

# Business Value from Data

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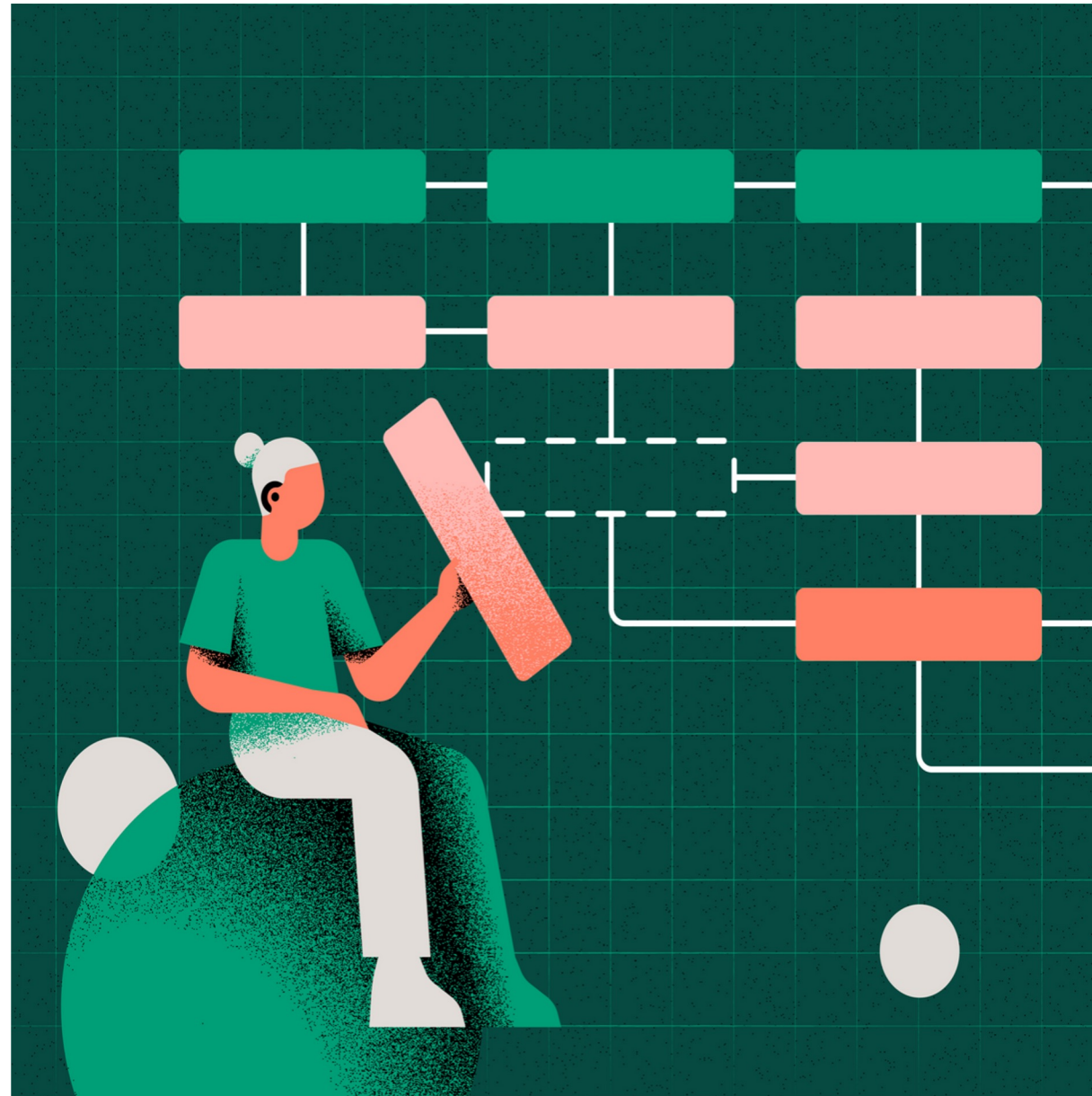
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**Alekski Roima**

- Head of Data Competence @ Futurice
- 20+ client engagements in data & analytics area
- Roles ranging from data advisor to data architect and hands-on data engineer

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# Nordic roots, global mindset

PEOPLE  
**800+**

COUNTRIES  
**6**

NATIONALITIES  
**59**

CONS. YEARS OF GROWTH  
**22**

Care. Trust. Transparency.  
Continuous improvement.

These are our core values,  
and the cornerstones of our  
company culture. They  
define how we work, provide  
continuity in a changing  
world, and keep us unique.  
The worth of our culture is  
determined by what  
happens when nobody is  
watching.



FAMILY OF COMPANIES



eCommerce &  
Growth Hacking



A Microsoft specialist  
consultancy



Freelance developers  
for your projects

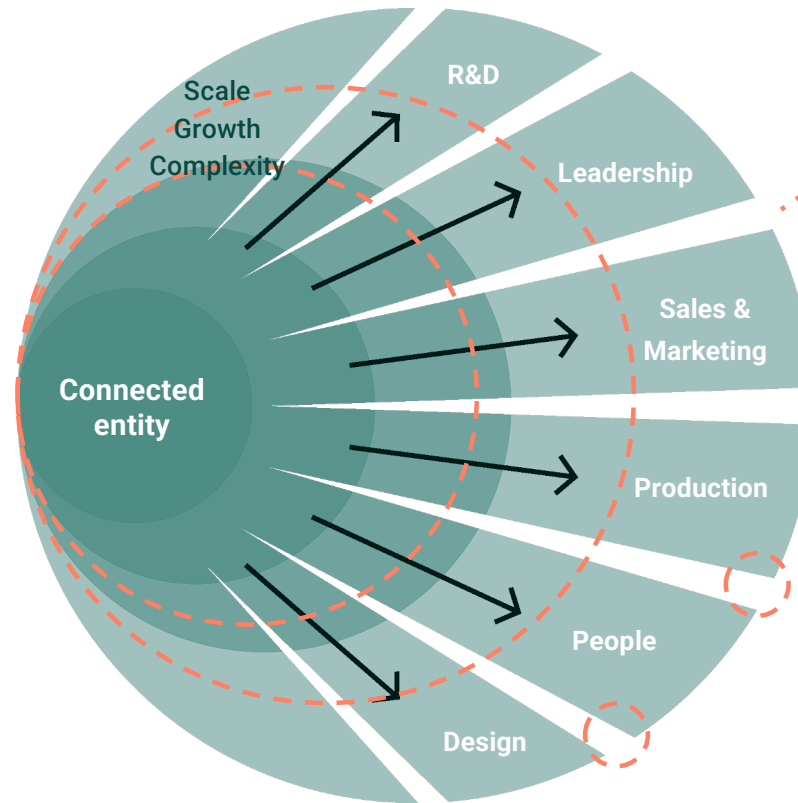


Future-proof, robust, and  
secure data solutions

# Connected company

# Companies have grown and become disconnected

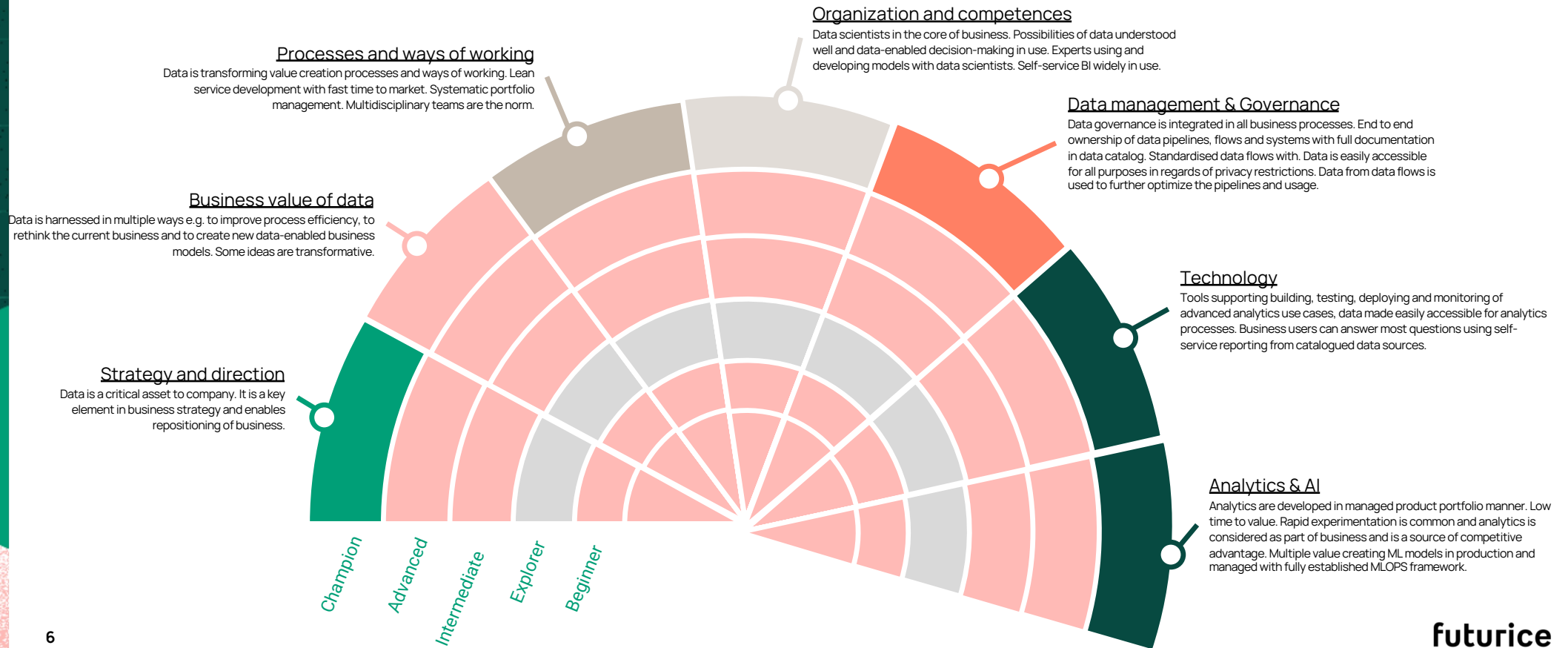
During our own and clients' transformations in **automotive, construction, energy, healthcare** - we've learned that **AI is not about automation but connectivity.**



**Disconnections of knowledge, processes & people**

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# Accelerating the transition towards connected company requires multidimensional approach



# How to create future-proof data and analytics enabler

From current state analysis towards the future. Creating an actionable Vision and Roadmap on the road to success



## 1 - Current state

Creating shared understanding of the current maturity of data architecture. This is crucial in order to discover the design drivers for the data operating model, and to create competitive advantage with data.

## 2 - Vision

Defining a shared ambition level and direction. Setting the target state for the data architecture to support data-driven business decisions in the future to gain competitive edge in the market.

## 3 - Roadmap and architecture

Clarification of what kind of data capabilities, competences and partners are needed to reach the vision in a short and long term. Designing a high-level data operating model and architecture to support it. Recognising the choices that need to be made and drafting a roadmap.

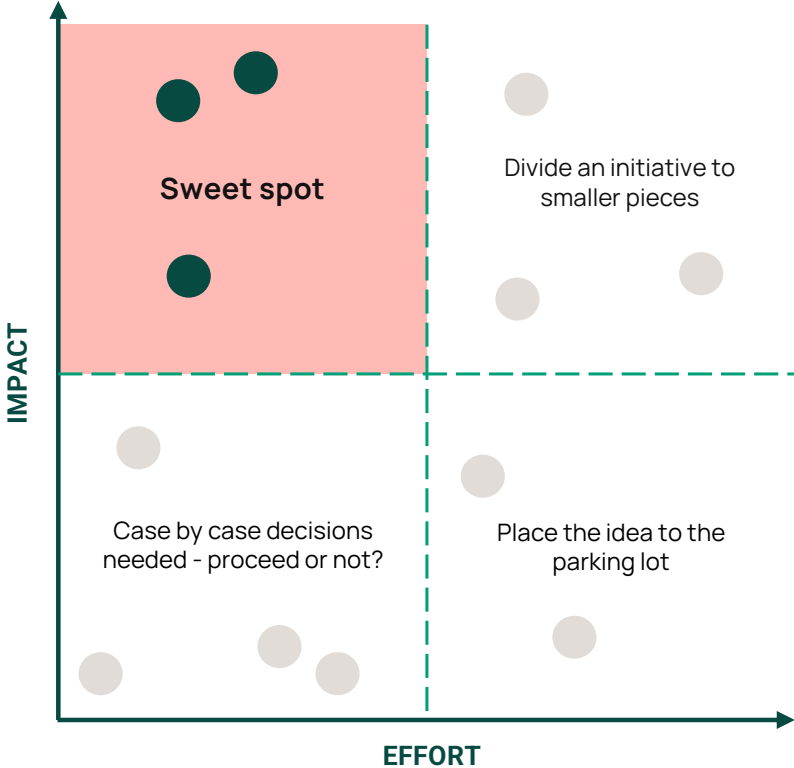
## 4 - Use-case driven development

Continuously developing new use cases with the mindset of how to create value with data. Building a minimum viable architecture with first use case developed

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# Don't start with the rockstar case

Justify the investments based on business and user value vs effort





# Case example: Vahterus Sales & Configuration AI

# Getting value from AI isn't easy.

**Select a time consuming process with lots of existing data, then the real work starts:**

1. Prove the value and calculate the business case
2. Accept that people are scared
3. Communicate and iterate tightly with process experts and management
4. Understand that integrating it to existing process takes time

**And you might end up with:**

- Process time cut down to fraction of the earlier state
- Sales doesn't always need an expert with multi-year experience
- Innovative configurations that haven't been thought before on totally new level of effectiveness



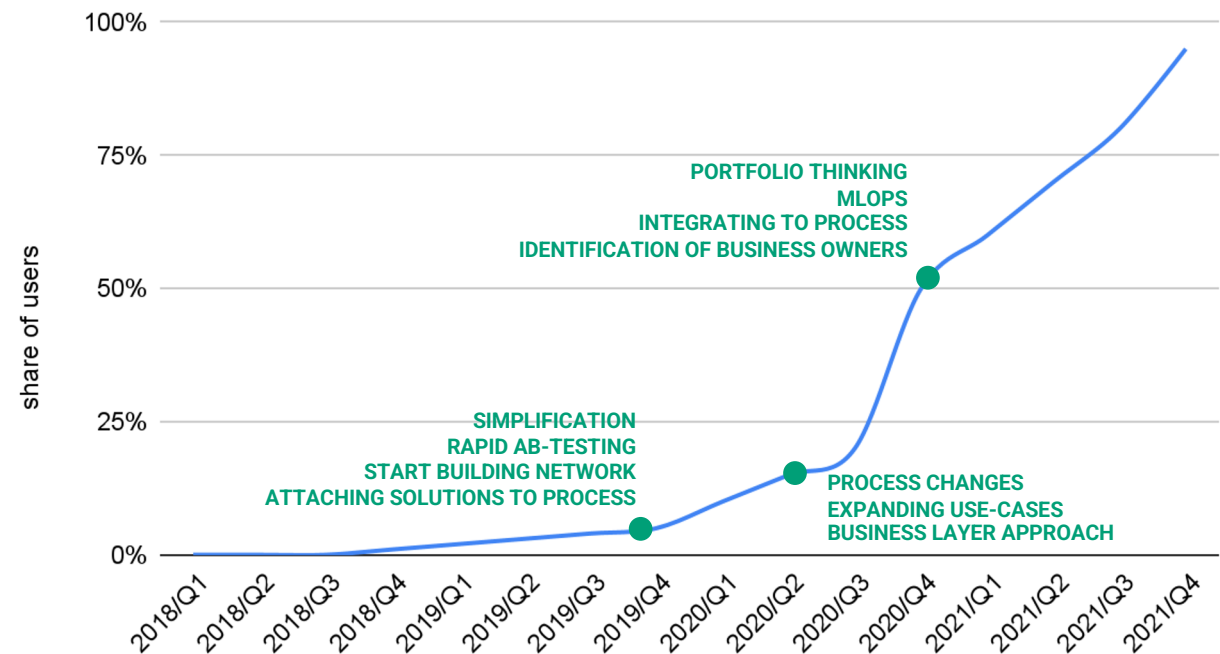
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# Case example: Personalization at Sanoma

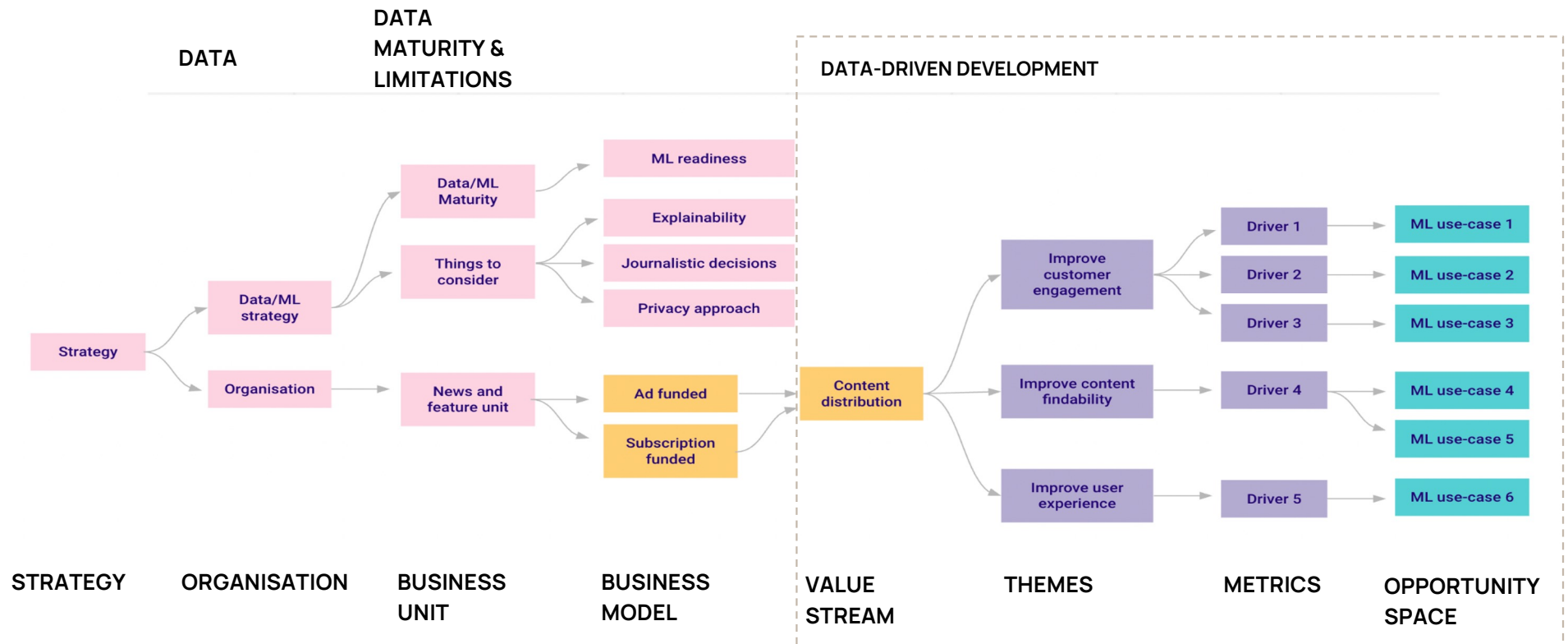
# Sanoma - taking data and analytics to core functions

- Long history in data utilization in enabling functions like B2C and B2B sales
- Value has been proven but in core value creation integration has been slow
- From centralized Data services to Data mesh
- Required growing data literacy for business owners and stakeholders. Redefining core processes.
- Moving towards data as core competitive advantage creator
- Portfolio of data products

## Personalization growth - share of users

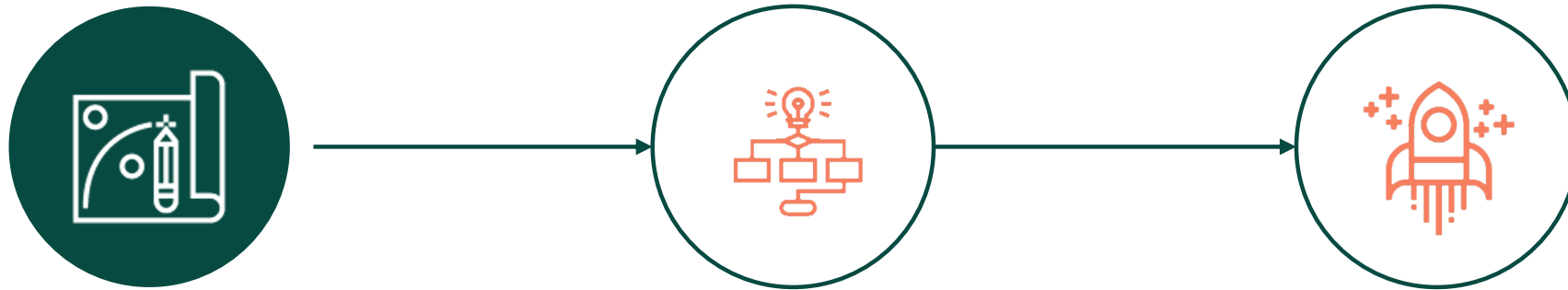


# From strategy to use-case mapping



So, where to start?

# Understand where to start and iterate from there



## Inspiration & Identification workshop

Identification of opportunities to improve customer experience and business operations with data. Partners can typically help to identify opportunity areas through example cases and sparring. Management support needs to be found already at this point.

## Use case based development

Development of the prioritised data use cases in iterative fashion. Showing early business value and including core stakeholders.

The use cases shouldn't be an IT exercise, but truly affect the operational processes or business.

## Launch the data applications into production

Launch the data application(s) into production and educate organisation and user on the new data-enabled business processes. Monitor performance and measure and analyse business impact. Create a feedback loop to prioritise the next data use cases.

Thank you!



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