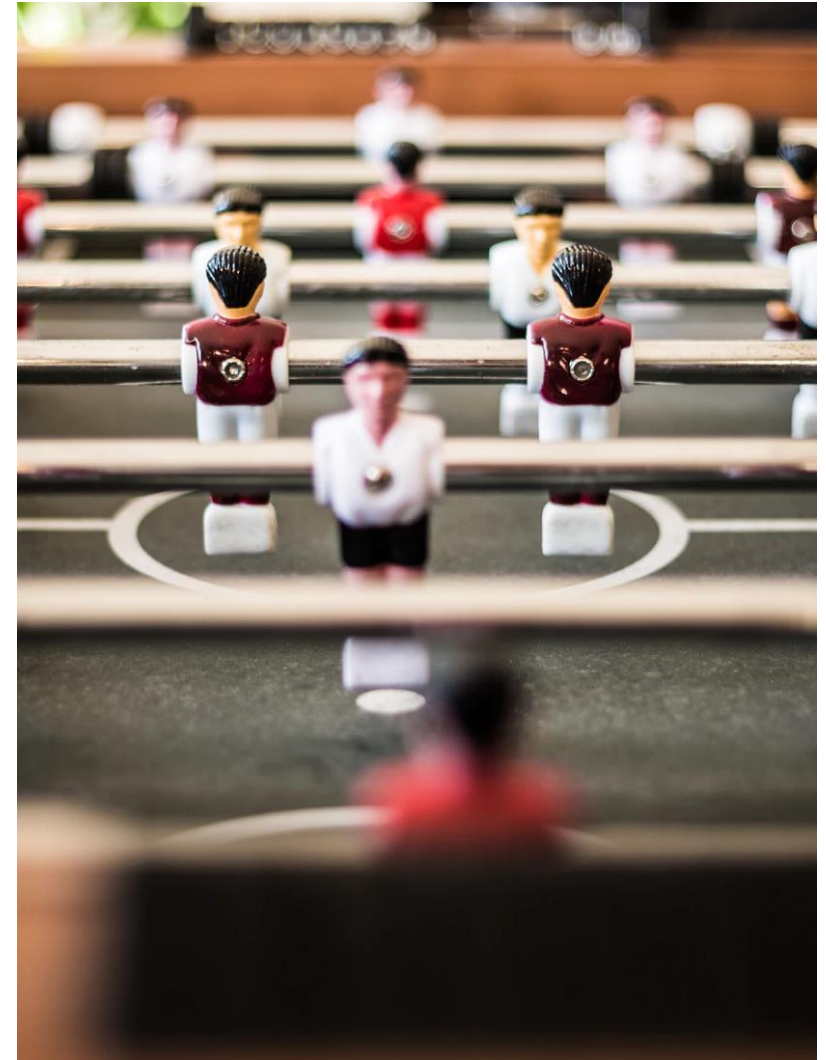


STORIES WE COULD TELL – BUILDING A TEAM

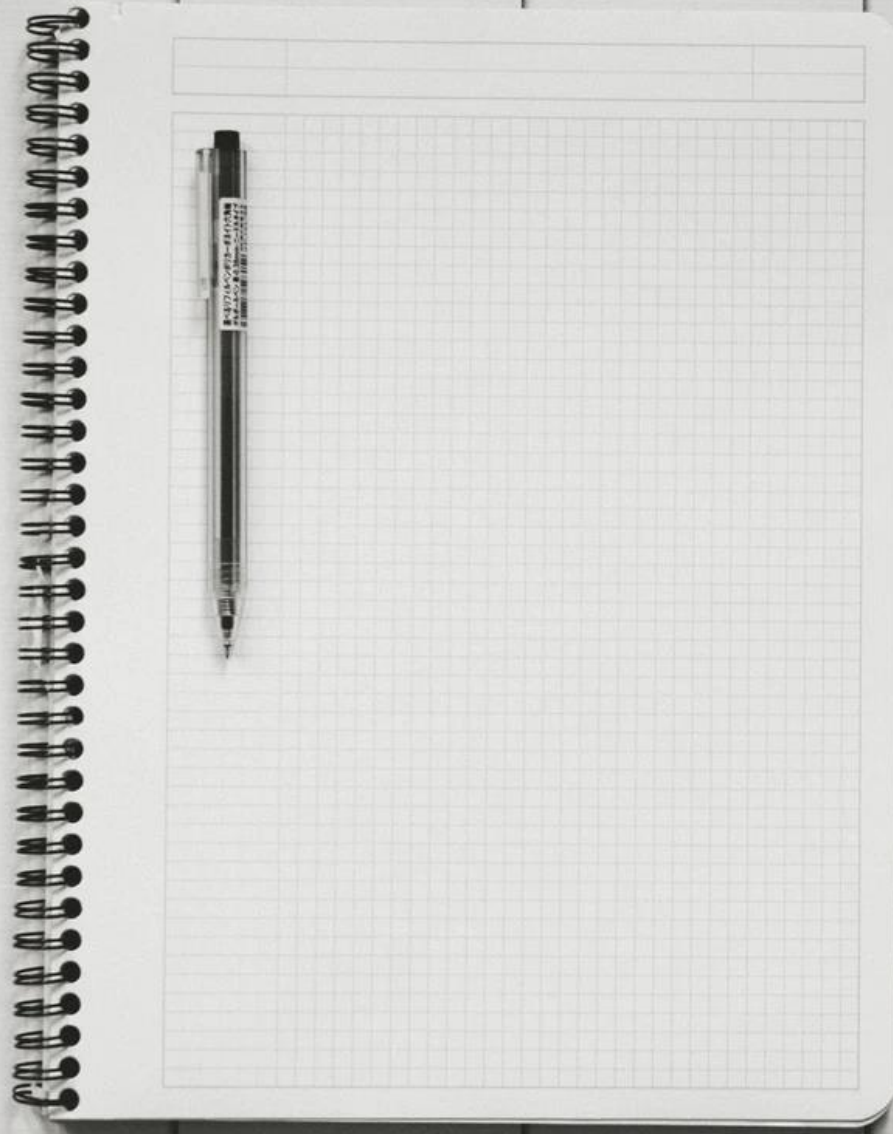
Set a company-wide **Data Culture**

No, you **don't** need a Data Scientist

Internal **vs.** External



Take-aways







Rediscover
the meaning of technology

www.plainconcepts.com



For further information

info@plainconcepts.com

**Thank you
for
your time**



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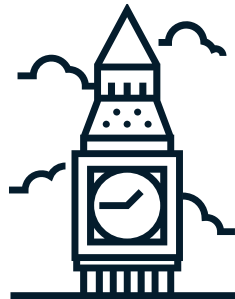
SPAIN



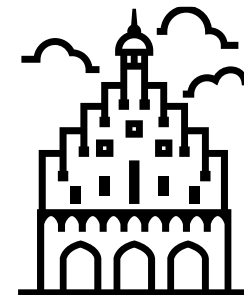
USA



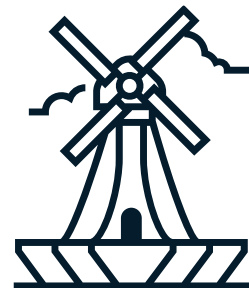
UAE



UNITED KINGDOM



GERMANY



NETHERLANDS