

CREDON

DATA DRIVEN DECISIONS

**Credon
Reference Data
Platform**

Most common challenges when handling data

Administrative silos

Bad data quality

Technical limitations

Lack of data culture

Why do you need a data platform?

- From a management point of view
 - The dataplatform triggers your (digital) transformation
 - It makes operations smarter and more effective by providing actionable insights
 - This gives you increasing control and the foresight to achieve your mission
 - Resulting in more turnover, lower costs and happier customers

Why do you need a data platform?

- From an BI / data / IT point of view
 - Support faster, easier and more valuable decision making
 - Incorporate all relevant business data in a governed and reliable way
 - Implement new use cases very fast
 - Cover the entire data lifecycle - from data source to actionable insights
 - Create real-time business insights
 - Facilitate self-service business intelligence
 - Start with no significant upfront investment in technology
 - Implement gradually and aligned with business value
 - Realize ROI for each use case that is implemented

Defining our data platform

A strategic approach

driven by delivering business value

supporting every person and application to make data-driven decisions efficiently

using pro-actively business relevant data that is managed, governed, accessible and secured in a legally compliant manner

enabled by Gartner leading market technology for all aspects of the platform

accompanying the transition and change process to bring data alive and deliver business value

What differentiates our data platform?

1. Business Strategy and use cases

We put in place a solution that strengthens the company's strategy and that drives business value

2. Data Management components (Data Quality, Data Governance and Master Data Management)

*Foundations to make sure data can be trusted and decisions can be made with confidence
Make sure data is managed, governed, accessible and secured in a legally compliant way*

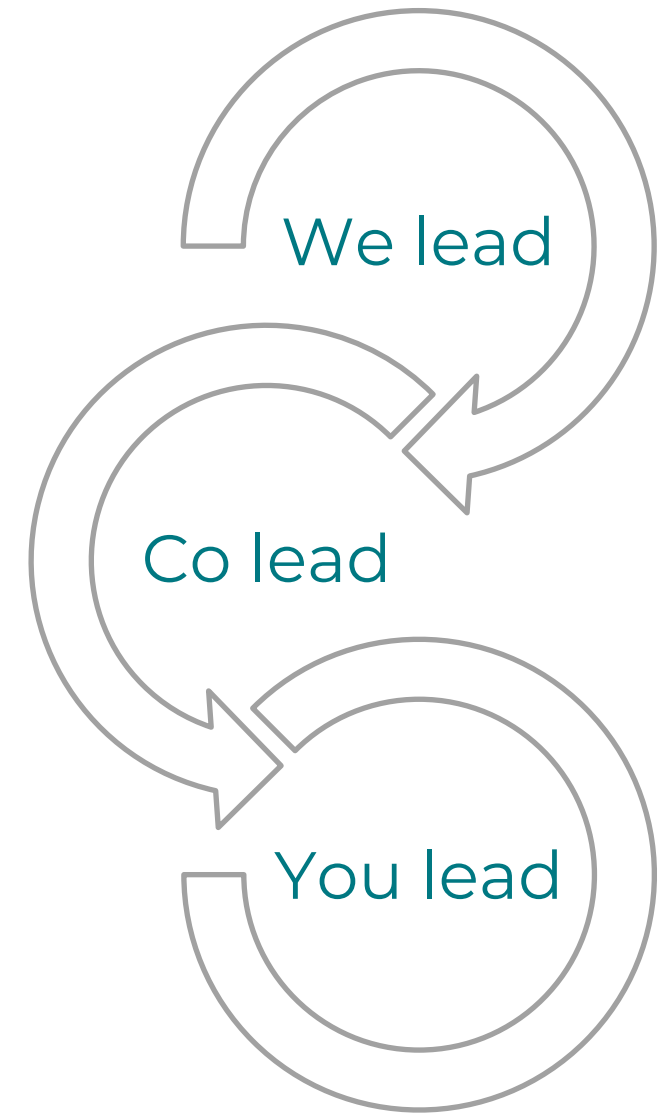
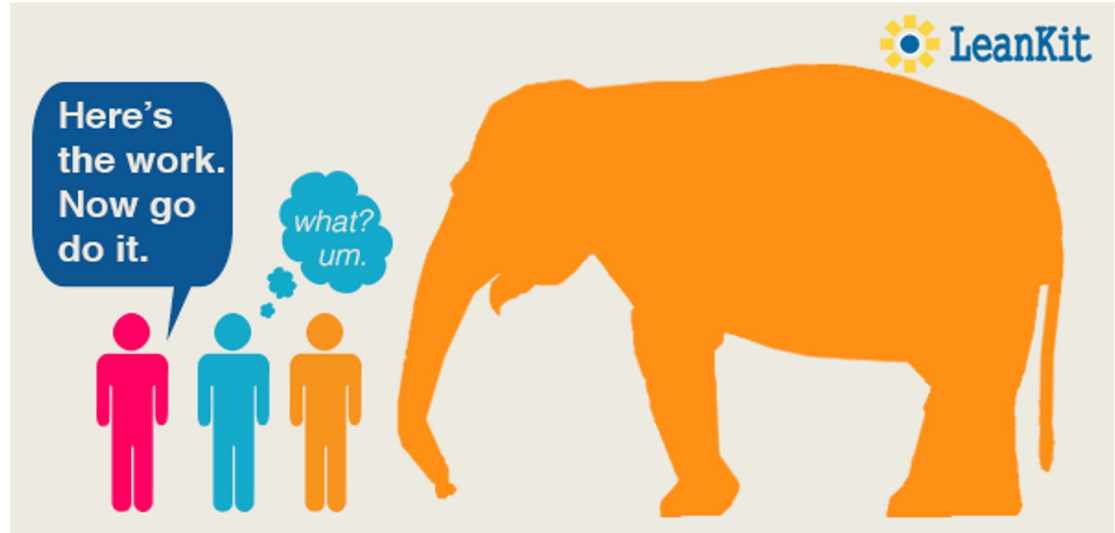
3. People, Process & Technology

In order to transform, the 3 aspects are needed. Technology needs to be put in place, the organisation needs to be changed (e.g. new roles and responsibilities), people need to be trained, new processes, guidelines and policies need to be made to support the new way of working

4. Methodology

Accompany our customers in the transition and change process to become data driven

Our methodology



Best practices

- **Get executive sponsorship**
- Balance the approach to engaging stakeholders
- **Identify and prioritize business goals**
- Get the business involved
- Collaboration
- Institute governance and stewardship
- **Expect and plan for organizational and cultural changes**
- Create and link metrics
- Involve the right skill sets

Why Credon?

1. **Specialists**
 - We focus on a limited number of technologies (Qlik, INFA & Microsoft)
 - Therefore we have in depth and specialised knowledge of these offerings
 - The level of partnerships with these technologies demonstrates the importance of Credon in terms of certified consultants and product knowledge
2. **Delivering business value**
 - We believe that technology is only the means and that people and processes ultimately determine how successful you are
3. **Experienced**
 - We helped more than 300 customers in a wide range of sectors to structurally become data driven
4. **Collaboration**
 - Pragmatic approach, focusing on collaborating with our customers, by applying the principle of “ We lead, co lead, you lead”
5. **Stability and proximity**
 - We are a stable and local partner: we understand language and culture of Belgian and Dutch organisations
6. **Optimization**
 - We advise which licenses are best for you in your situation and help you to periodically validate whether you still have the right licenses in place.
7. **One stop shop**
 - You have 1 contact person for all services we offer: from advise, over end-2-end projects, to training, support and licensing.

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