

A conceptual image featuring a lightbulb lying on its side on a dark, textured surface. Instead of a filament, the bulb contains a detailed image of the Earth, specifically showing the African continent and surrounding oceans. A bright, glowing light source is positioned directly above the bulb, creating a strong lens flare and illuminating the scene. The background is a dark, misty or smoky environment.

DataCon Africa 2023

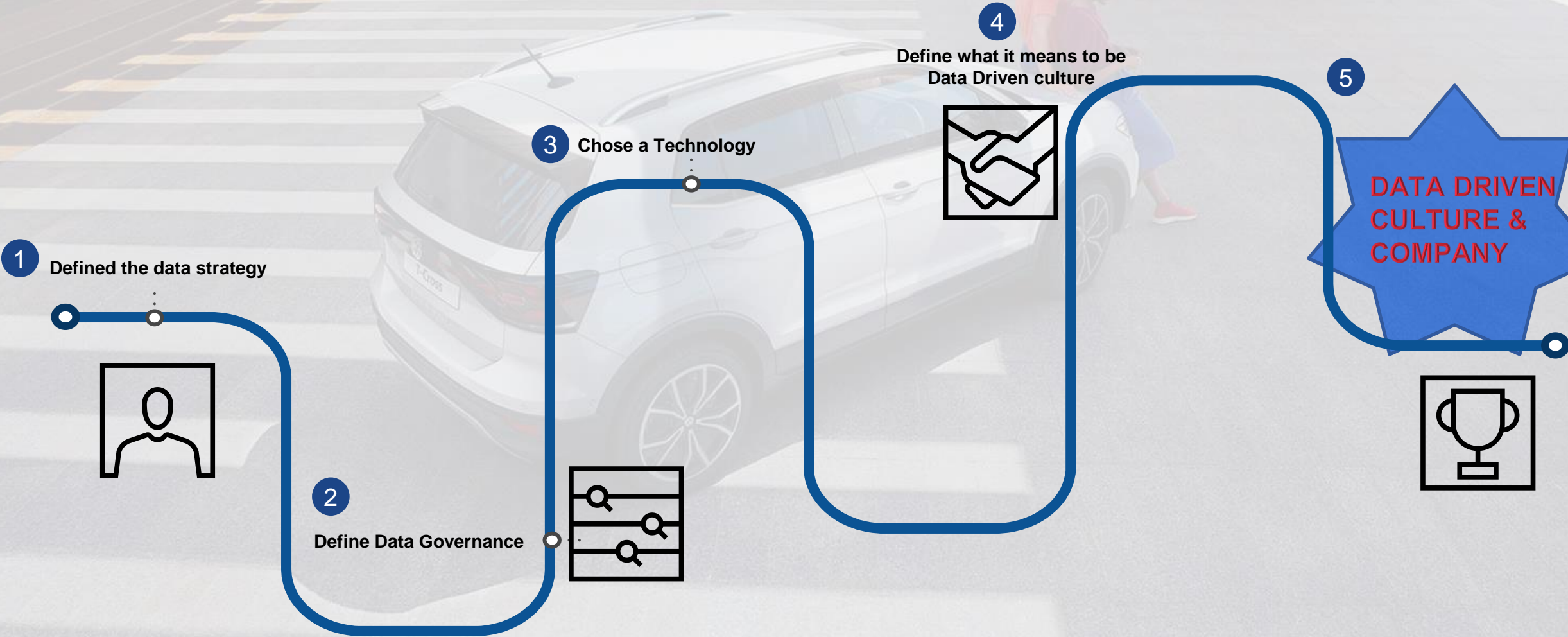
Wilma Crosson

Volkswagen Financial Services



Everything starts with a defining a Roadmap.....

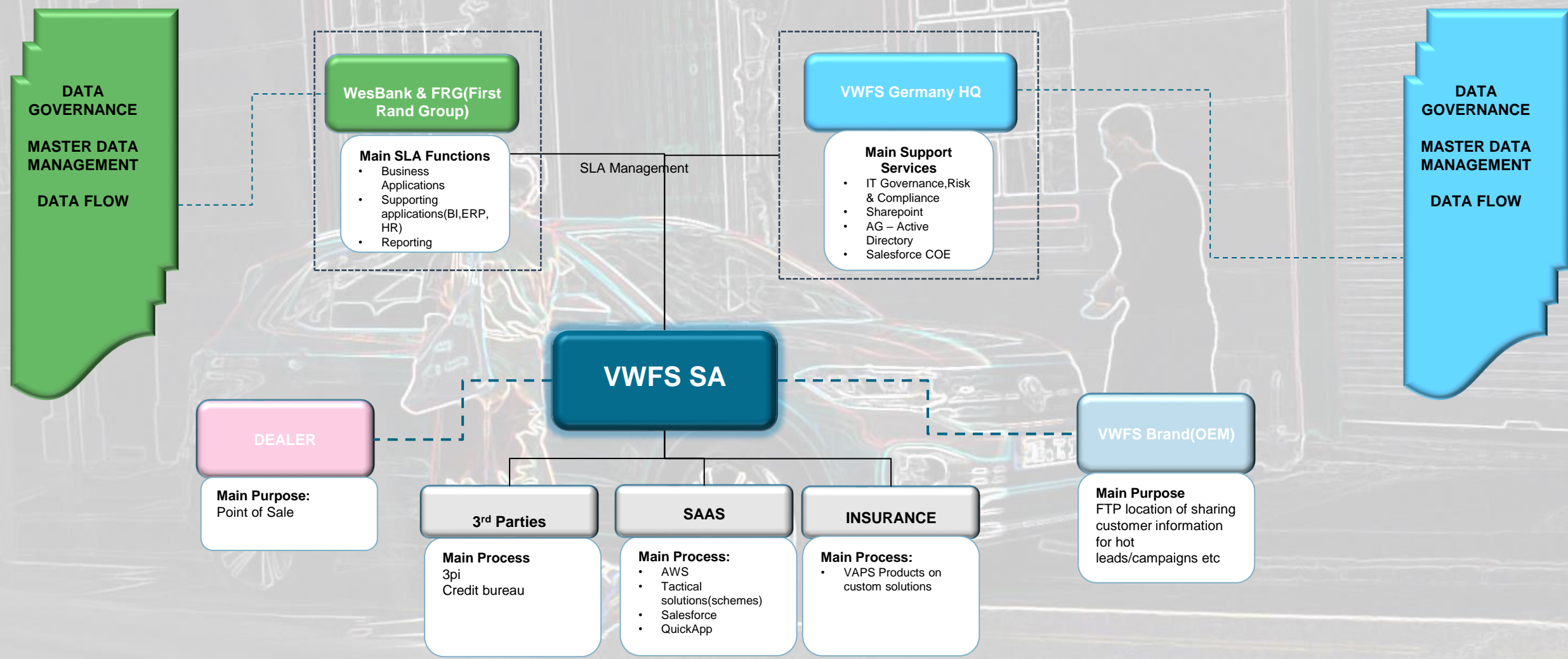
GET the data ~ ~ ~ ~ ~ PROTECT the data ~ ~ ~ ~ ~ ANALYSE the ~ ~ ~ ~ ~ UTILISE the data

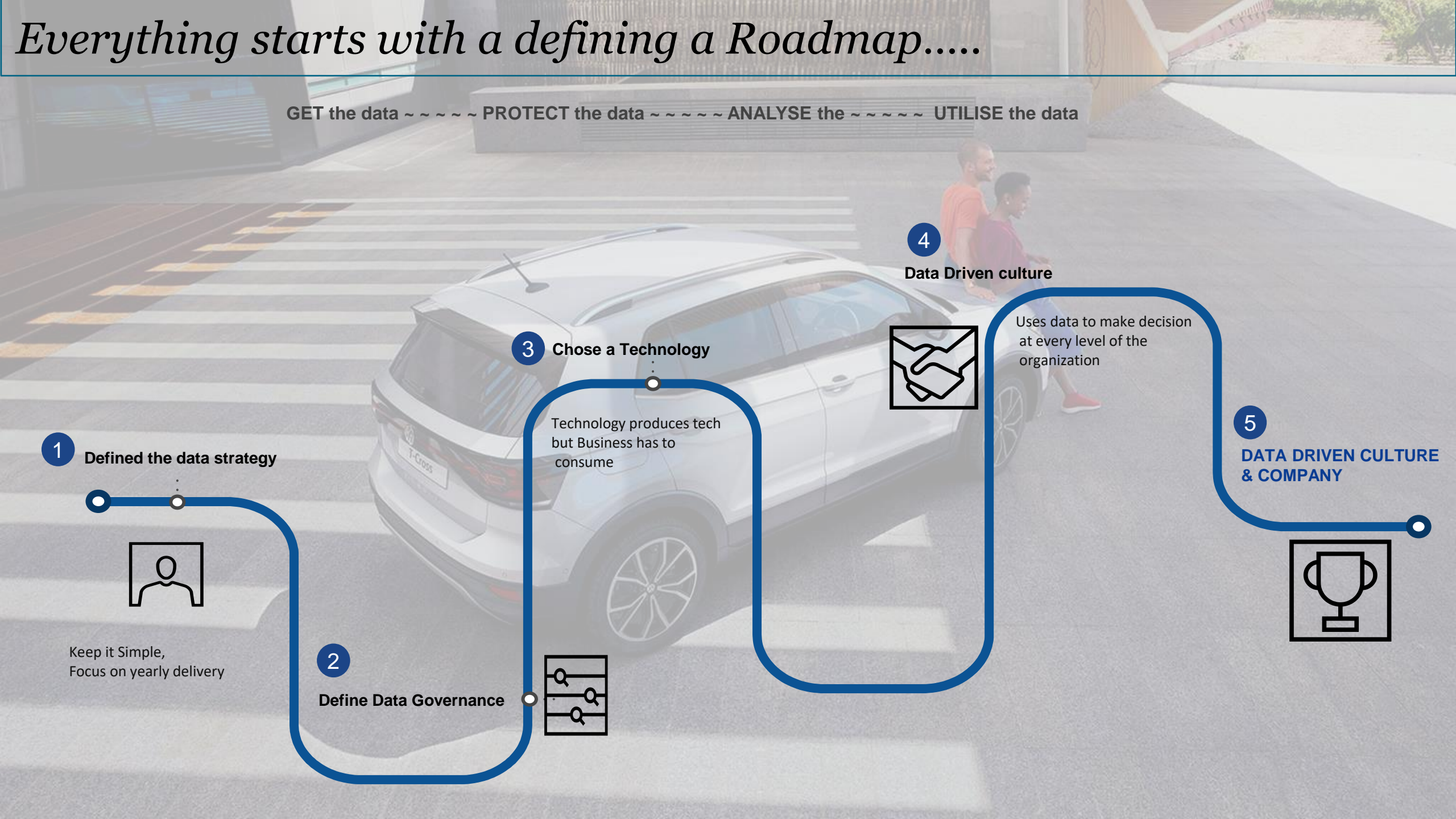


Why was it important to be a data driven company?



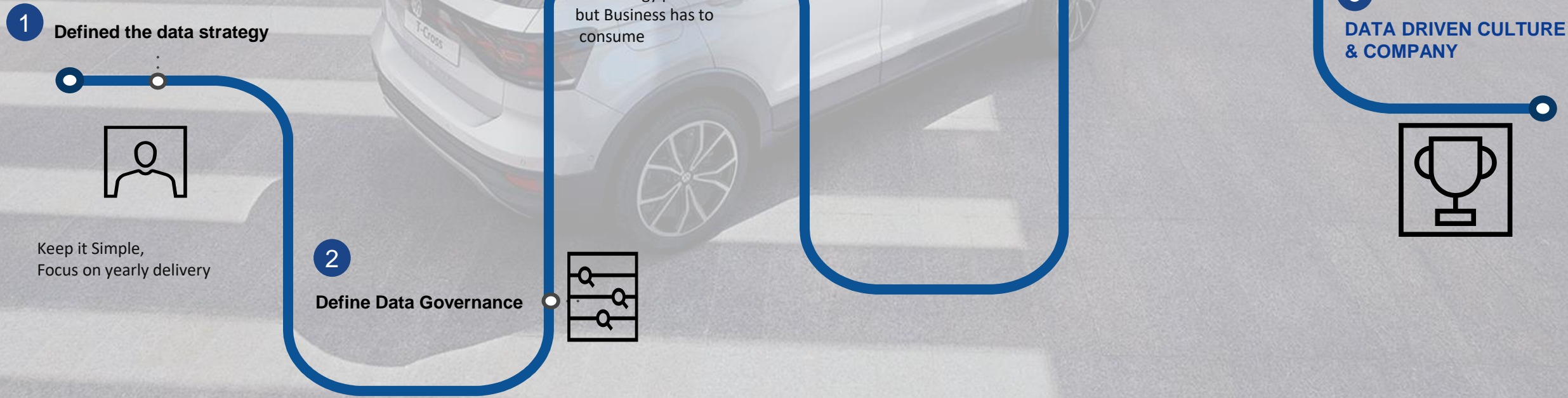
Complex Landscape – Where do we start?





Everything starts with a defining a Roadmap.....

GET the data ~ ~ ~ ~ ~ PROTECT the data ~ ~ ~ ~ ~ ANALYSE the ~ ~ ~ ~ ~ UTILISE the data



5 Key components to be data driven

1

MDM



- Easy access to data sets are essential
- Collaboration with our stakeholder was key(custodians)
- Clearly defined engagement models regarding issue resolution(SLA)
- 360 view of customer

2

Data Visualisation



- Identifying the right tool is easy
- Adoption & training of the tool can be challenging
- 360 view of customer

Data Driven

- Defining the architecture assisted in managing the data flow
- The data catalog is essential
- Understand Data integration touchpoints



Data Architecture

3

- Complex structure meant we have two governance structures to uphold
- Defining a VWFS Local Data governance standards, processes, policies to maintain data security & integrity
- Understand Compliance requirements in order to understand what data can and cannot be used.



Data Governance

4

5 Key components to be data driven





Thank you

