

Turning everything into data so to transform everything with data.



Data transformation is how to *innovate* in the way we do business by leveraging data.

Innovation is a new & better way of solving problems vs ‘business as usual’: We manage explorative projects by making hypotheses that we have ‘the duty to test’ in order to learn.

Data transformation is an organizational challenge: The exploration / exploitation chasm.

The need for agile methods and the 3 stages of an innovative data project

We must create an environment that enables both optimal exploitation processes AND explorative projects.

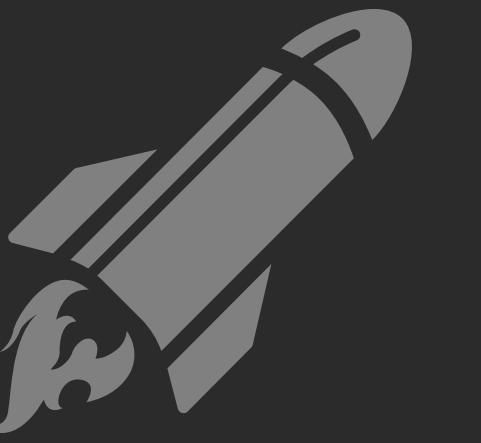


Channel the
energy

Identify opportunities that
scale: scale is king

Focus on unicorns and
channel the energy

Define question, steer and
be ready to break things



Be bold with data & AI;
fail, learn & build ‘muscles’



Activate people to
make change happen



Channel the
energy



Be bold with data & AI;
fail, learn & build ‘muscles’

Be fearless, you need to
demystify A.I.!

‘Think different’: Be ready to
fail, iterate, measure value
and pivot

Know when to build or buy A.I.



Activate people to
make change happen

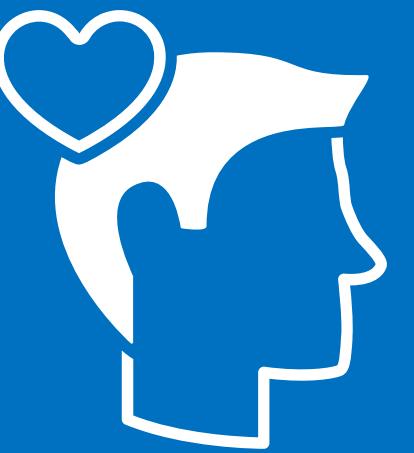




Channel the
energy



Be bold with data & AI;
fail, learn & build ‘muscles’



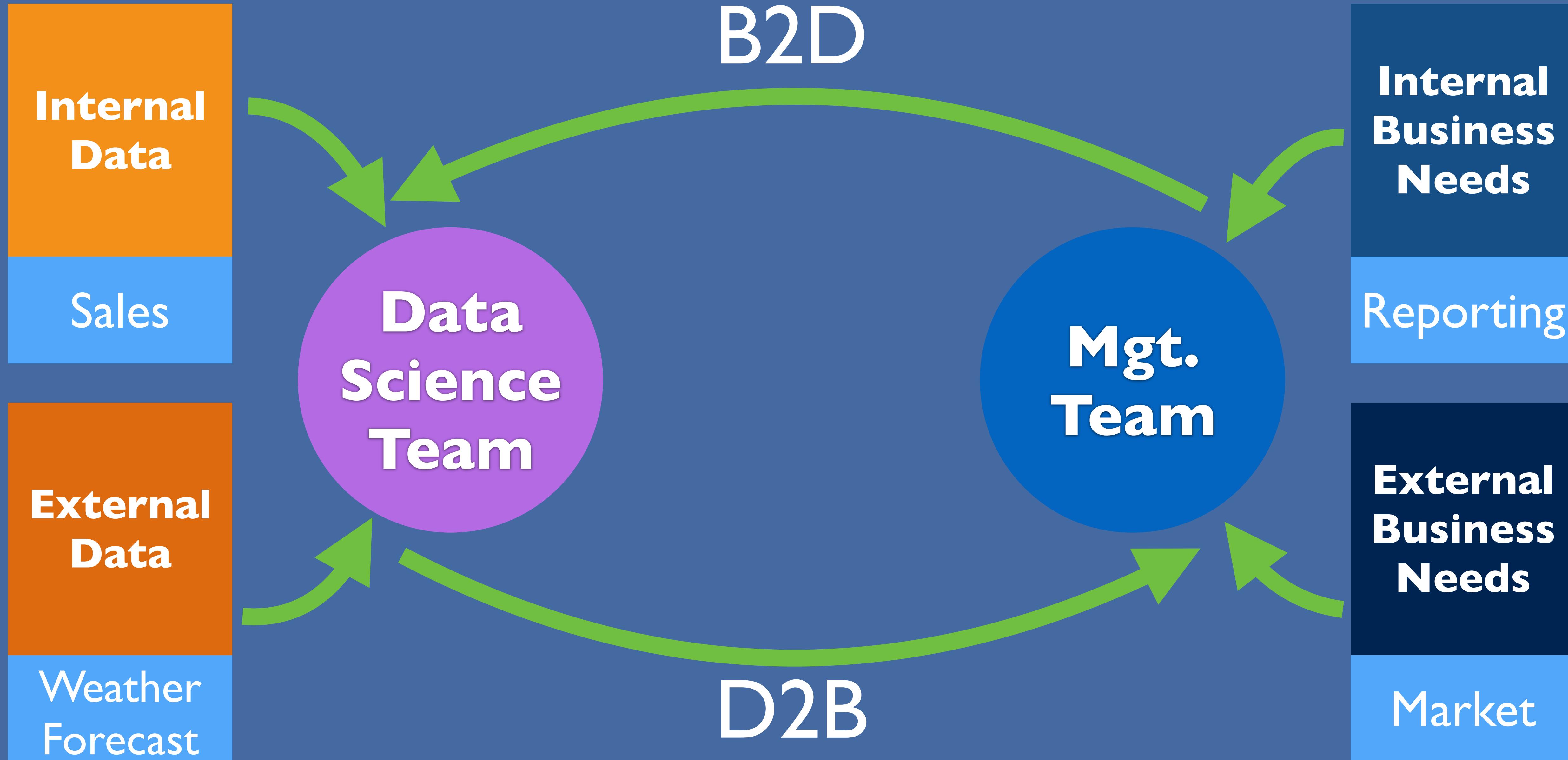
Activate people to
make change happen

10-20-70: disproportionately
invest on people & change

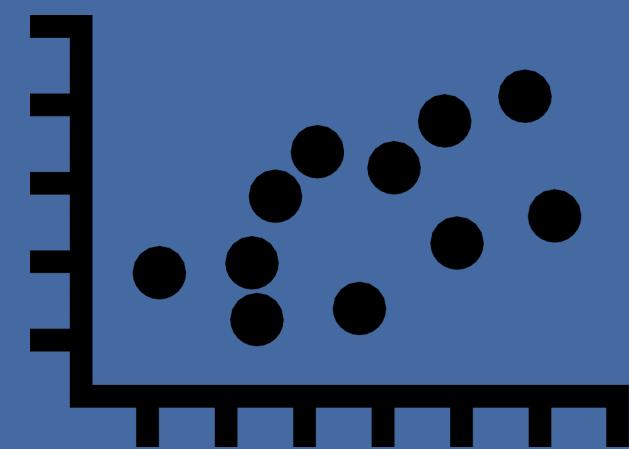
Sponsor data acculturation
initiatives in your scope/countries

Build data competencies
everywhere... it's never enough

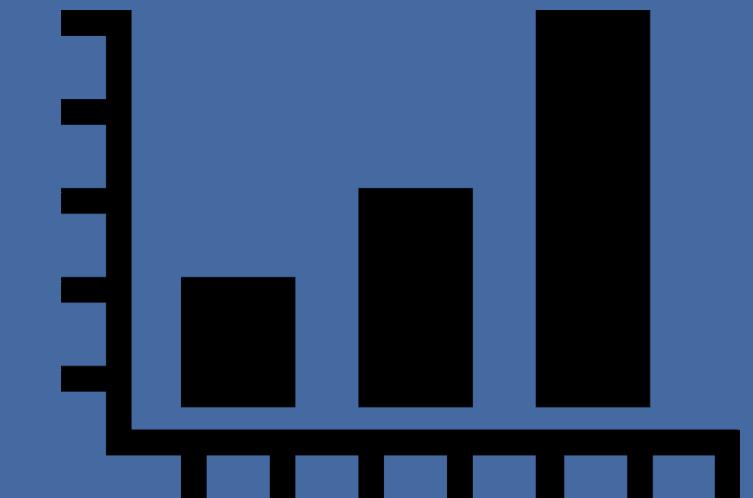
DATA & BUSINESS: AN ITERATIVE PROCESS



FROM DATA TO BUSINESS



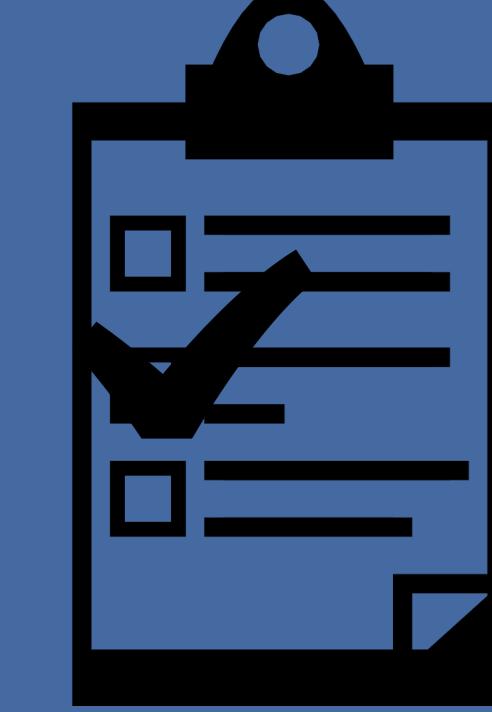
Data



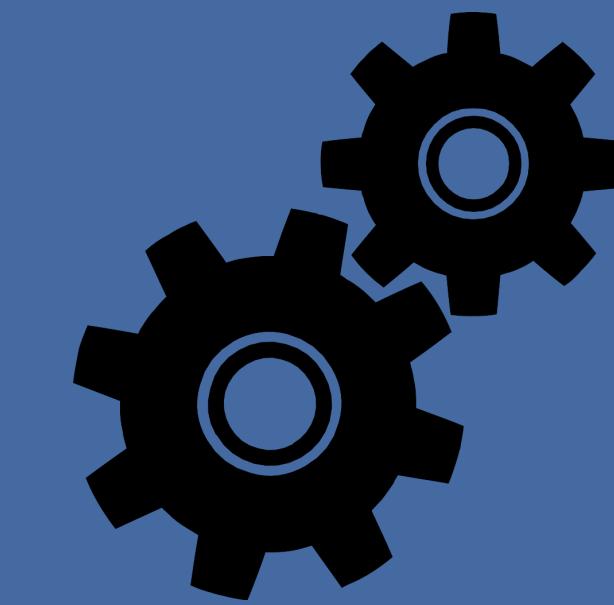
Information



Analysis



Decisions



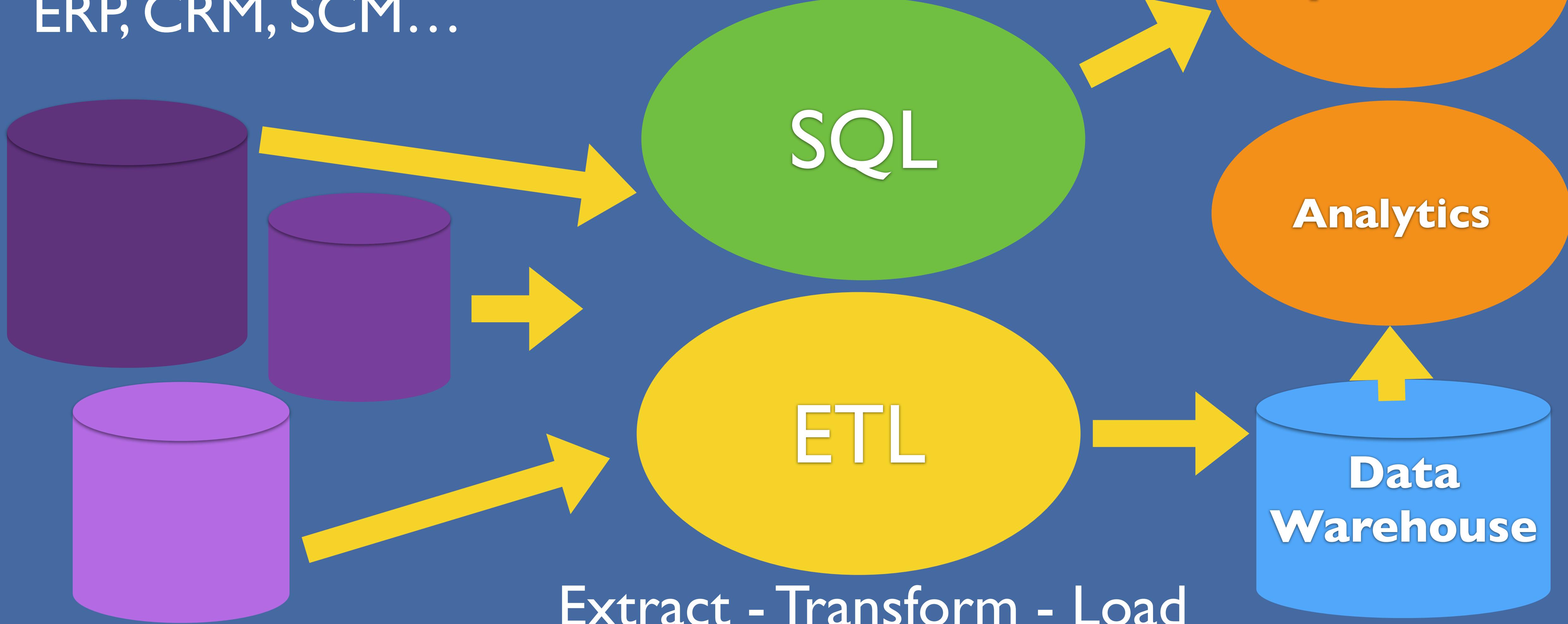
Actions



Business
Value

SPECIFIC DATABASE FOR ANALYTICS

Operation Databases:
ERP, CRM, SCM...



DATA ARCHITECTURE

DATA
SCIENTISTS &
ANALYSTS

BUSINESS
SOLUTIONS

Global Applications

Local Applications

DATA
ANALYSIS

Data Visualization / Analytics / Machine Learning Platforms

DATA
STORAGE

Data Warehouses

Data Lakes

DATA
INGESTION

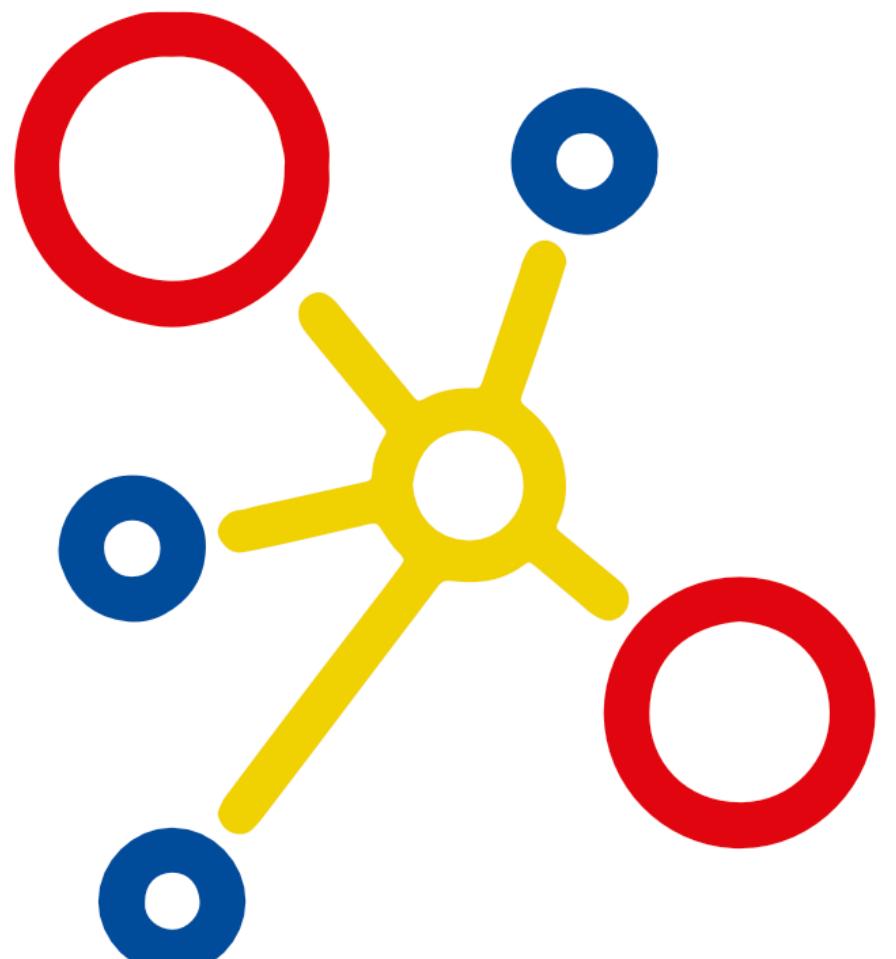
ETL
API

DATA
ENGINEERS &
ARCHITECTS

DATA
SOURCES

Internal Data

External Data



**DATA for
EXECUTIVES**

by *l'université* 