



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



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

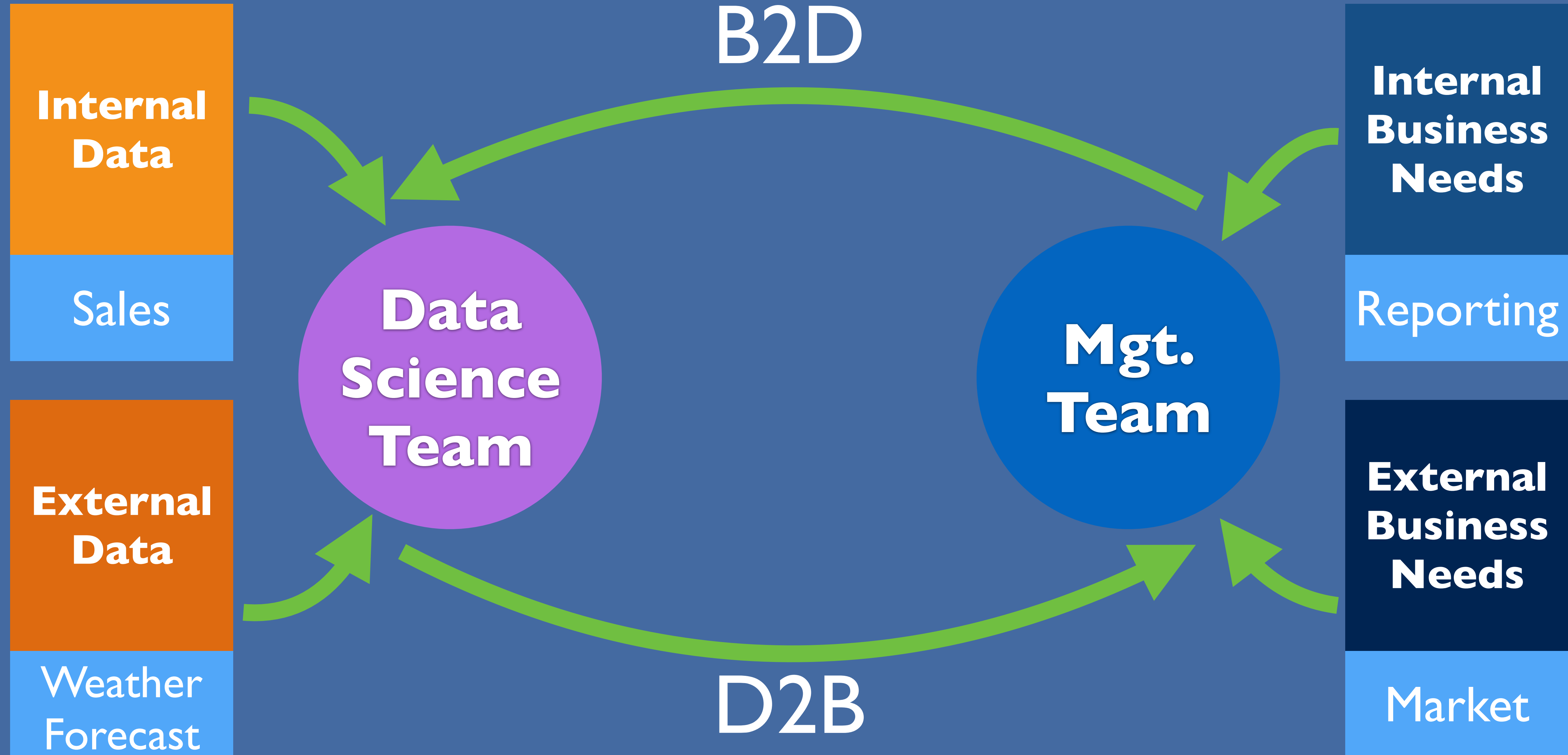


Channel the
energy

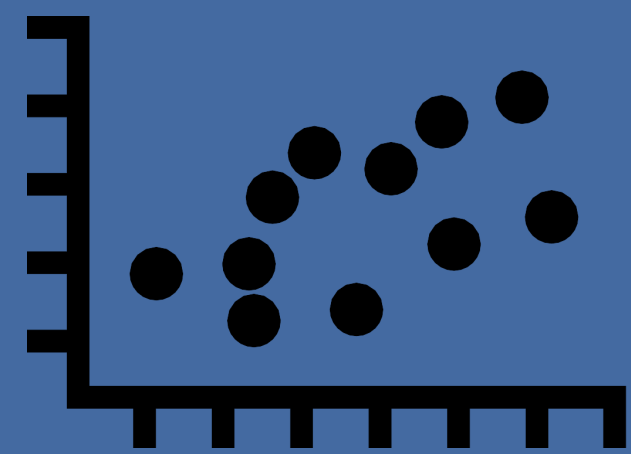


Be bold with data & AI;
fail, learn & build 'muscles'

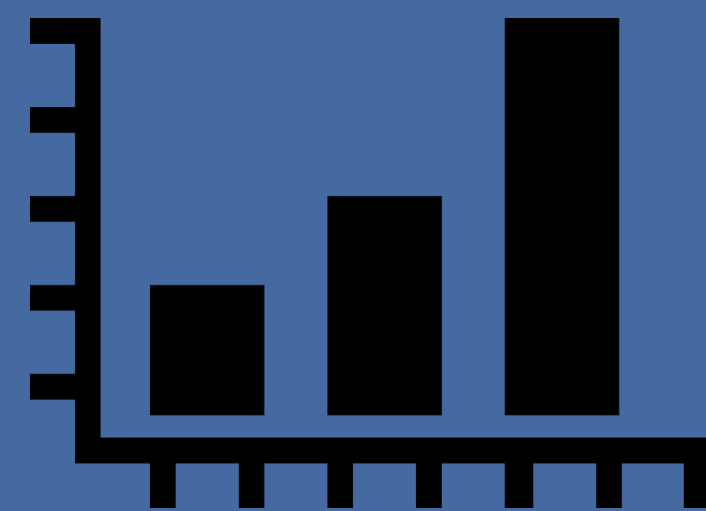
DATA & BUSINESS: AN ITERATIVE PROCESS



FROM DATA TO BUSINESS



Data



Information



Analysis



Decisions



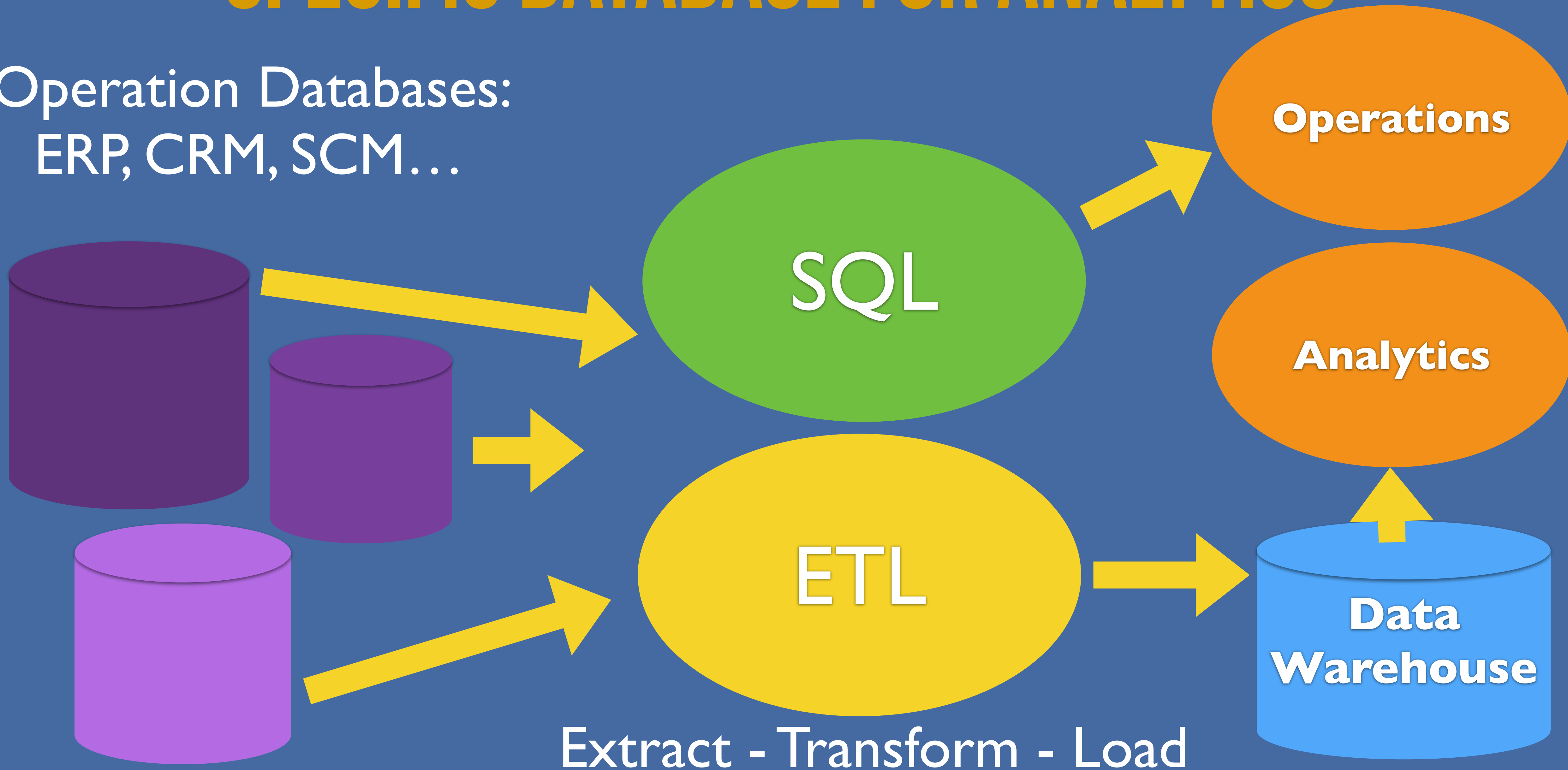
Actions



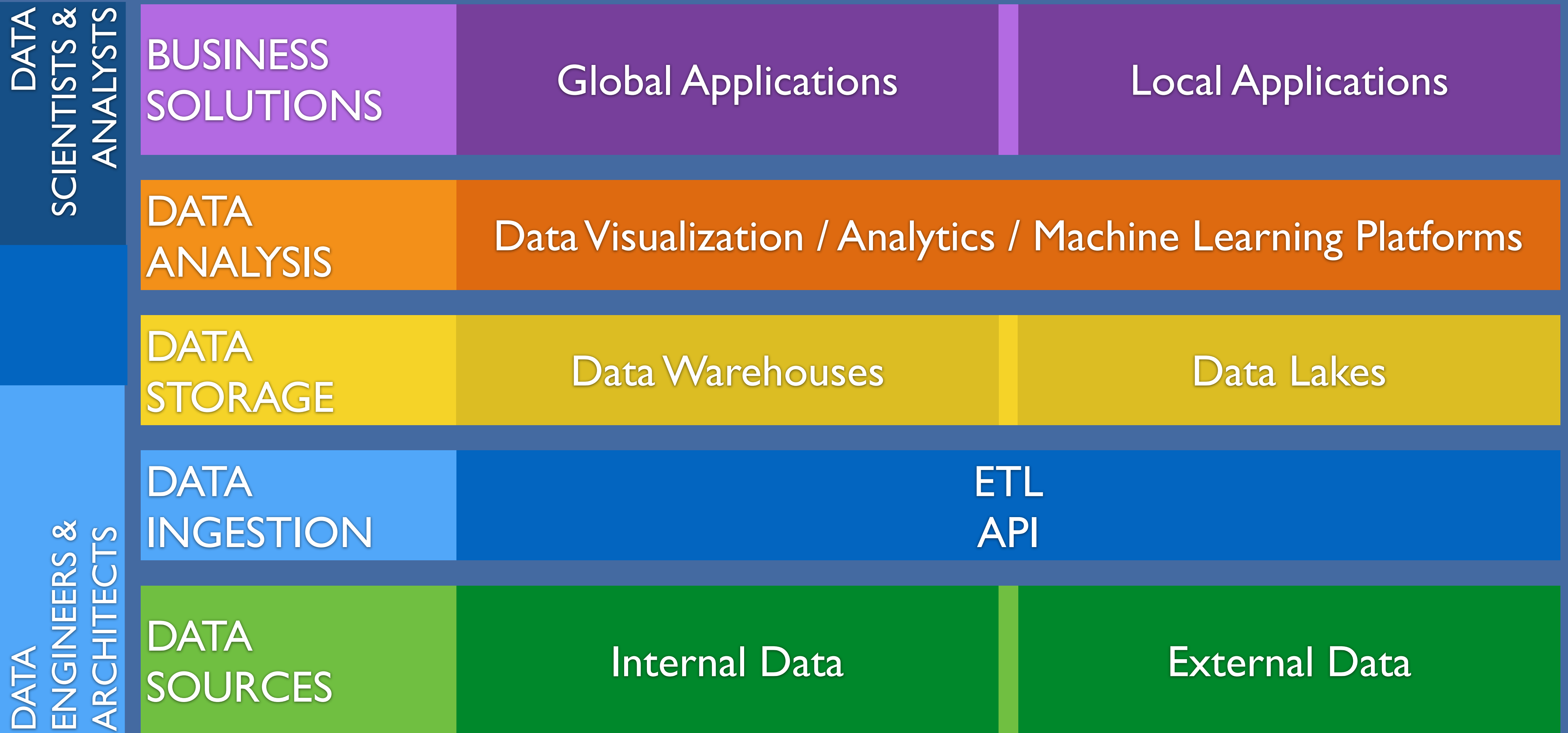
**Business
Value**

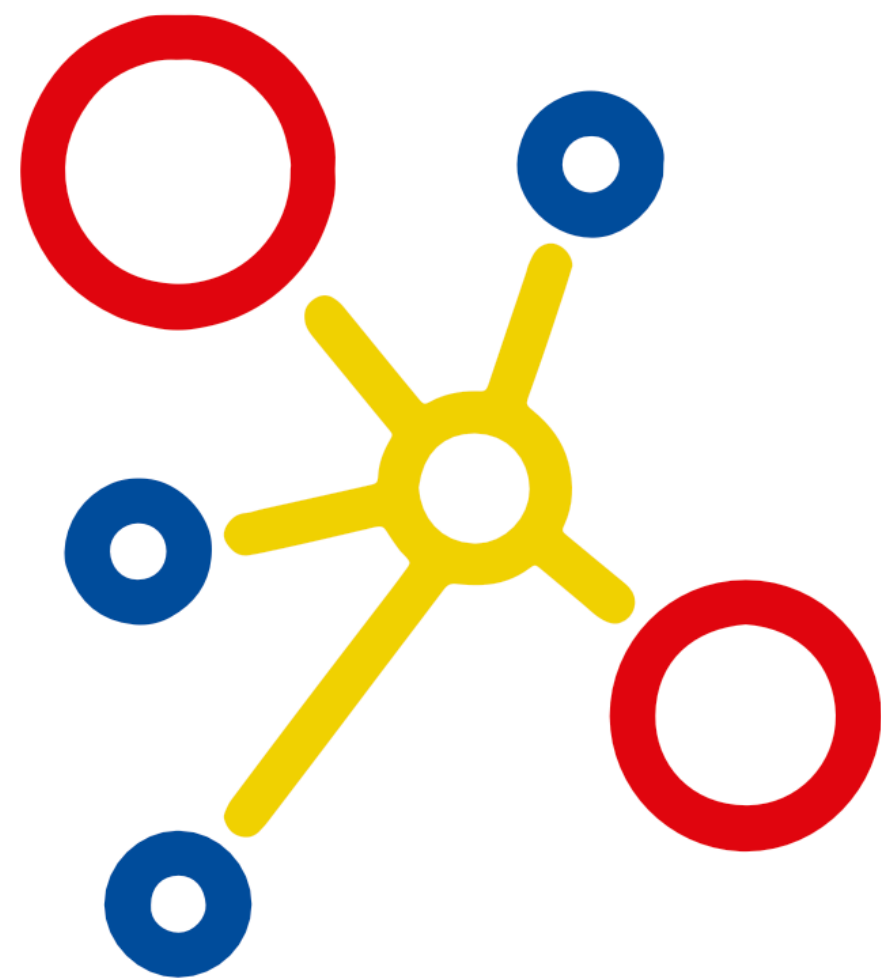
SPECIFIC DATABASE FOR ANALYTICS

Operation Databases:
ERP, CRM, SCM...



DATA ARCHITECTURE





DATA for
EXECUTIVES
by *l'université* 