

Data Ecosystem: Audit & Integration

Data + Tools + Team

The starting point for any corporate digital transformation project is the performance of an in-depth audit of the firm's data ecosystem, analyzing and evaluating its data, tools and teams.

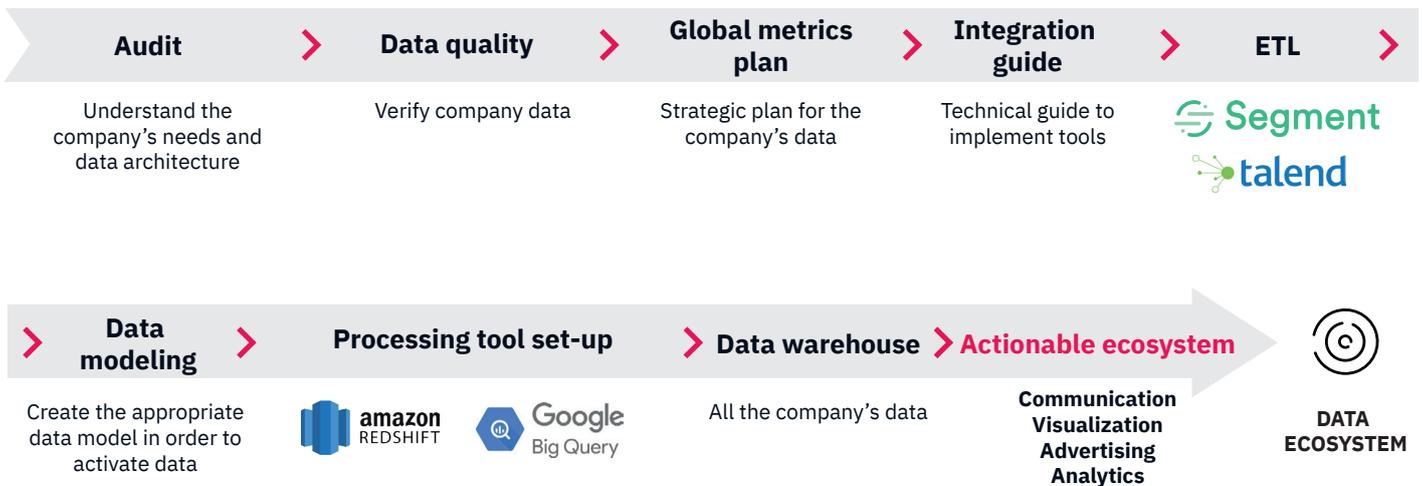
How do we do it?

- › Carry out a brand audit and analyze the firm's:
 - Data
 - Tools
 - Teams.
- › Design a strategic plan based on objectives and define a data governance system.
- › Select the best technology available in the market based on the companies' needs and current technological ecosystem.
- › Implement a data integration system to connect the different tools already used.
- › Design the internal work process.
- › Prepare a customized training plan for teams on how to manage a data-driven strategy.

Benefits

-  Team autonomy.
-  Faster decision-making within the organization.
-  Optimization of data management costs.
-  360° view of the consumer.
-  In-depth knowledge of the business.

Methodology to achieve an actionable ecosystem



Unified data ecosystem to improve decision-making processes

Food & Beverage Industry

Challenge

Create an integrated digital data ecosystem, incorporating the appropriate information flow between the different data gathering and activation tools, in order to make informed decisions, avoid duplications and make the most of synergies.

Strategy

- › **Interview** directors and employees of all the business units and divisions in charge of gathering and processing data (60 interviews).
- › **Analyze the data and tools** involved in the process based on their end use, the new European data protection regulation (GDPR) and the group's internal limits.
- › **Design the optimal information flow**, defining the key dimensions each tool has to include and the data integration processes, all the while avoiding duplications and identifying the sensitive points with respect to the EU's new GDPR.

Results

We created a new ecosystem to serve all the units and thus define customized communication strategies (branding and optimal performance).

We presented a solutions package detailing processes needed to integrate the company's 30+ technologies into a single ecosystem capable of analyzing different customer journeys.

