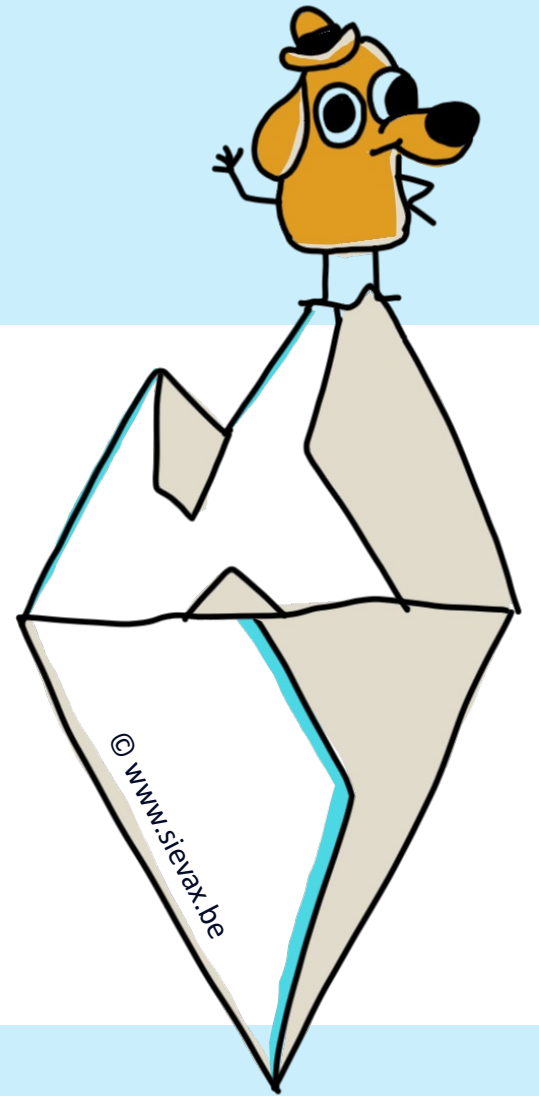


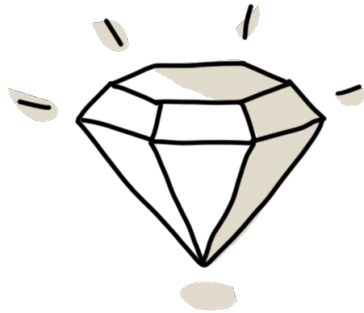
AI AND DATA STRATEGY: DRIVING EACH OTHER FORWARD

JAN MESKENS

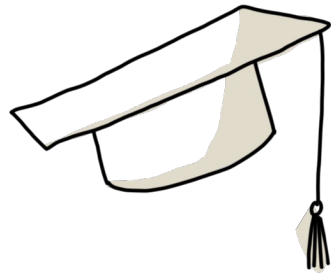




Jan Meskens



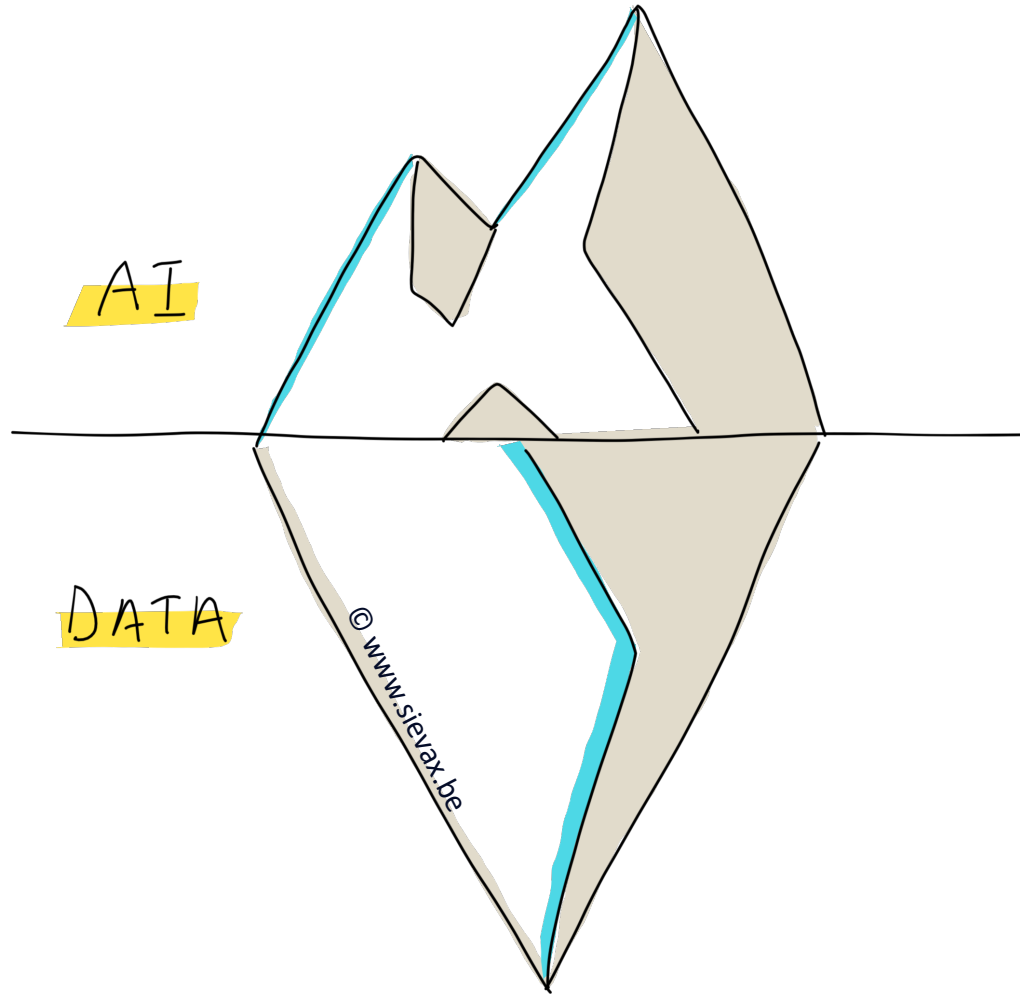
Data and AI Strategy
Consultant

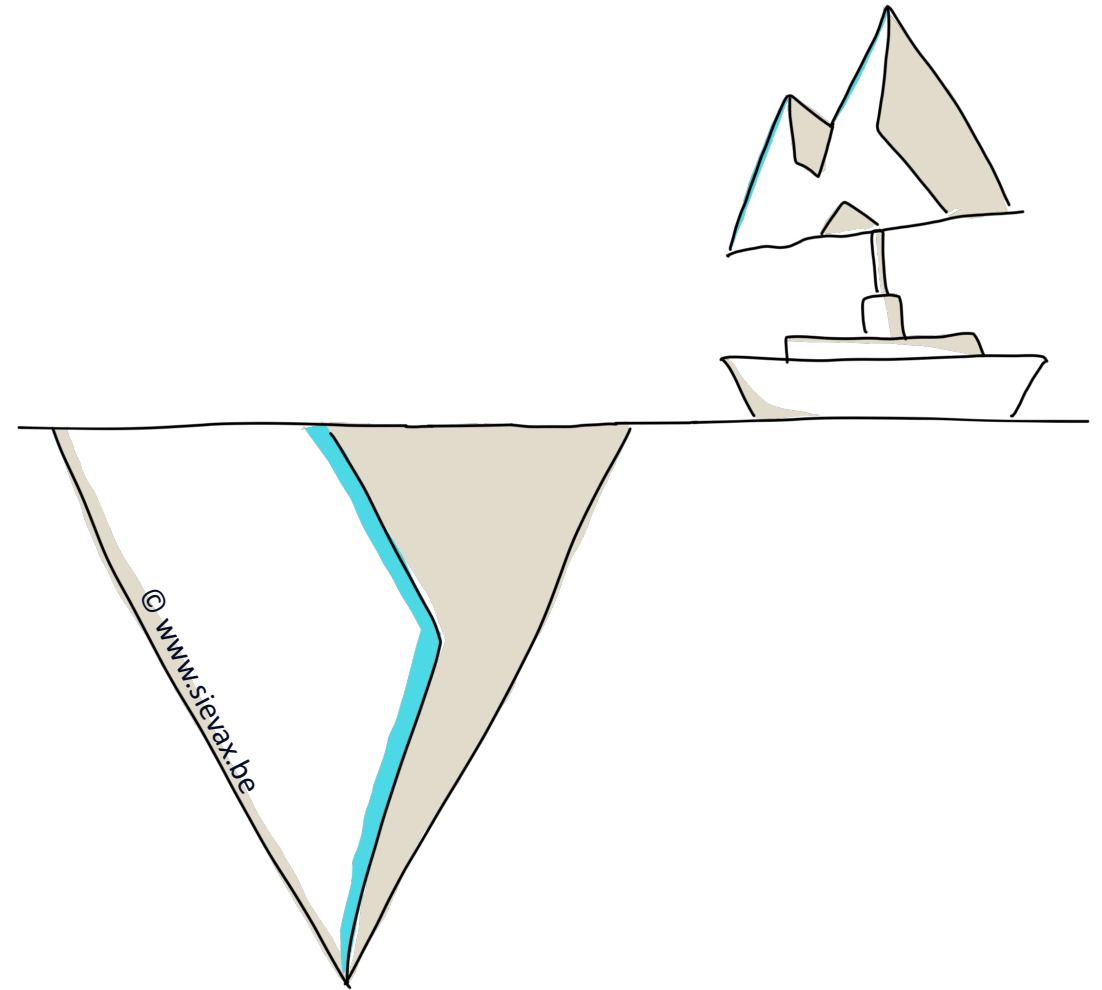
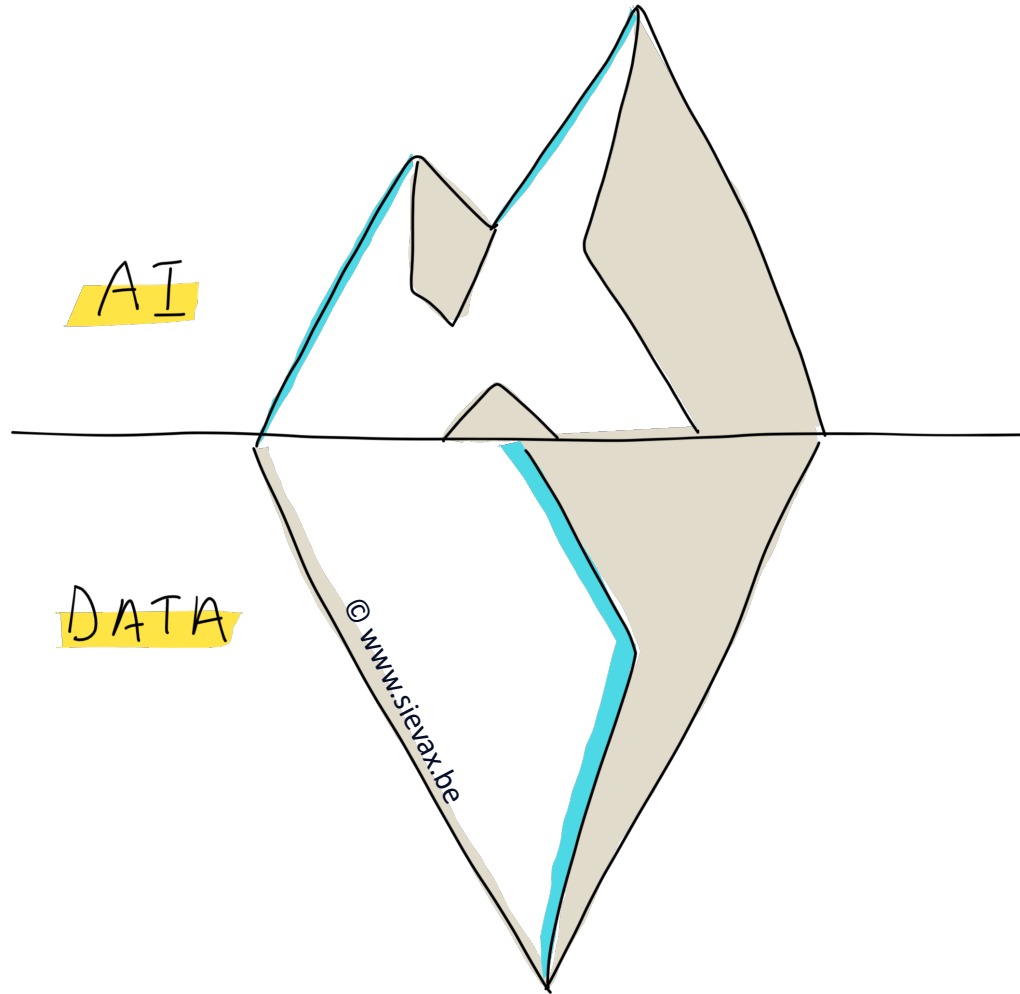


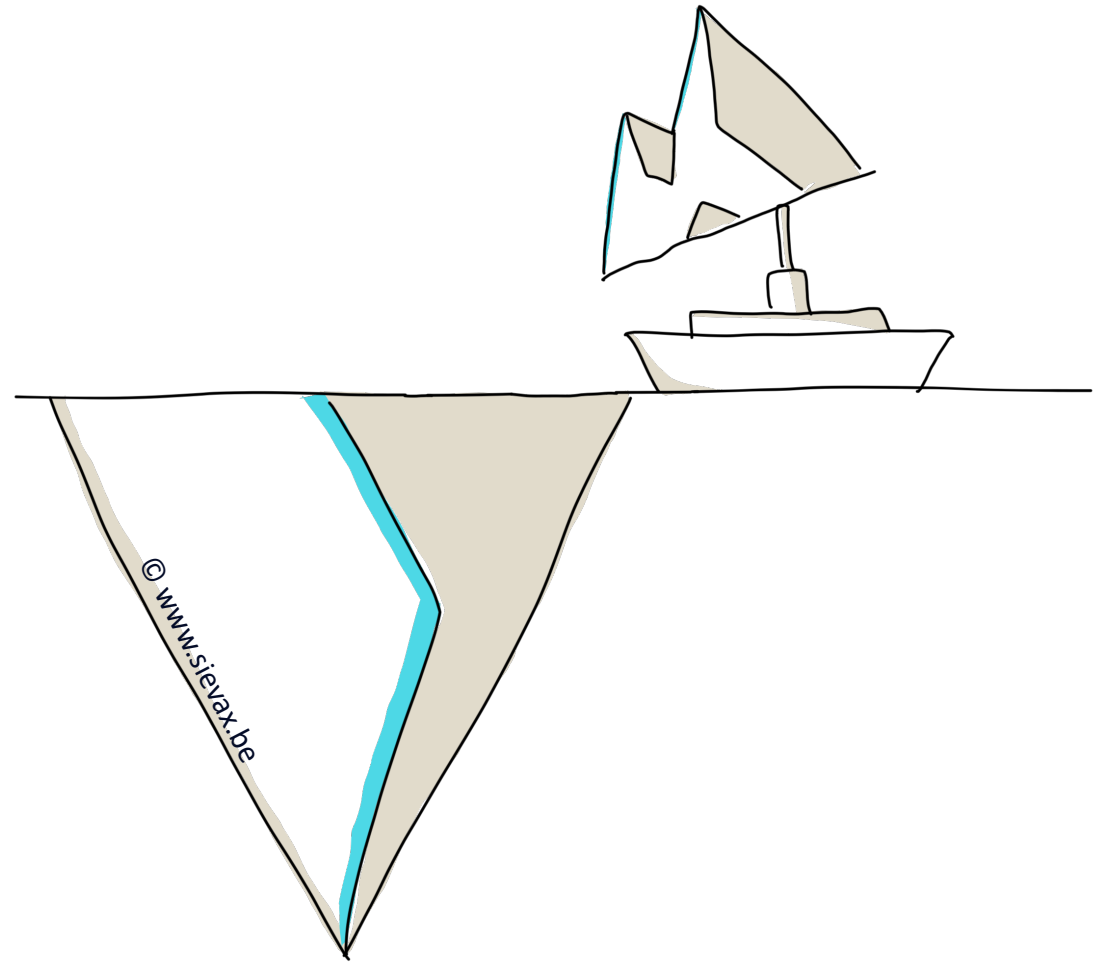
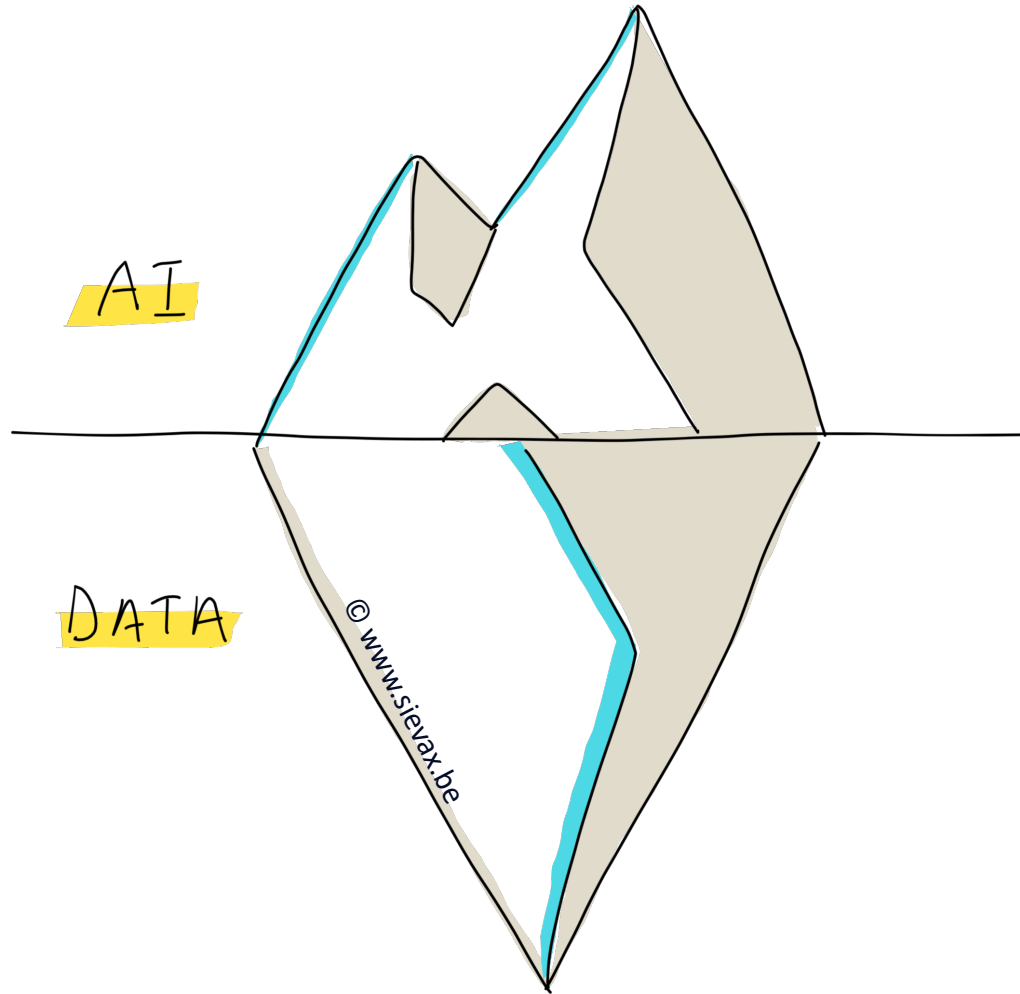
Lecturer of several AI and
Data Strategy Trainings

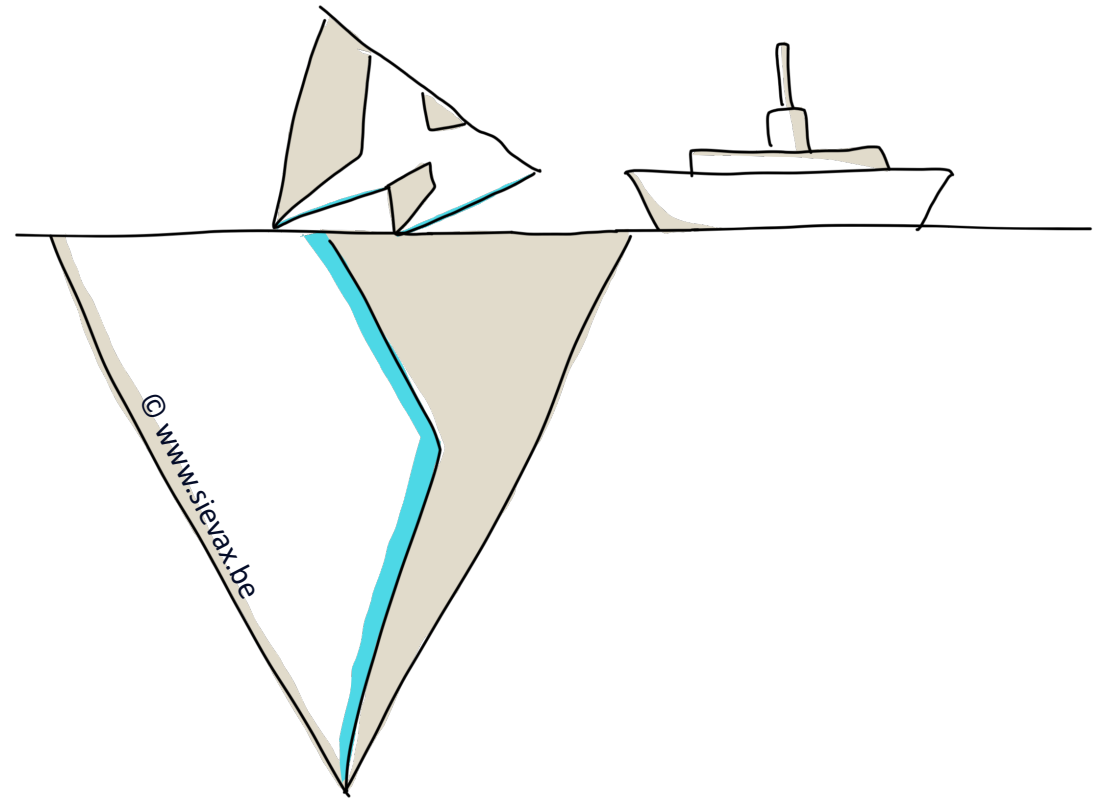
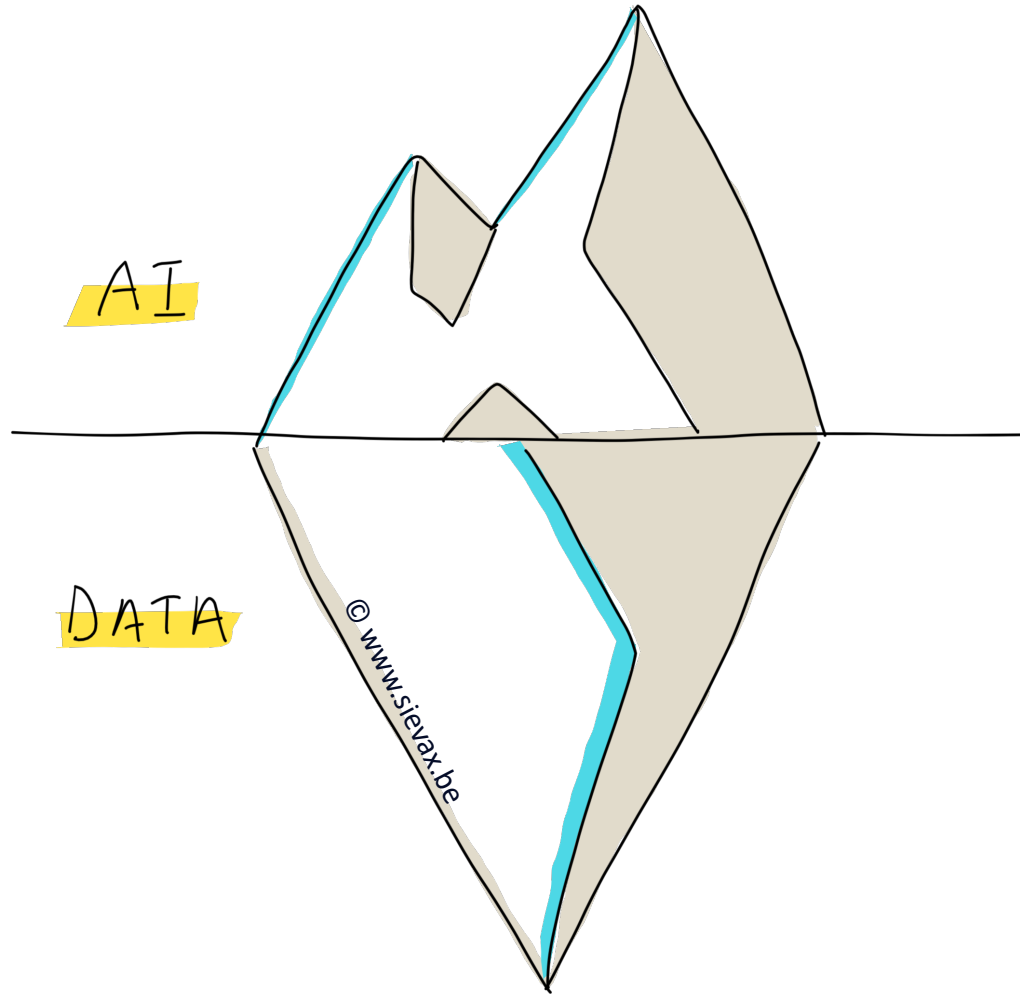


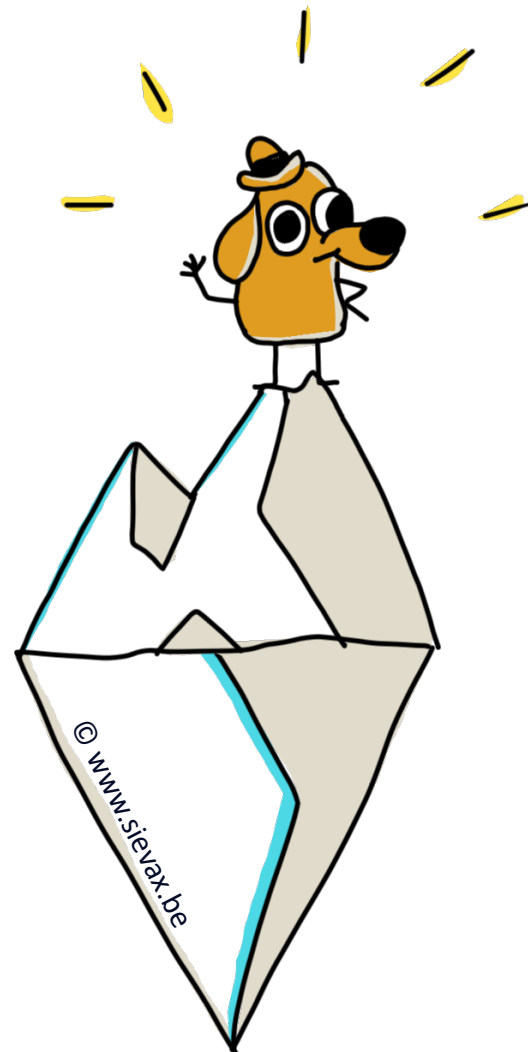
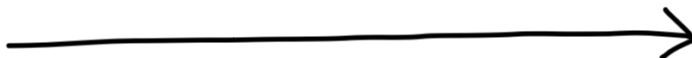
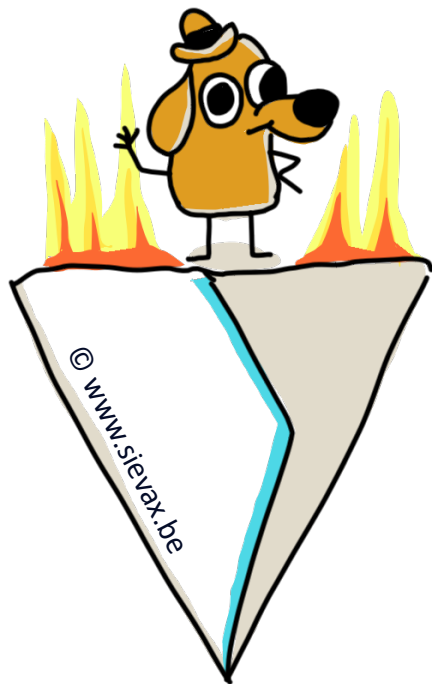
Founder and Manager
of Sievax



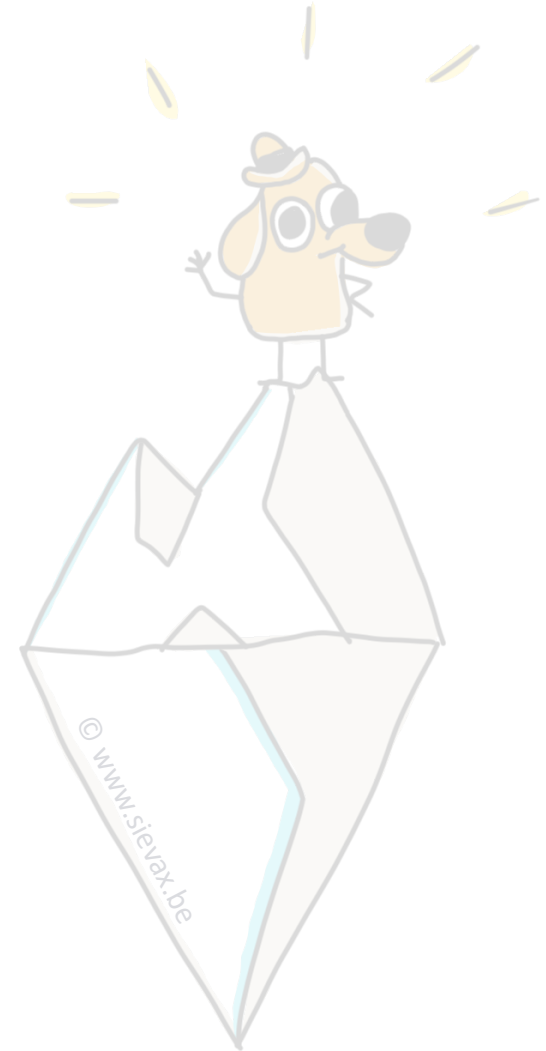
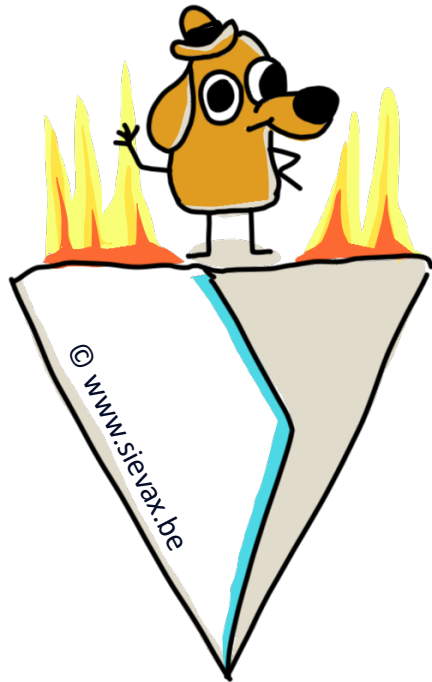








THE DATA ENGINEERING EXPERIENCE



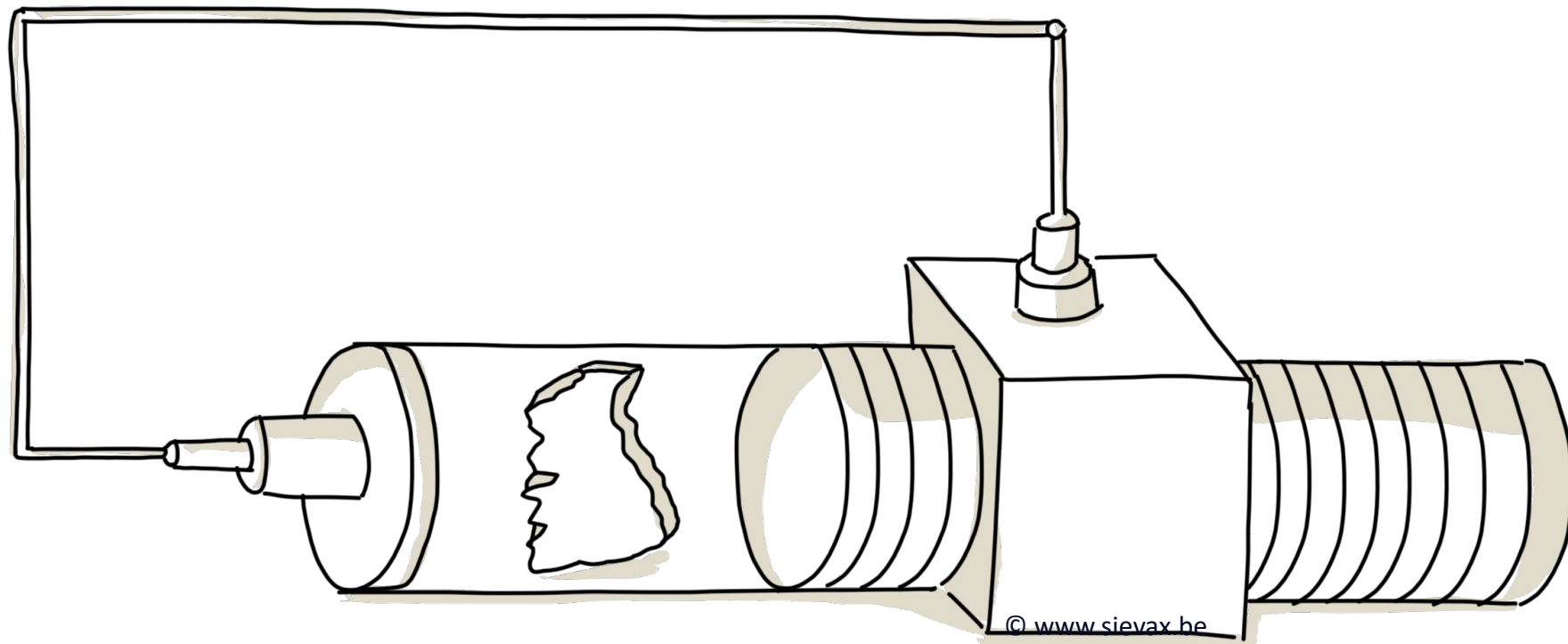
MY IMAGINARY DATA WORLD



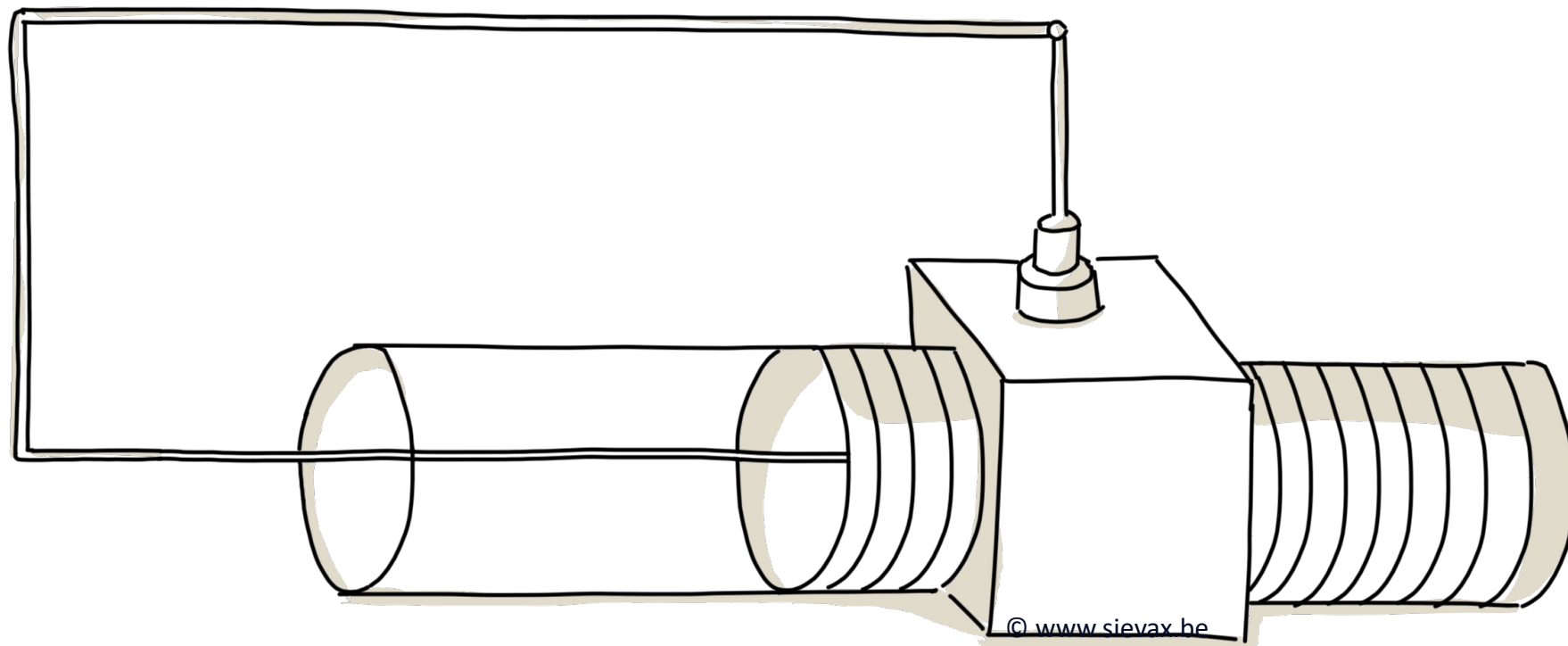
MY IMAGINARY DATA WORLD



MY IMAGINARY AI MACHINE

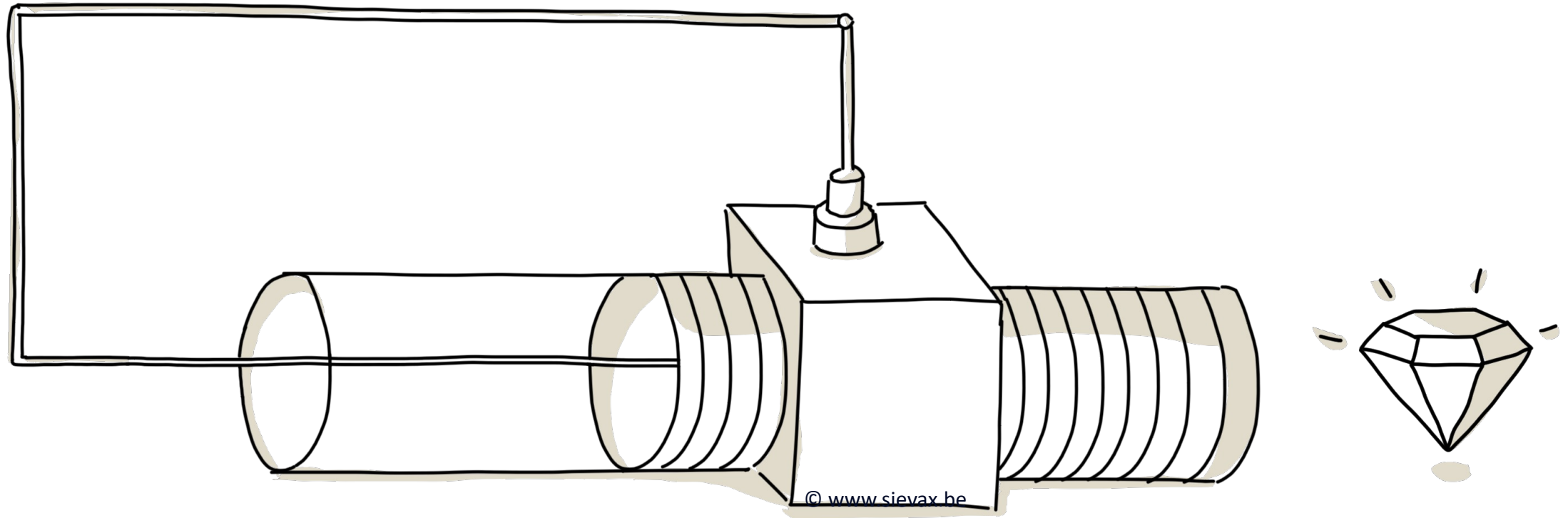


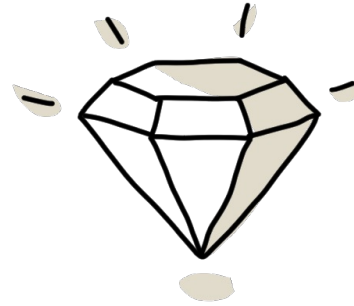
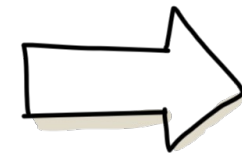
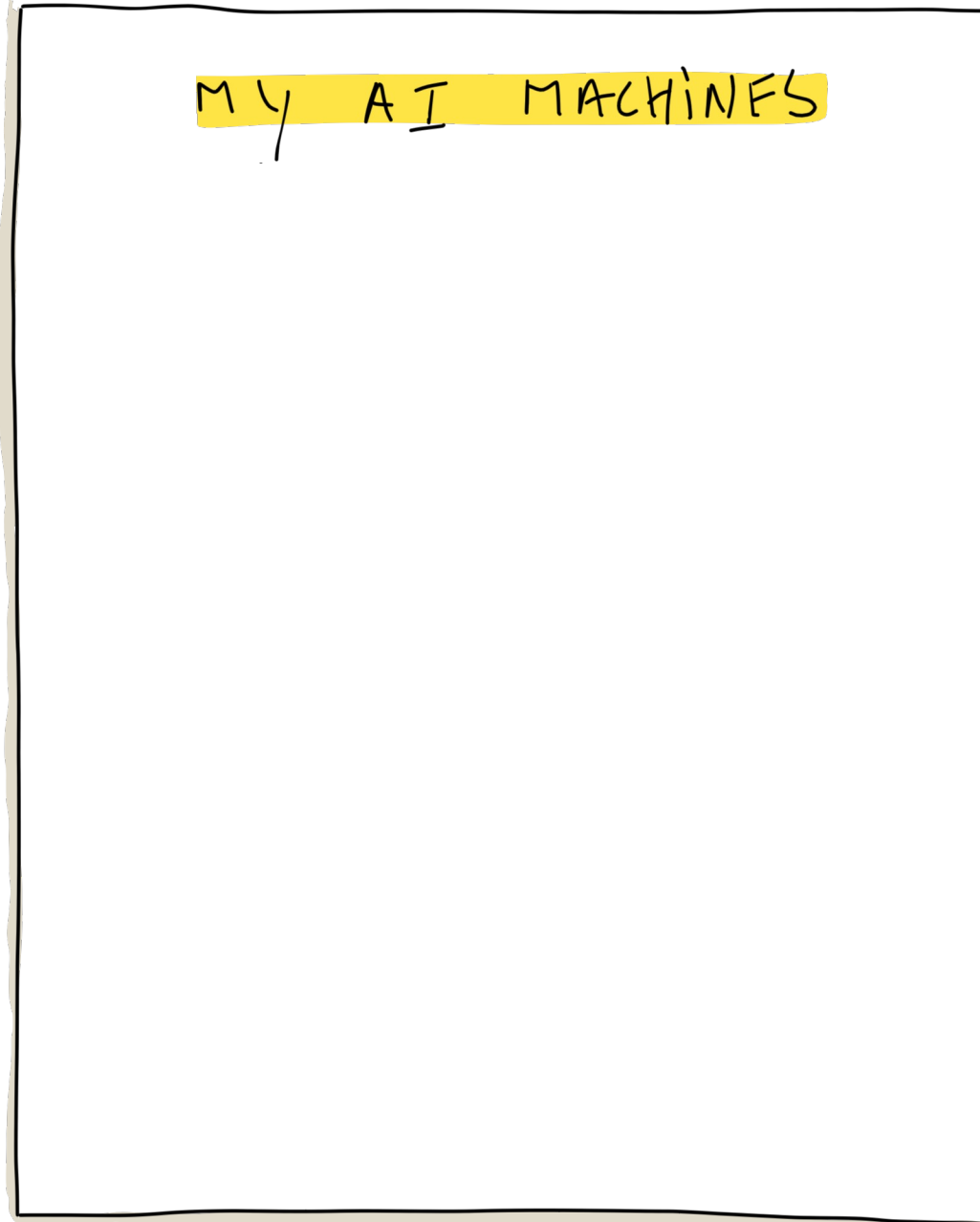
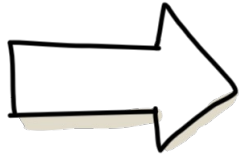
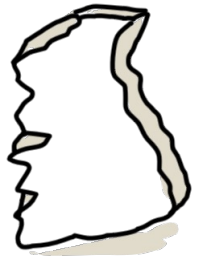
MY IMAGINARY AI MACHINE

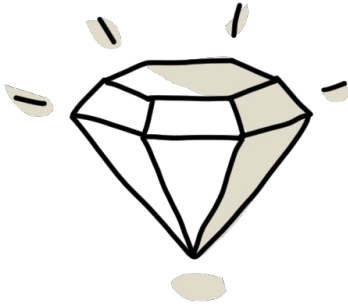
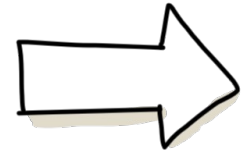
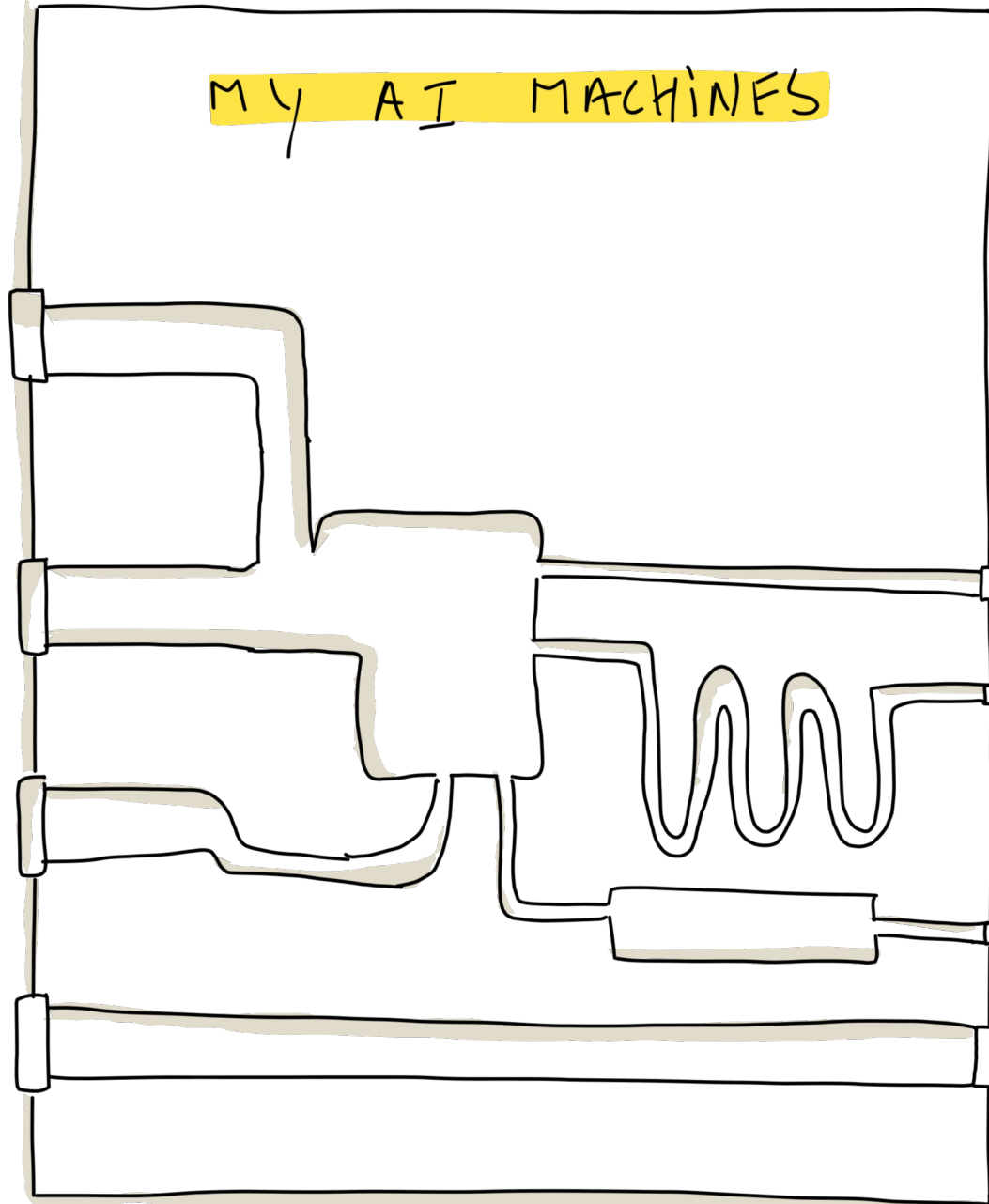
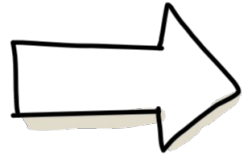
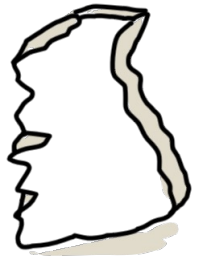


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MY IMAGINARY AI MACHINE

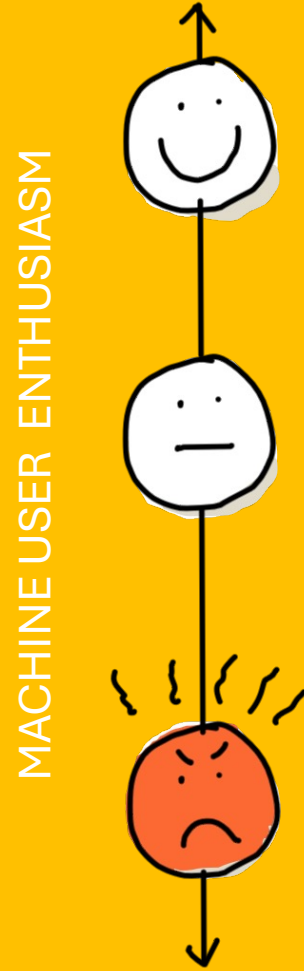


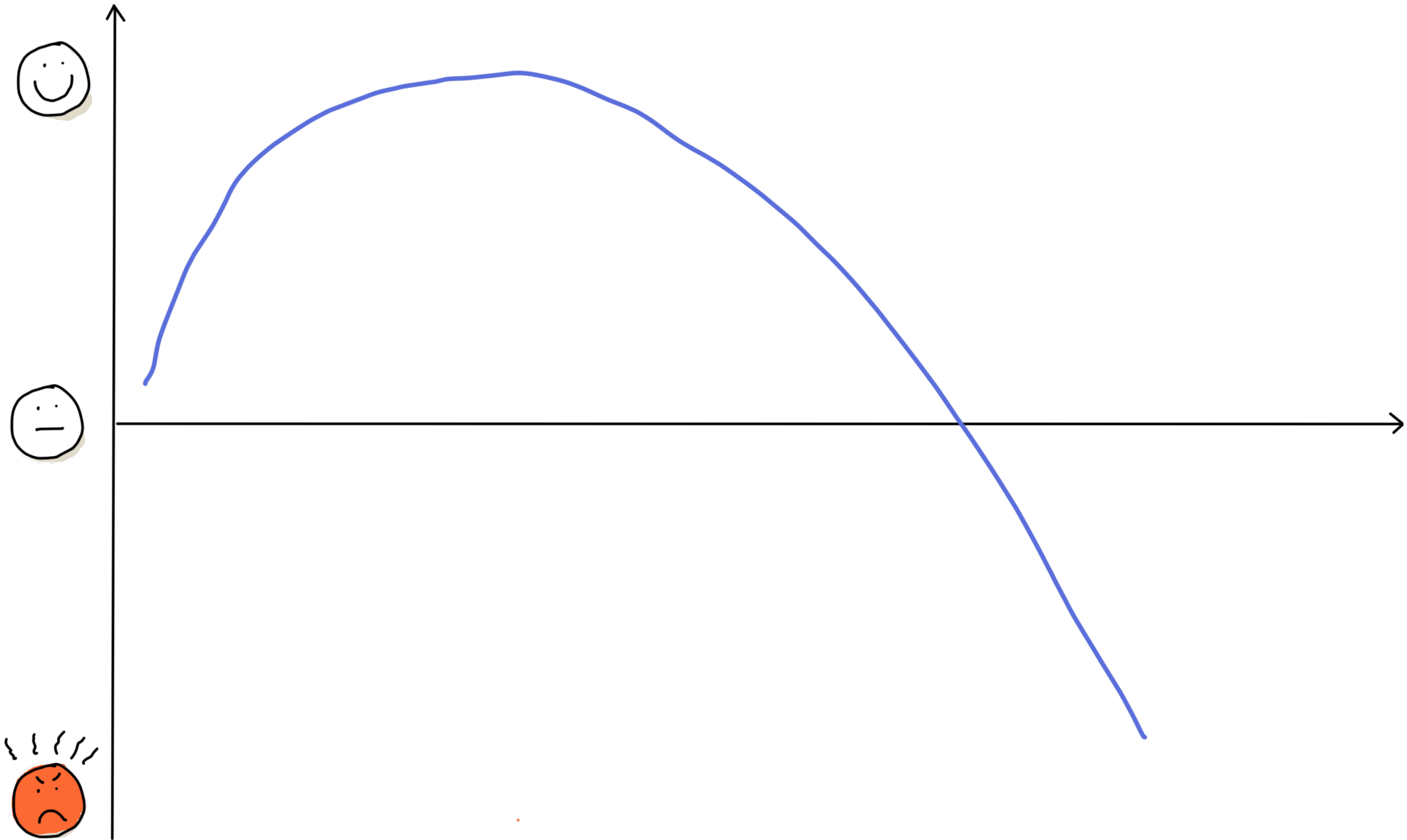


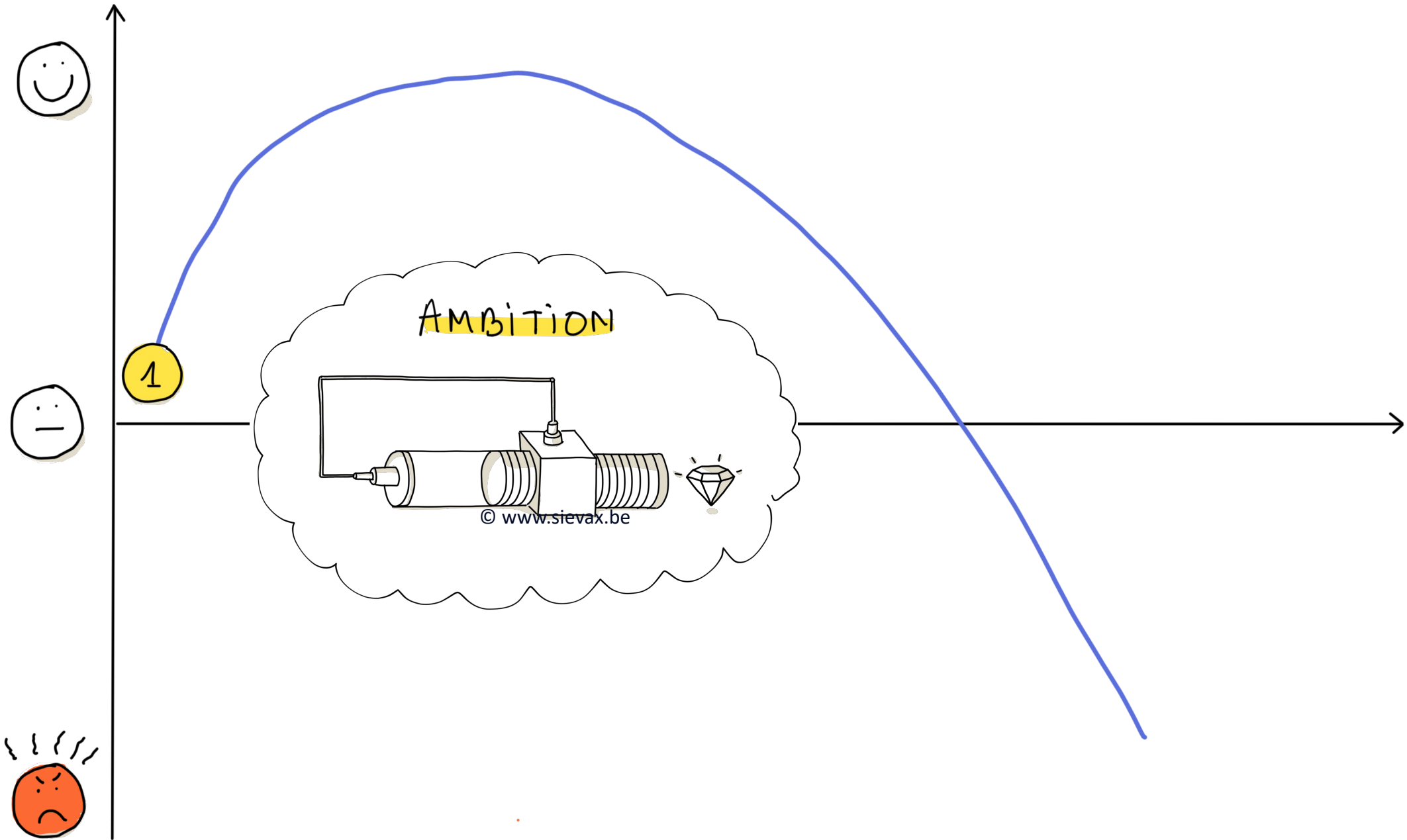


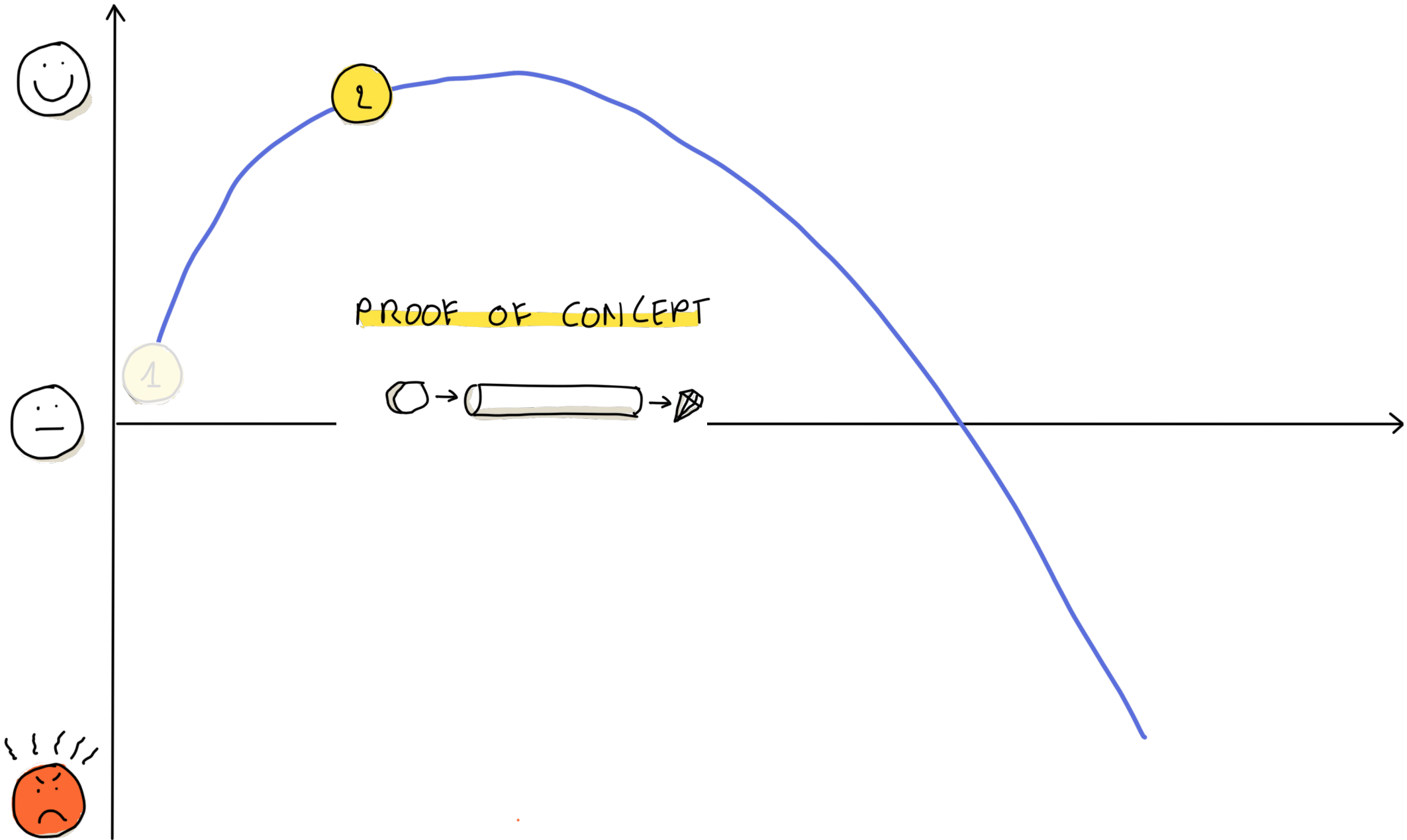
SOME INTROSPECTION...

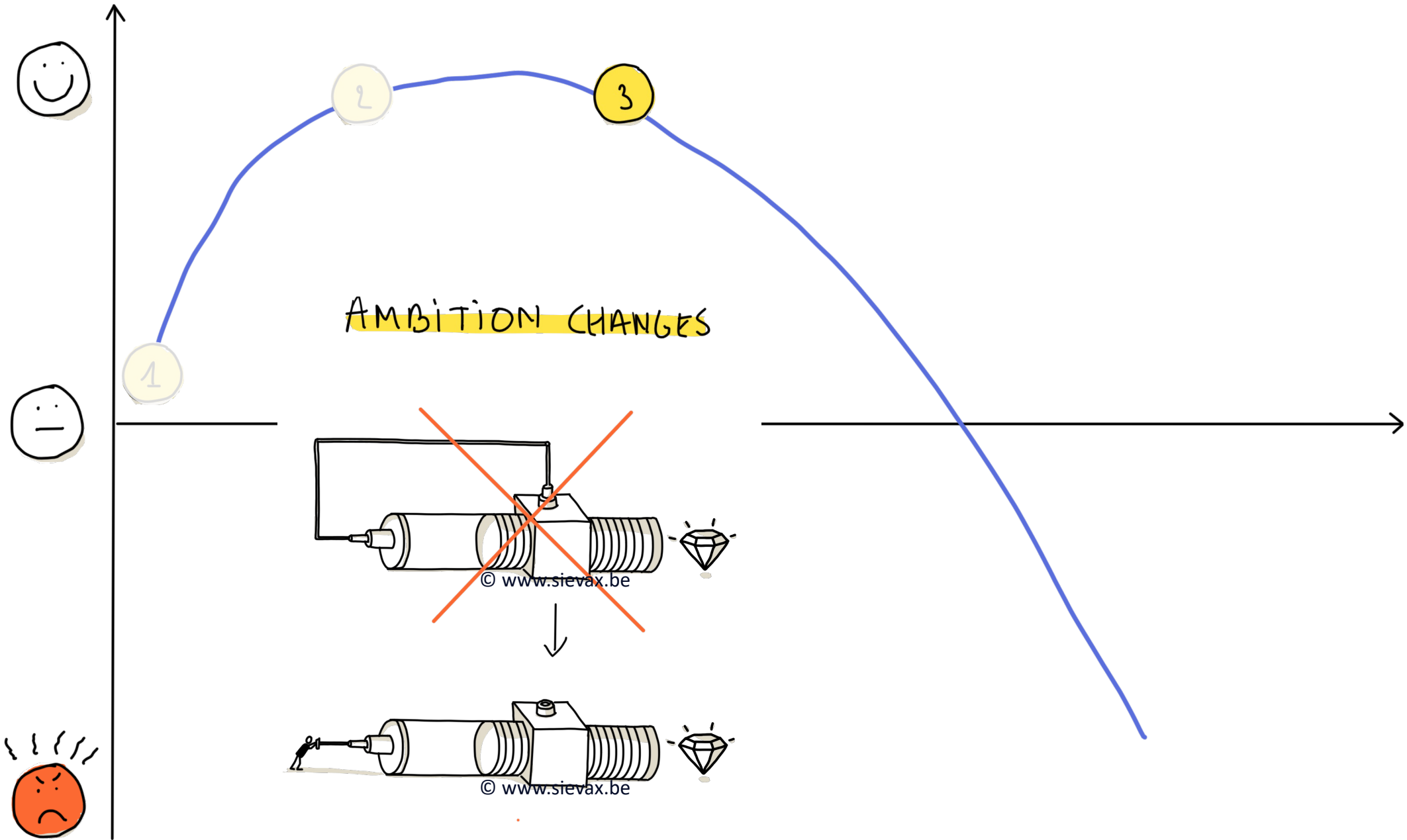
WERE THESE AI MACHINES A **SUCCESS**?

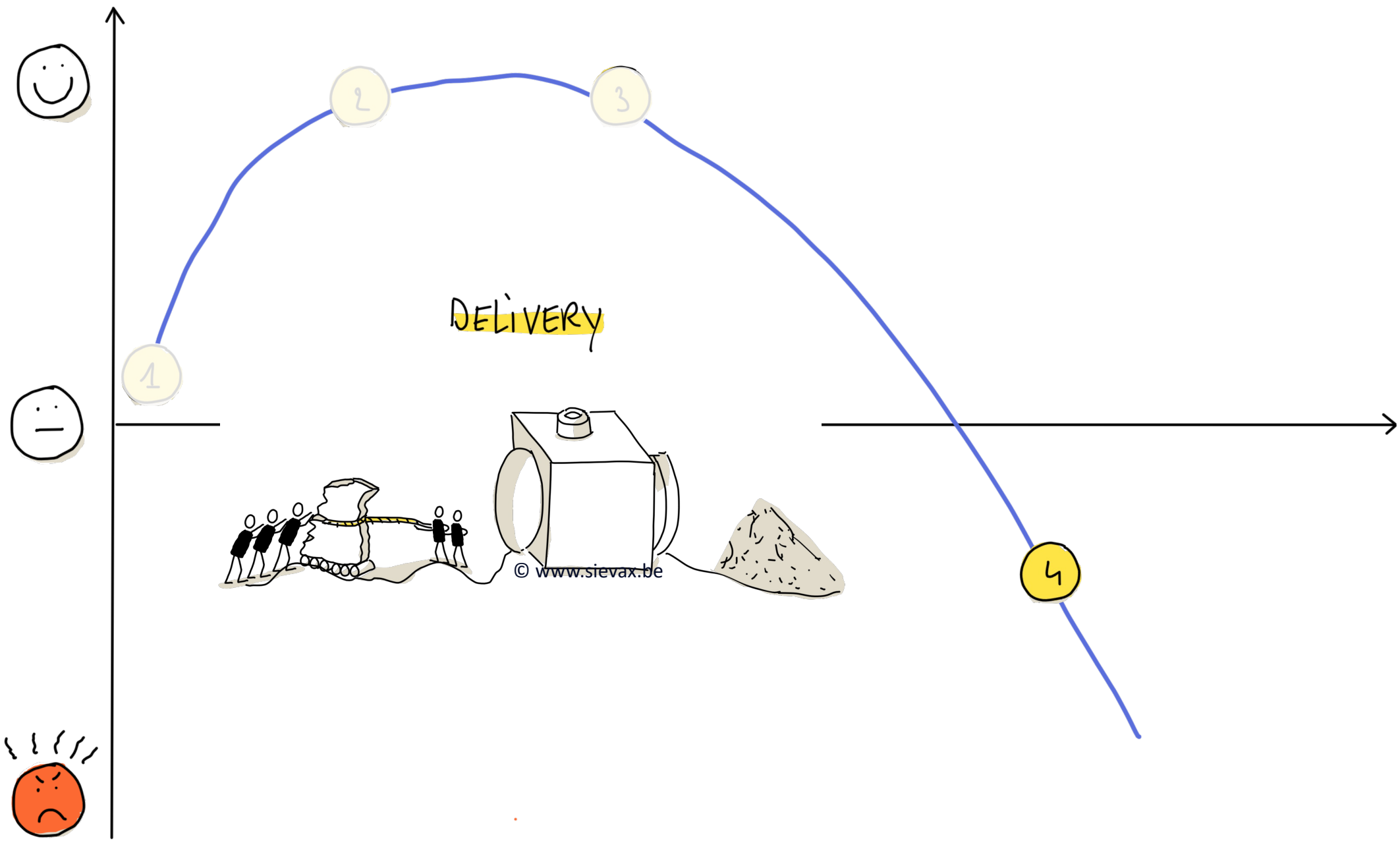








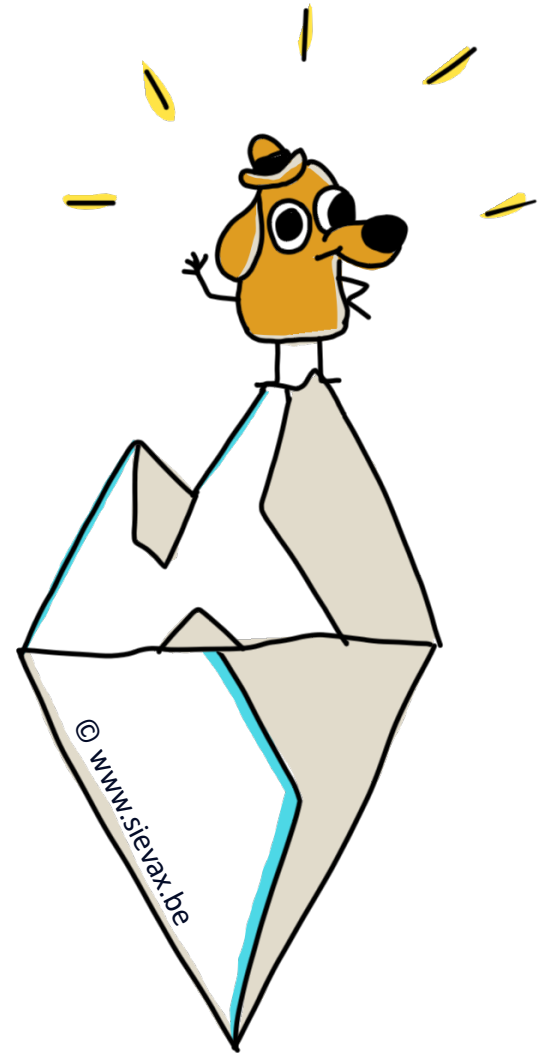




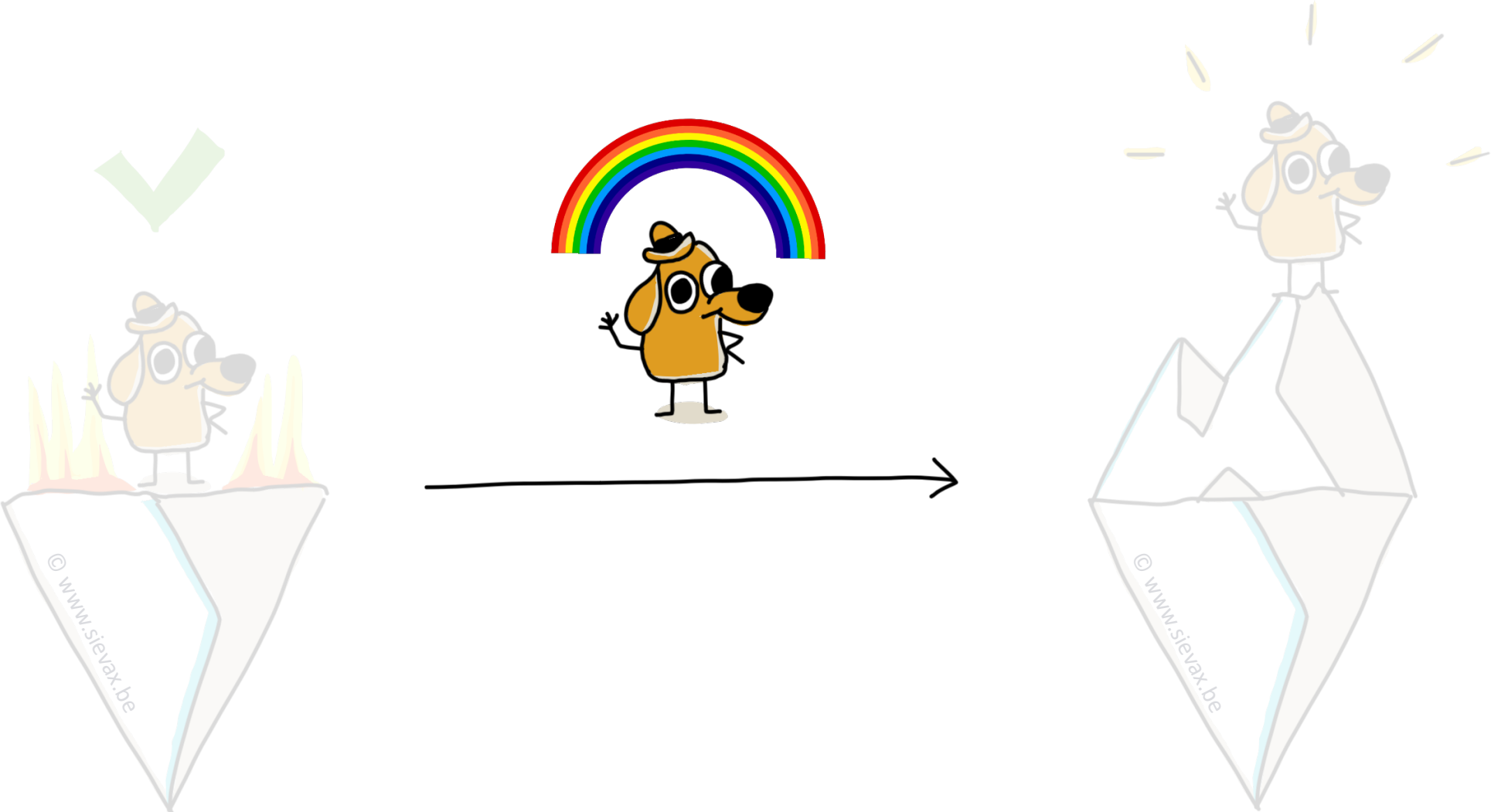
DELIVERY

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MY JOURNEY TOWARDS VALUE FROM AI

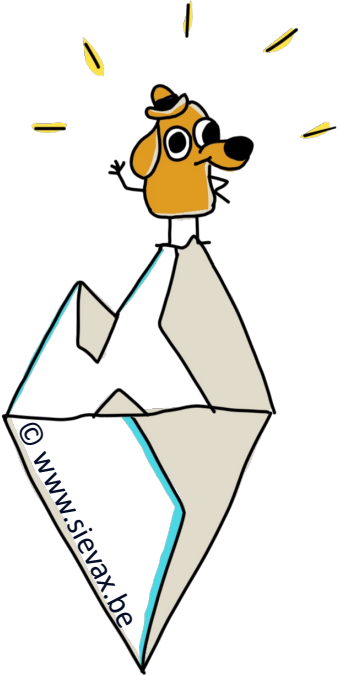
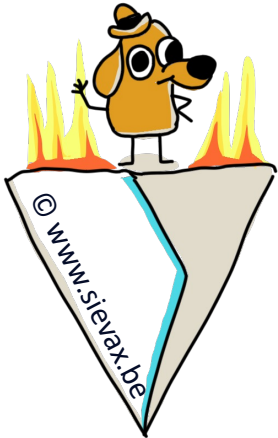
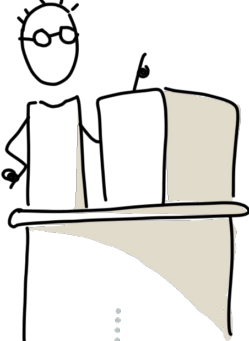
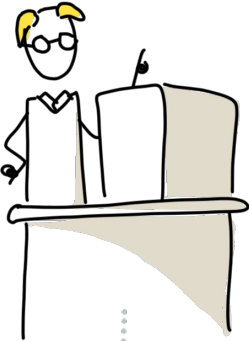
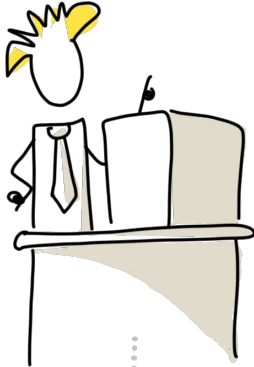


MY JOURNEY TOWARDS VALUE FROM AI

I

II

III

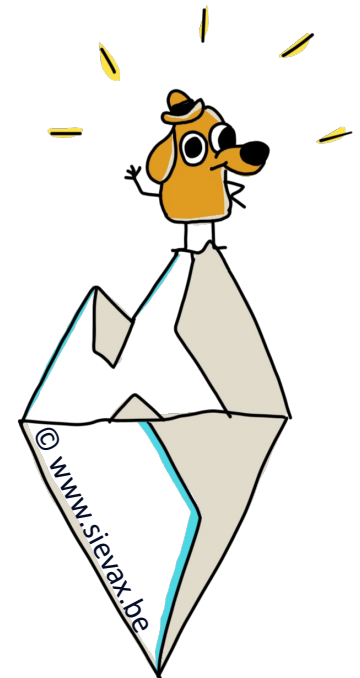
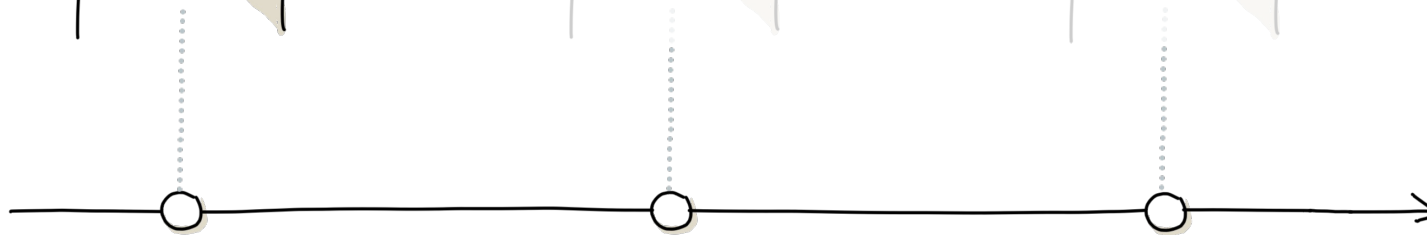
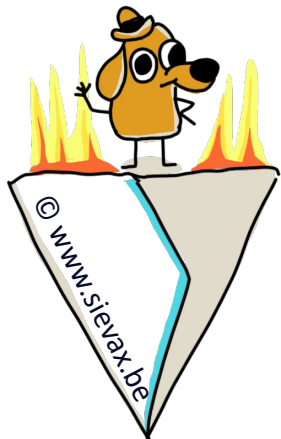


THE DATA GOVERNANCE APPROACH

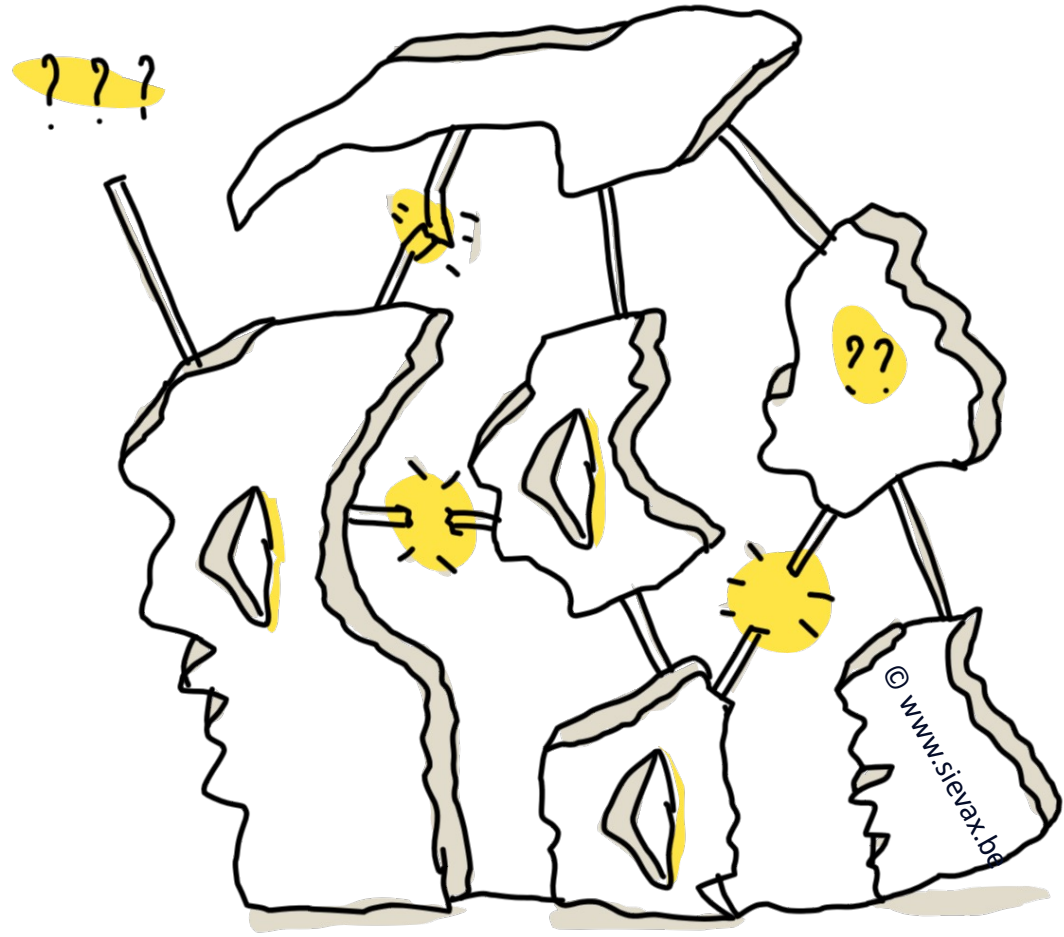
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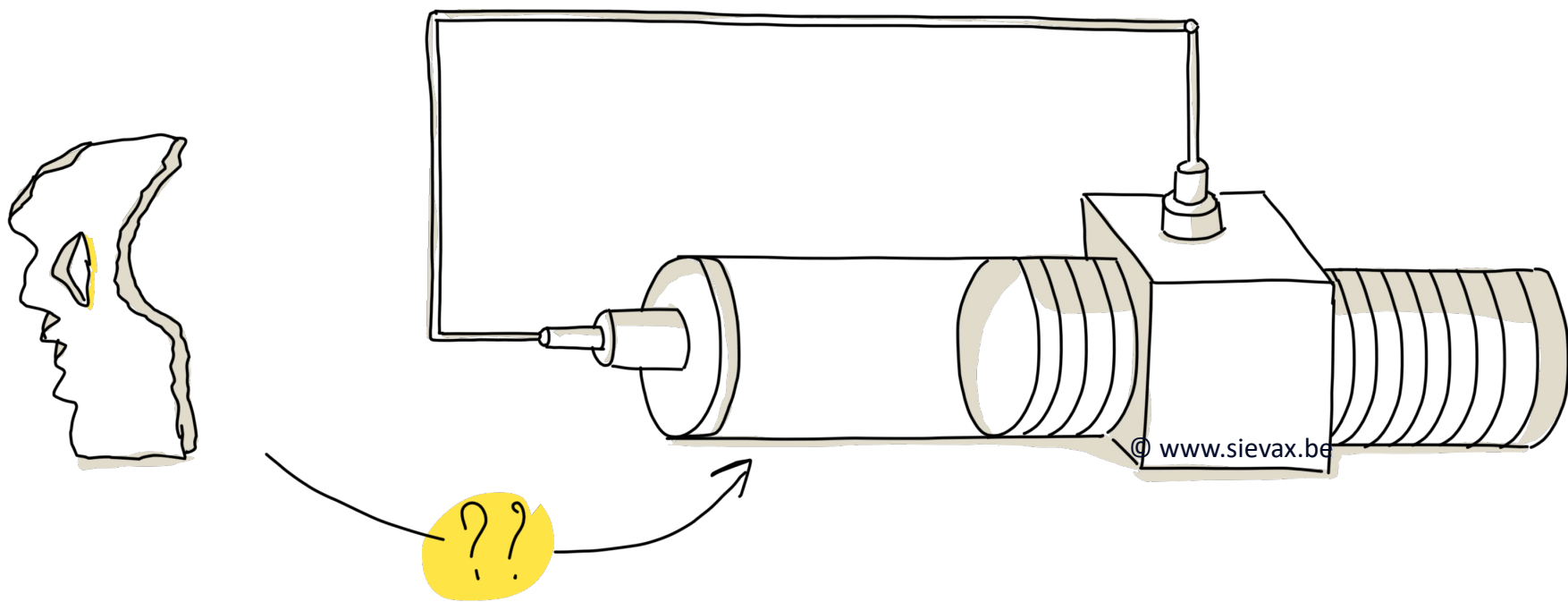
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III



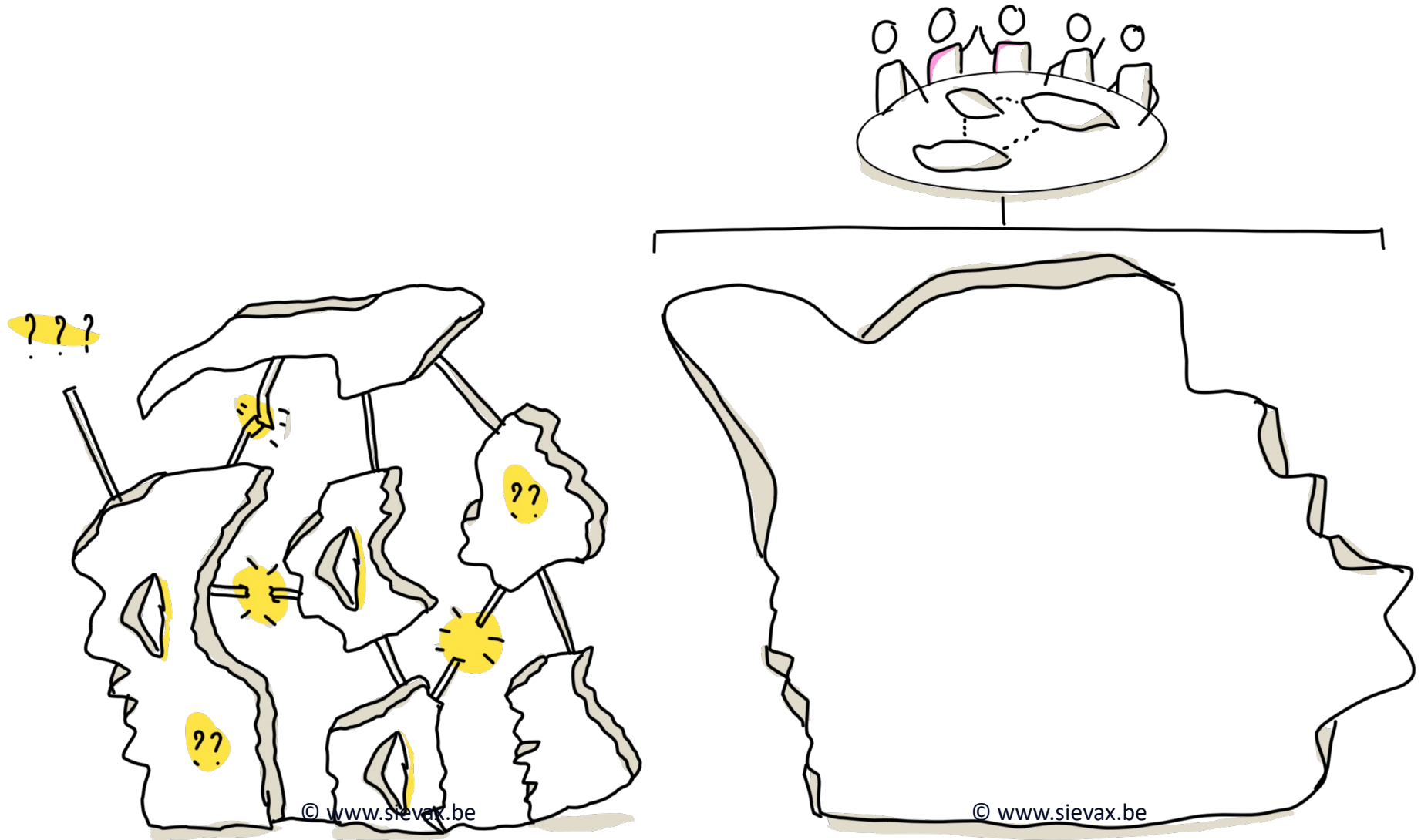






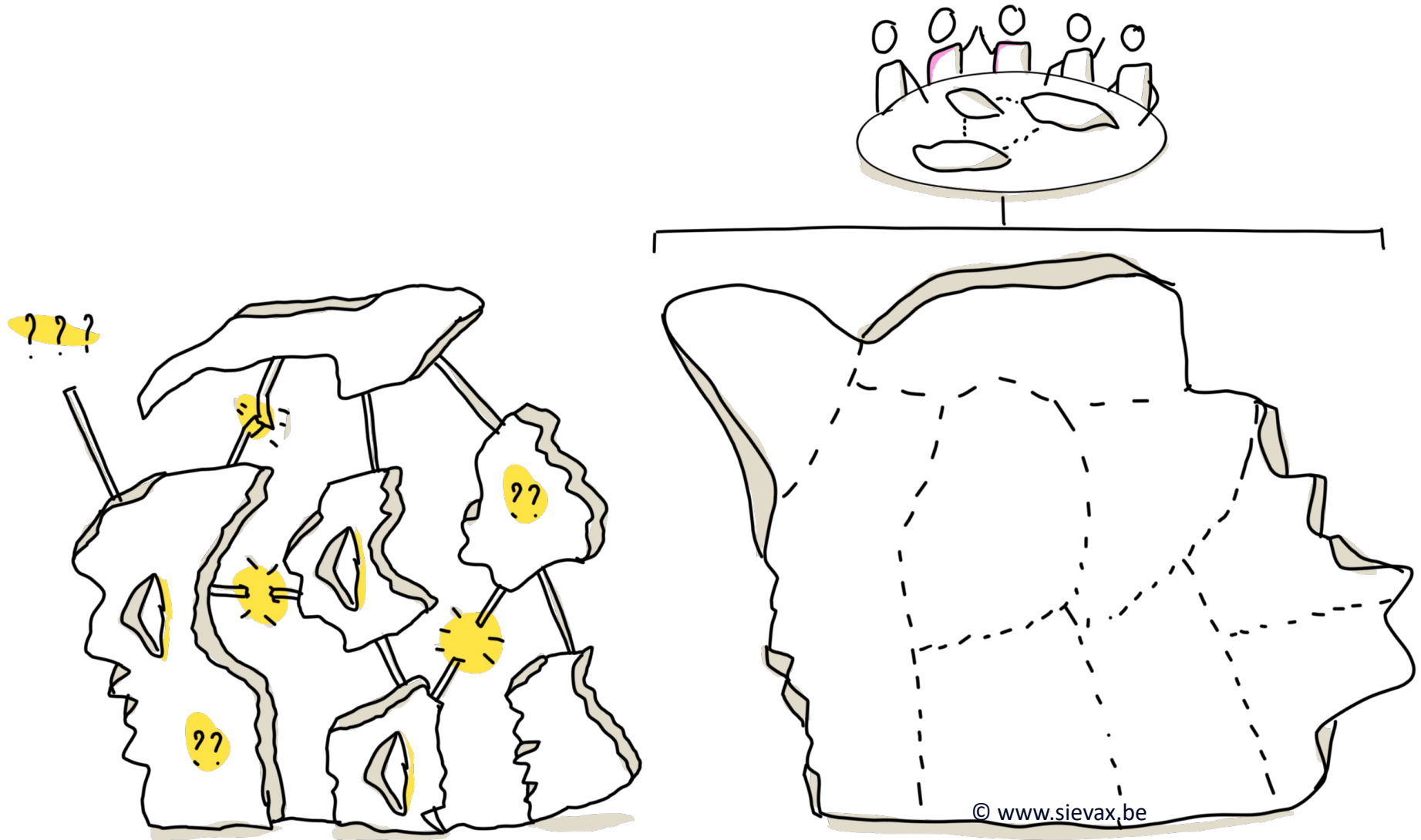
DATA? WHICH DATA?

**ENTER: DATA
GOVERNANCE**



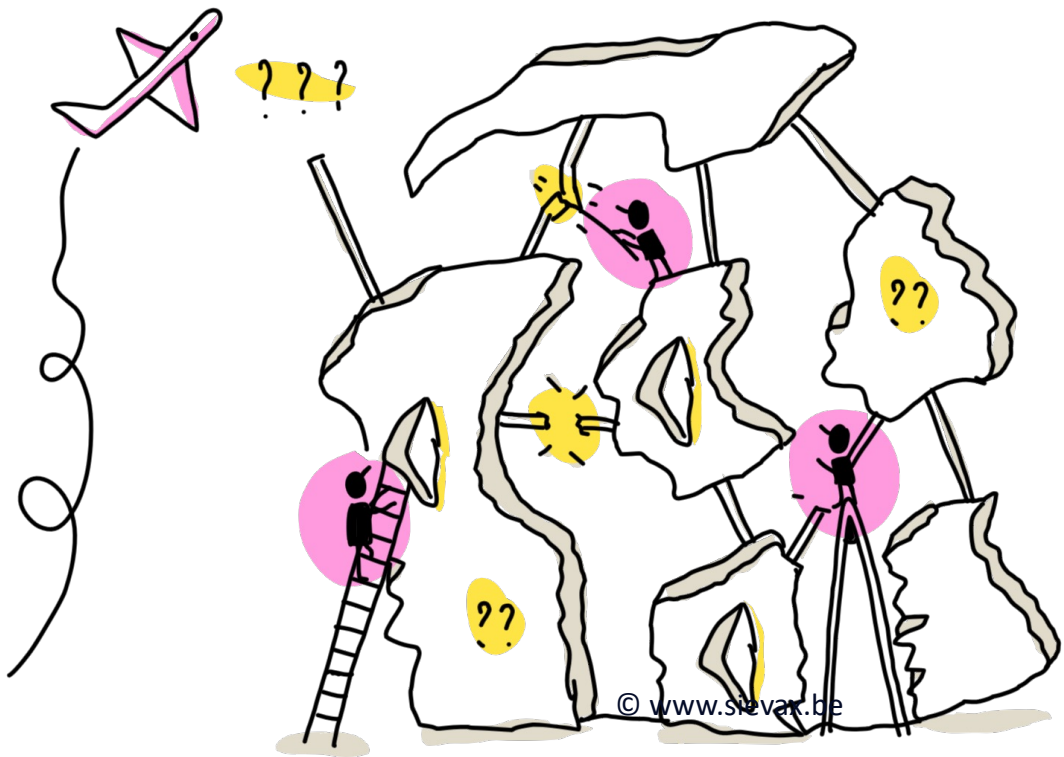
THE DATA

THE MODEL



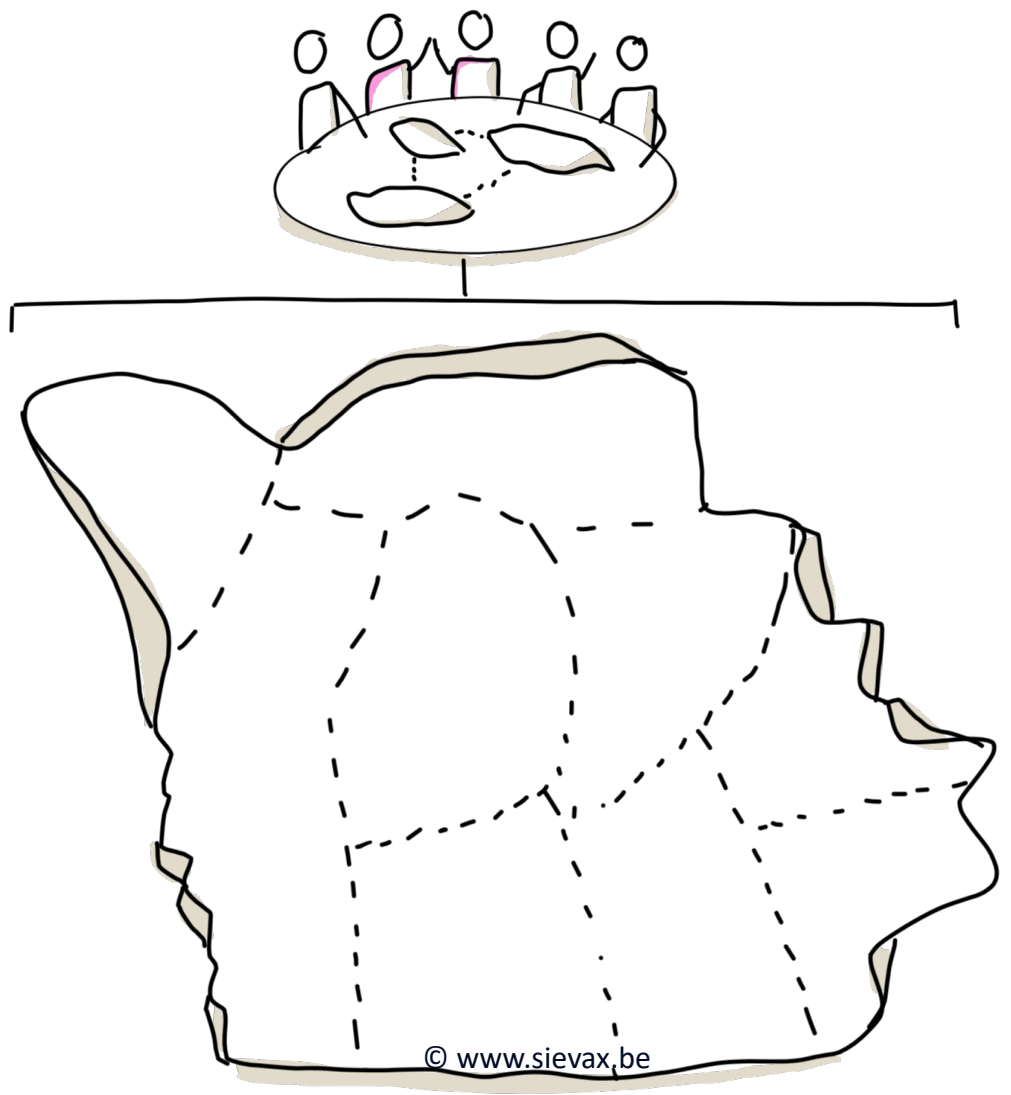
THE DATA

THE MODEL

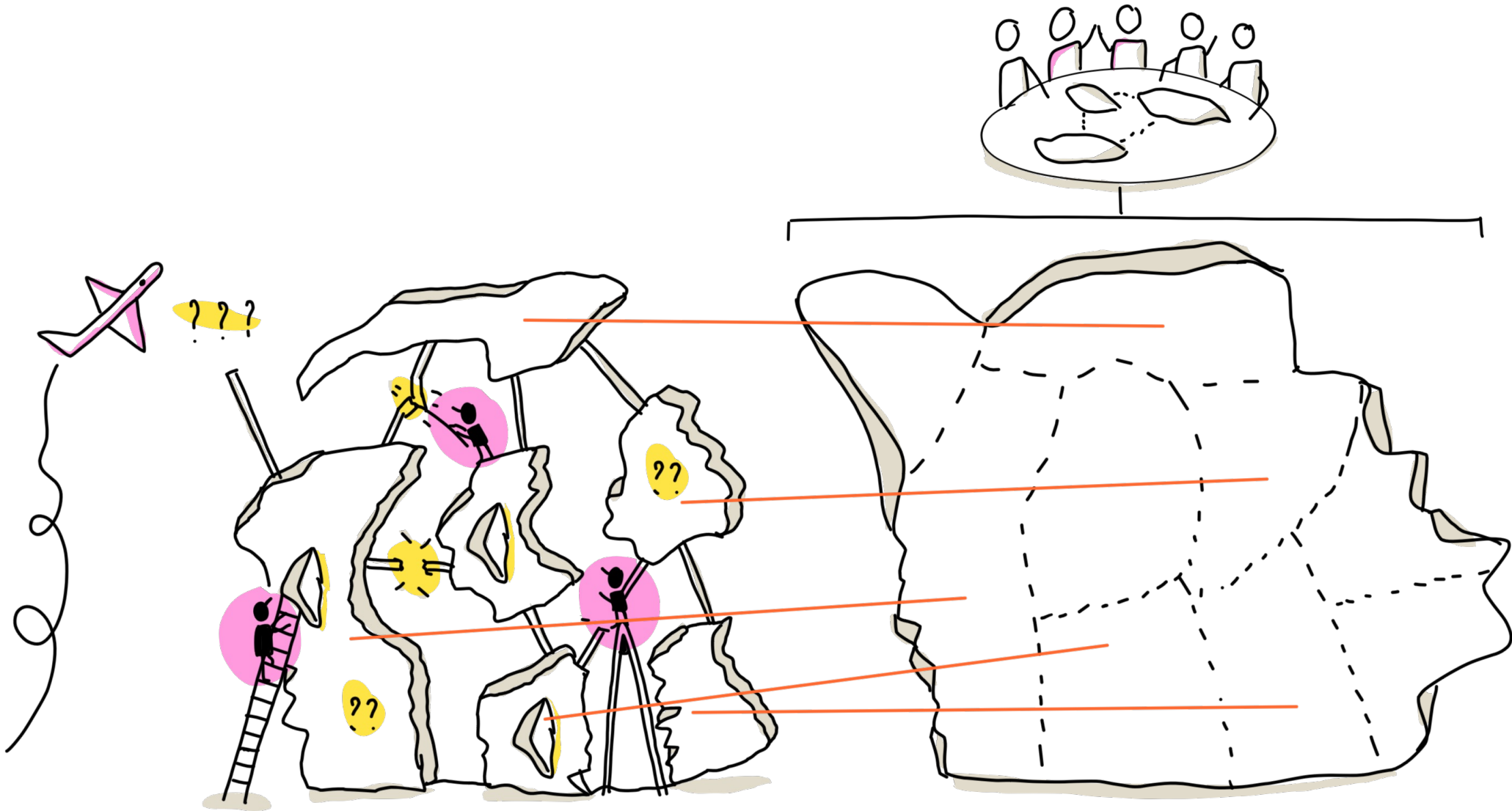


THE ENHANCED DATA

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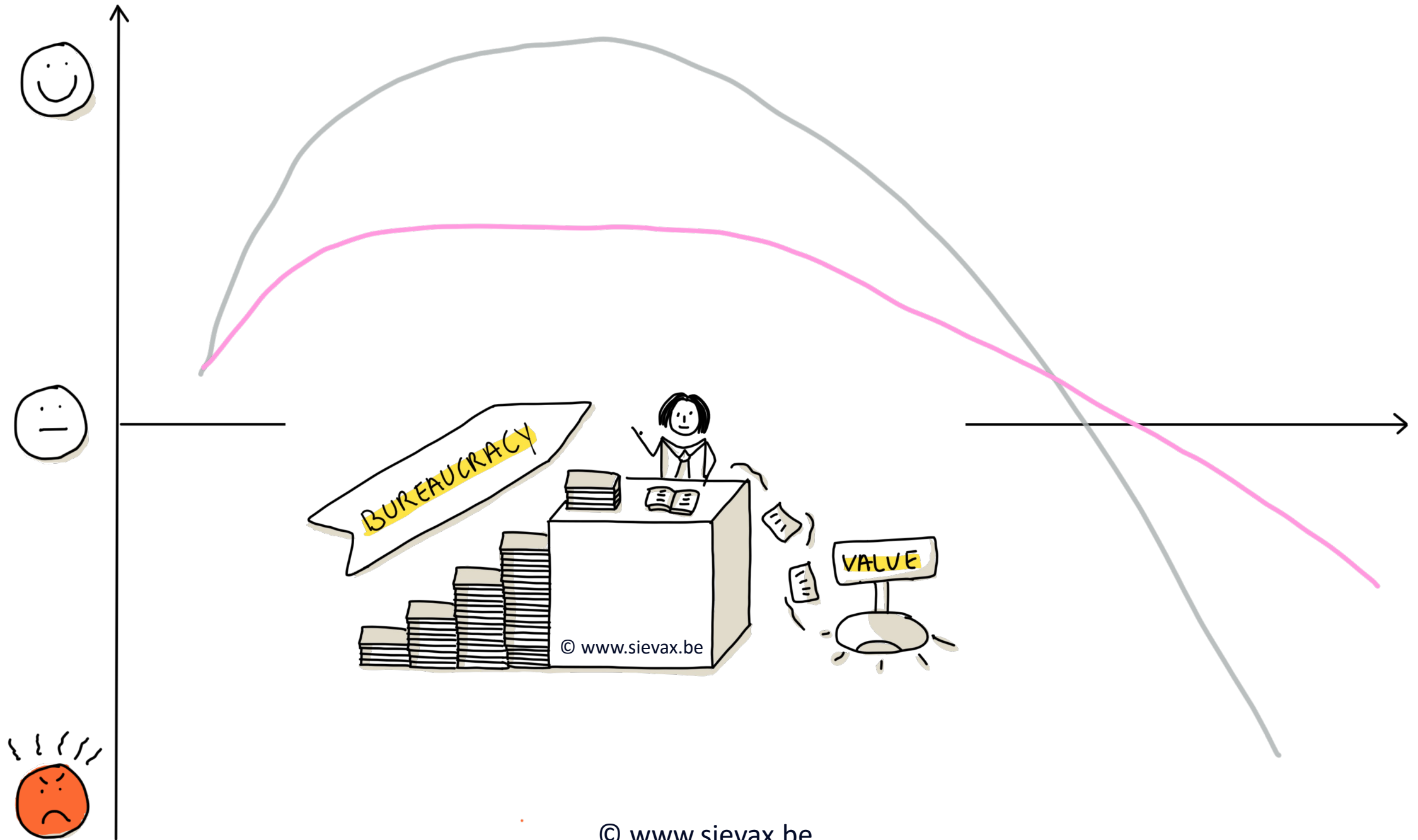


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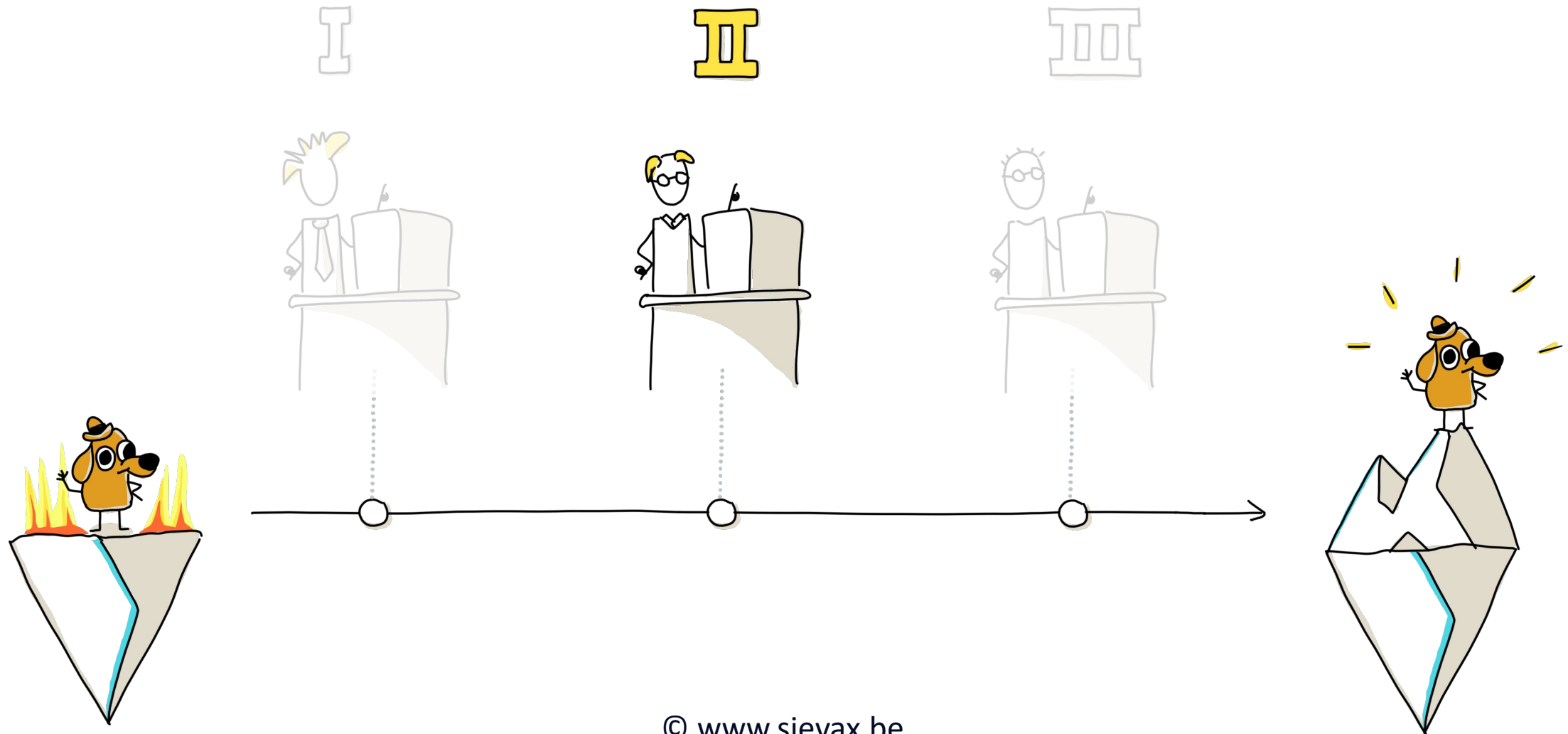


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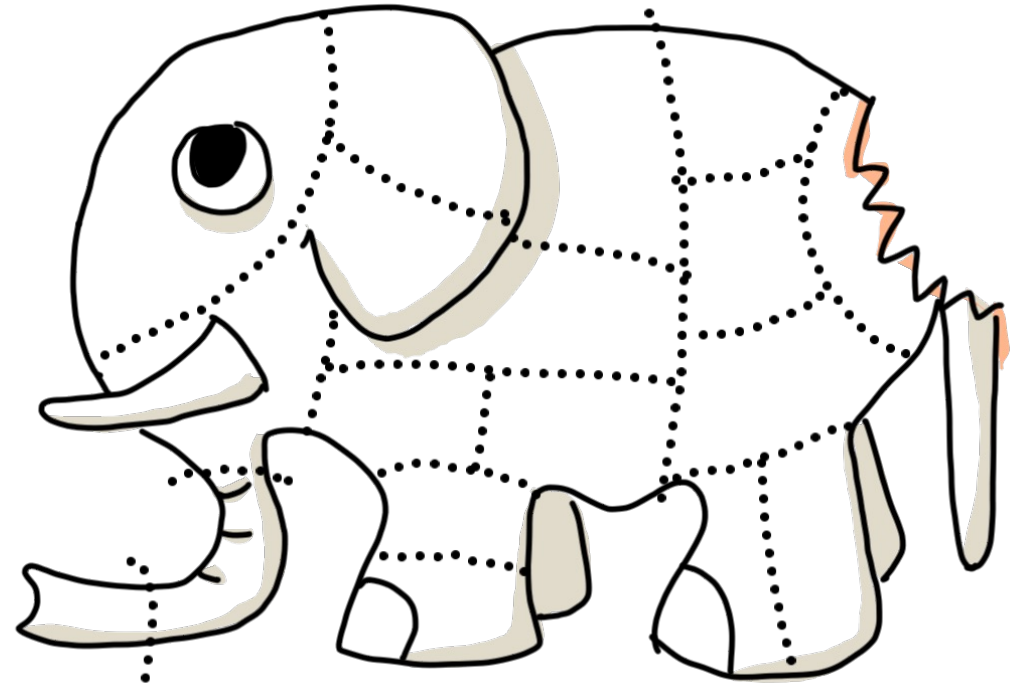
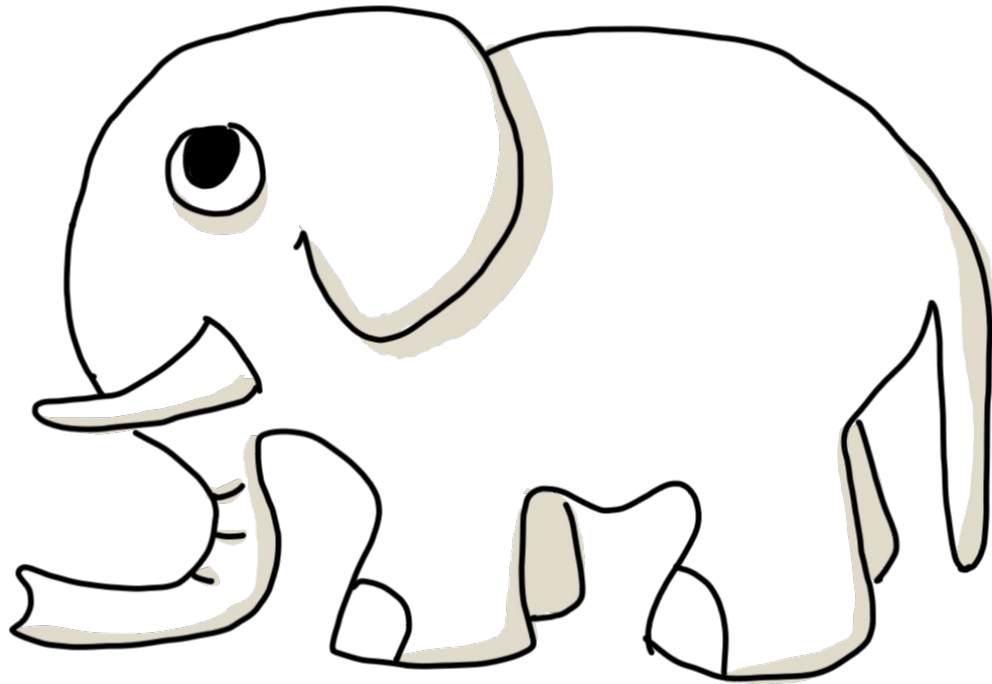
THE MODEL



THE DATA PRODUCT APPROACH

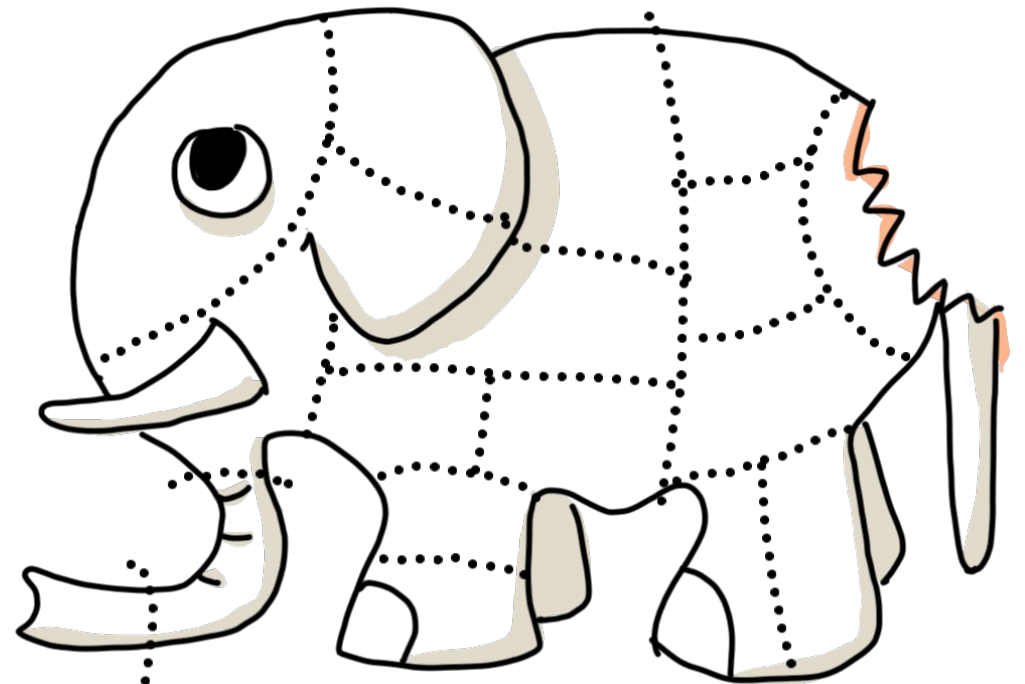
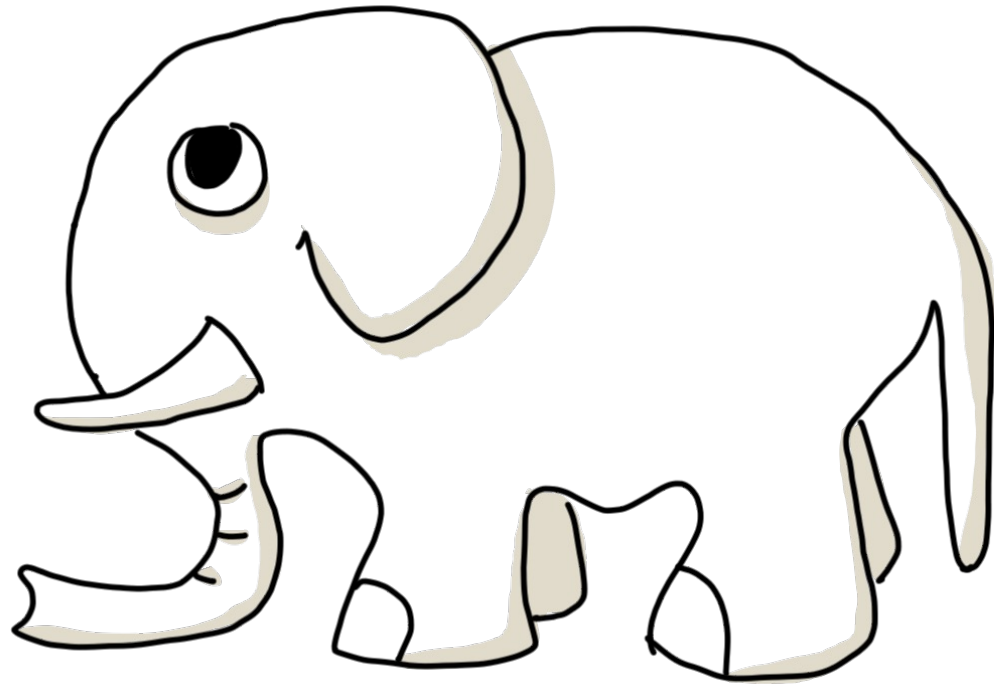


How to Eat an Elephant?

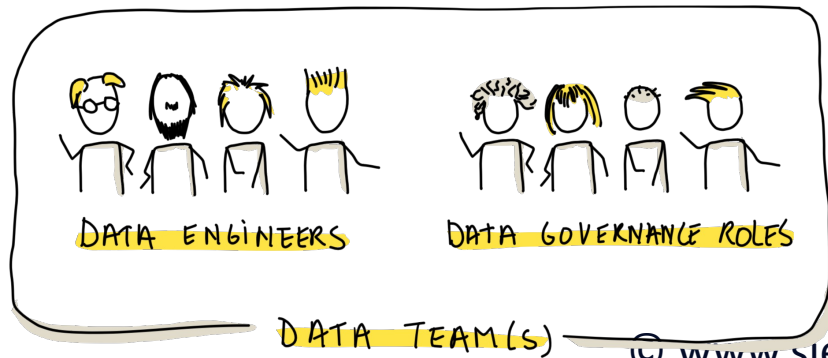
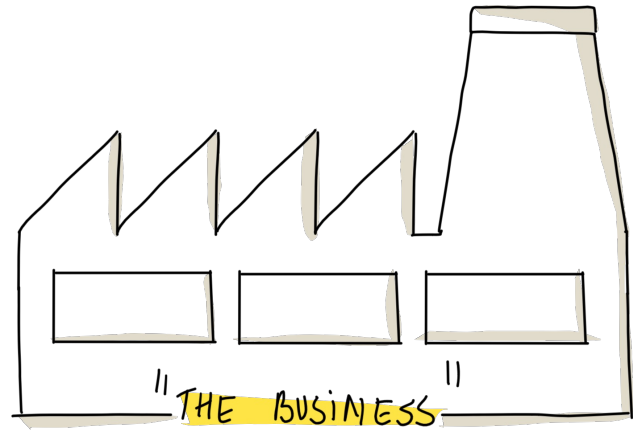


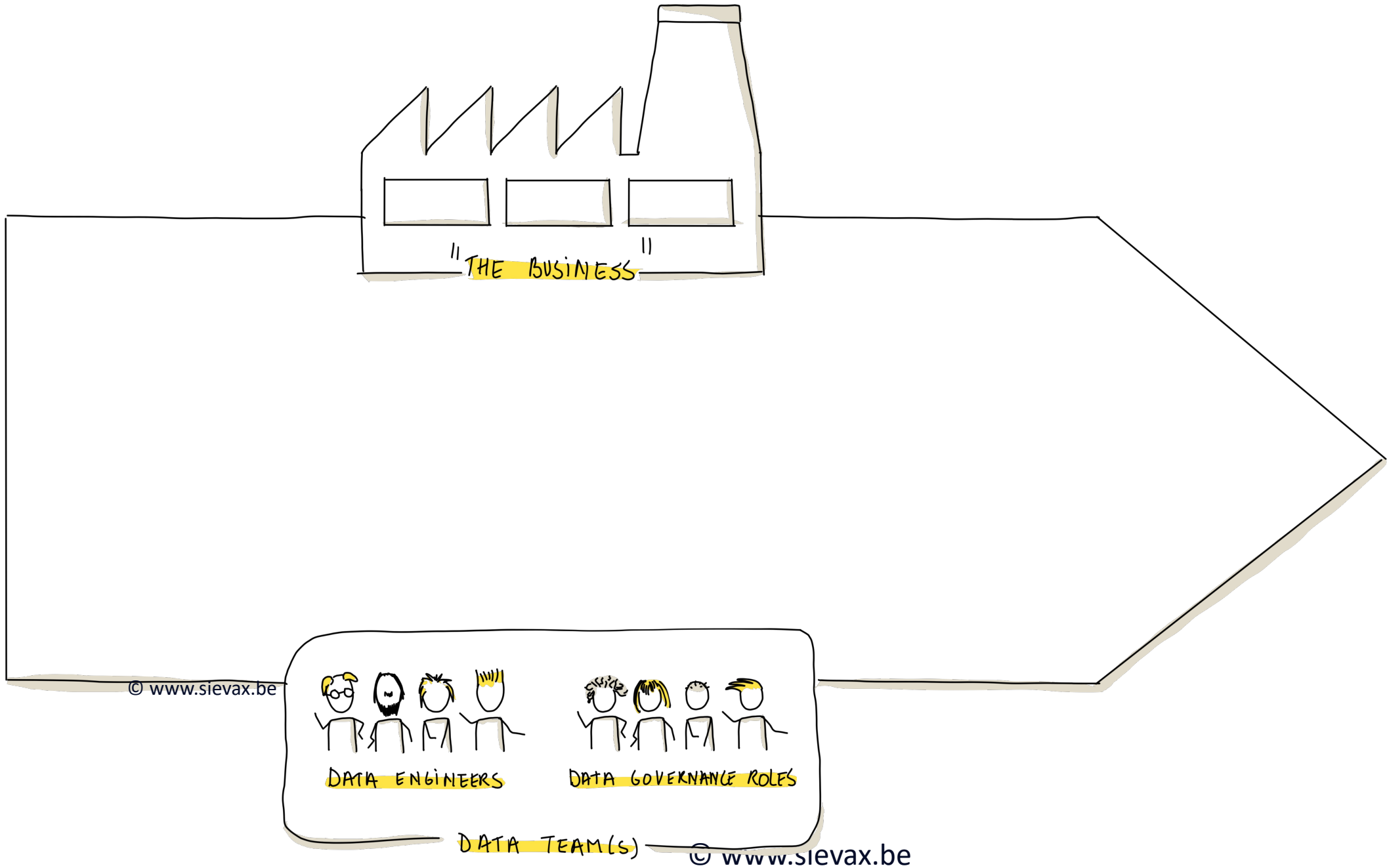
One bite at a time

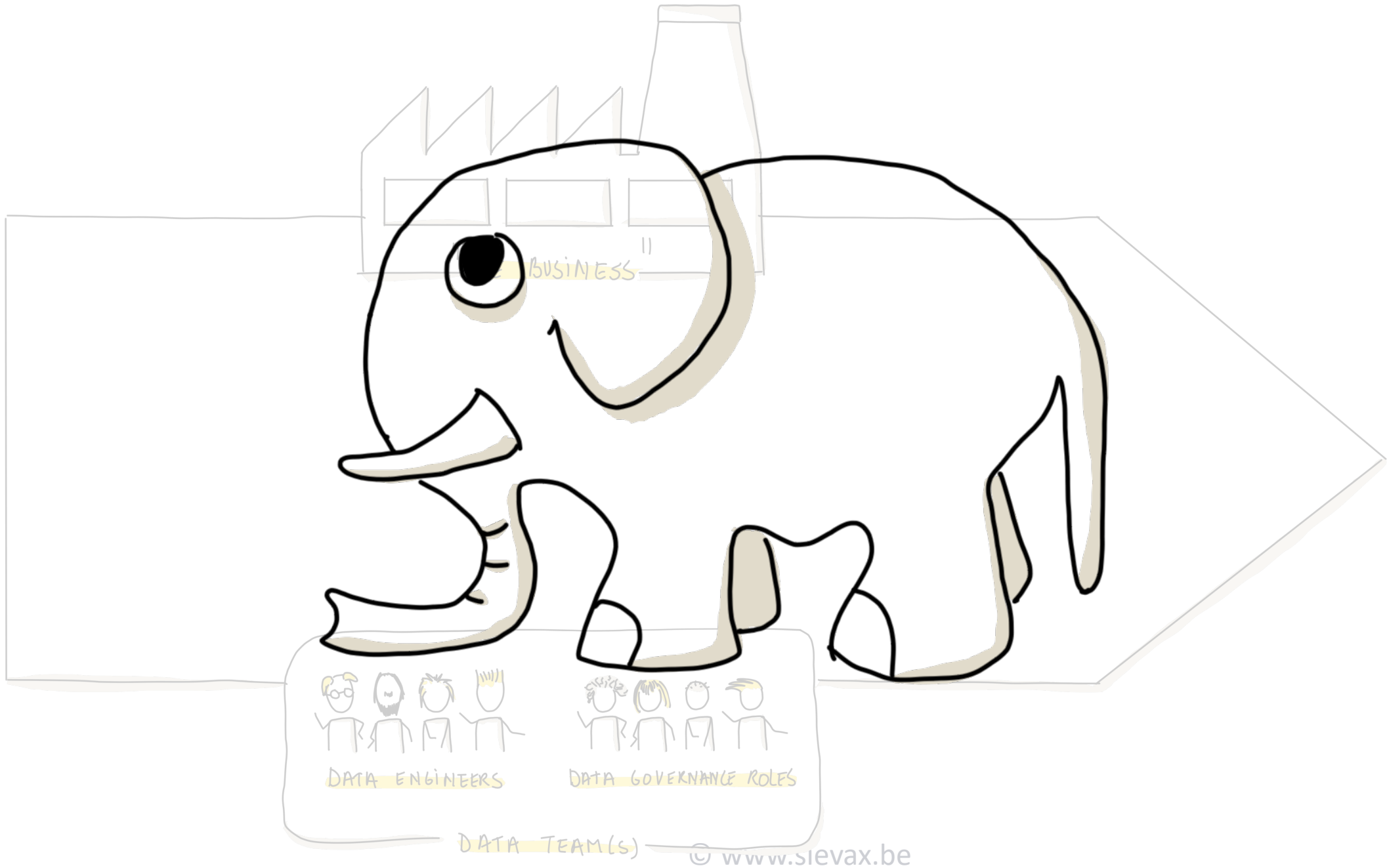
How to start a **Data Governance Program?**



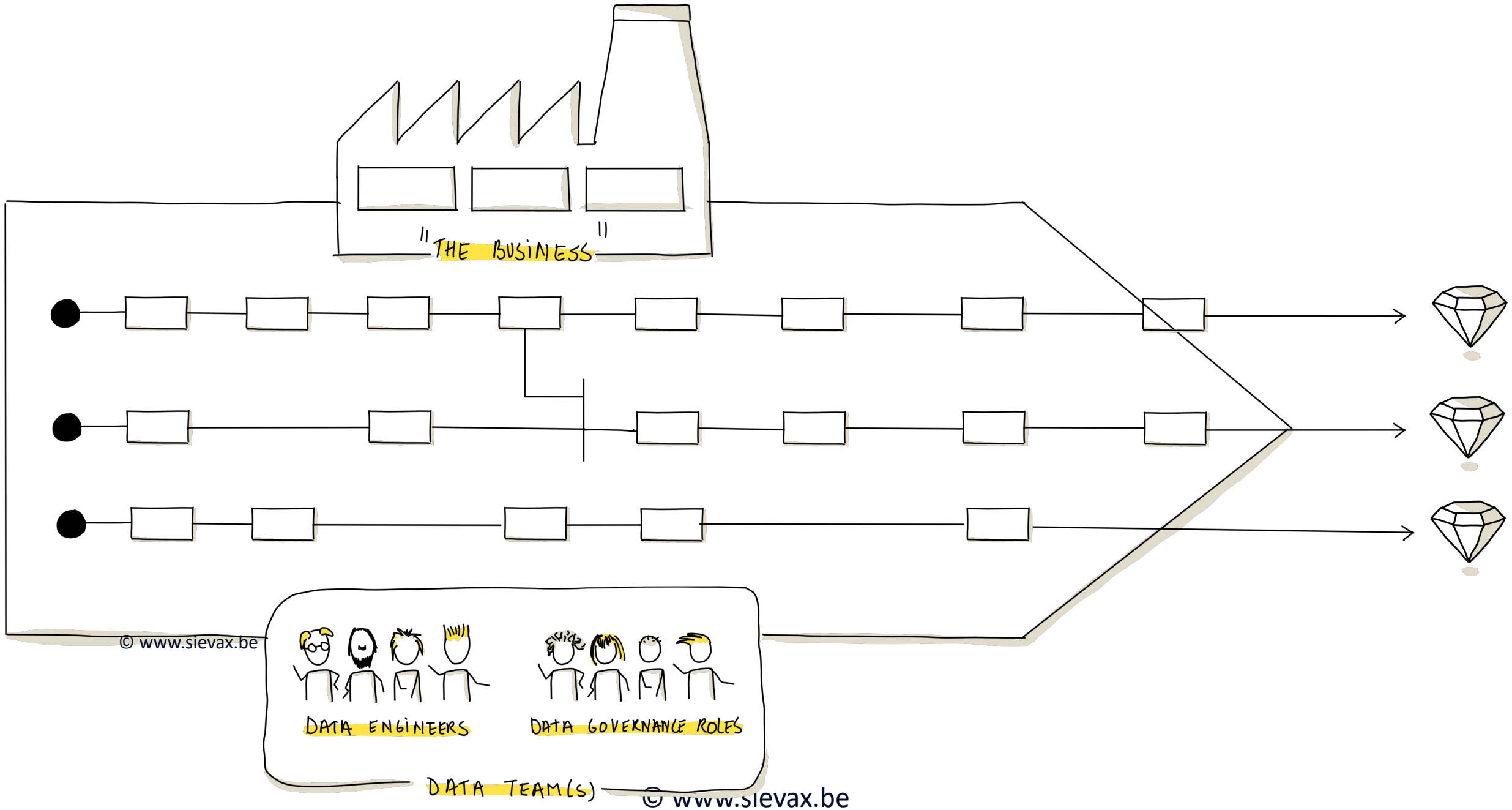
Piece by Piece







DATA TEAM(S)



"THE BUSINESS"

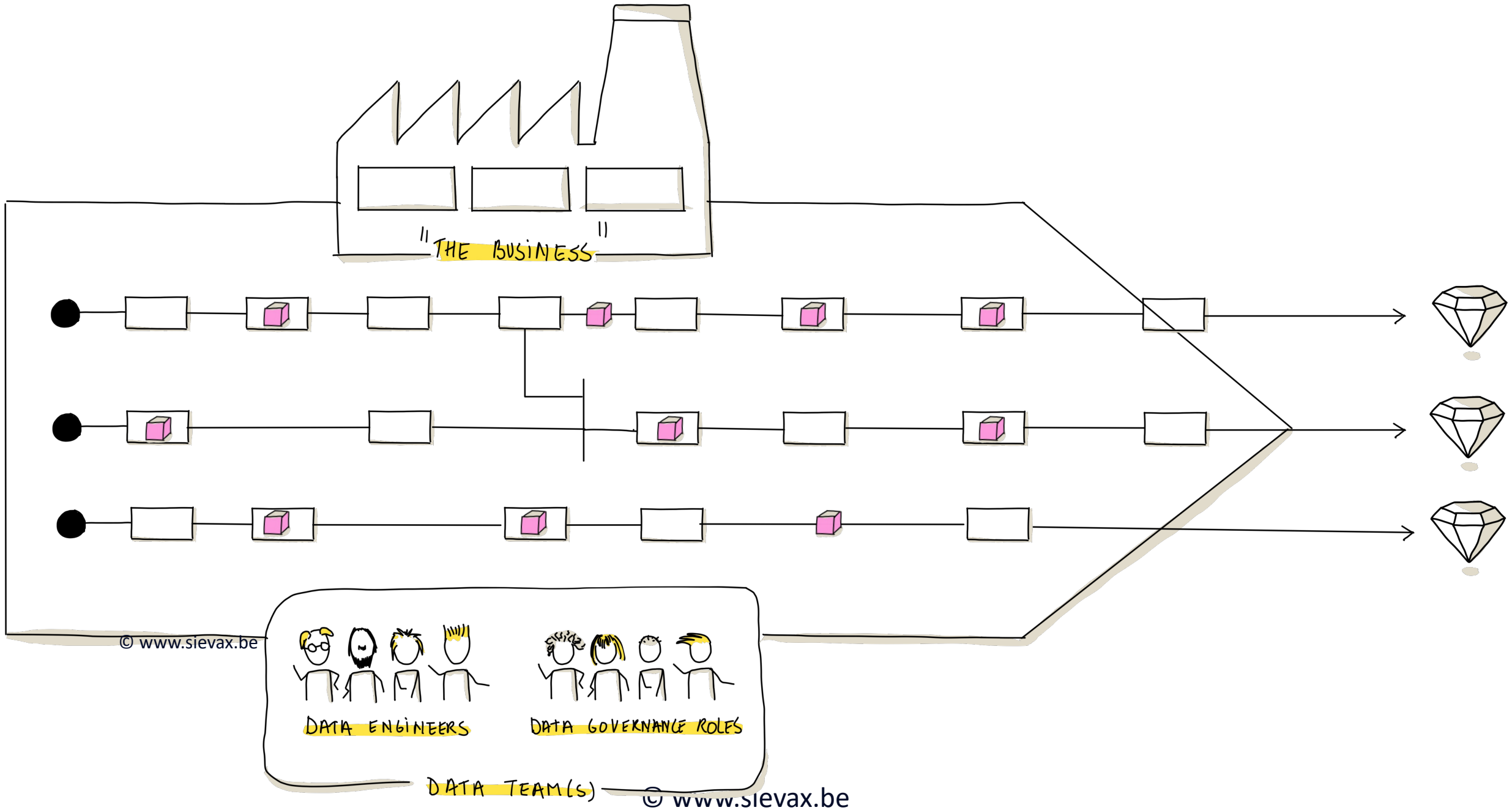
DATA ENGINEERS

DATA GOVERNANCE ROLES

DATA TEAM(S)

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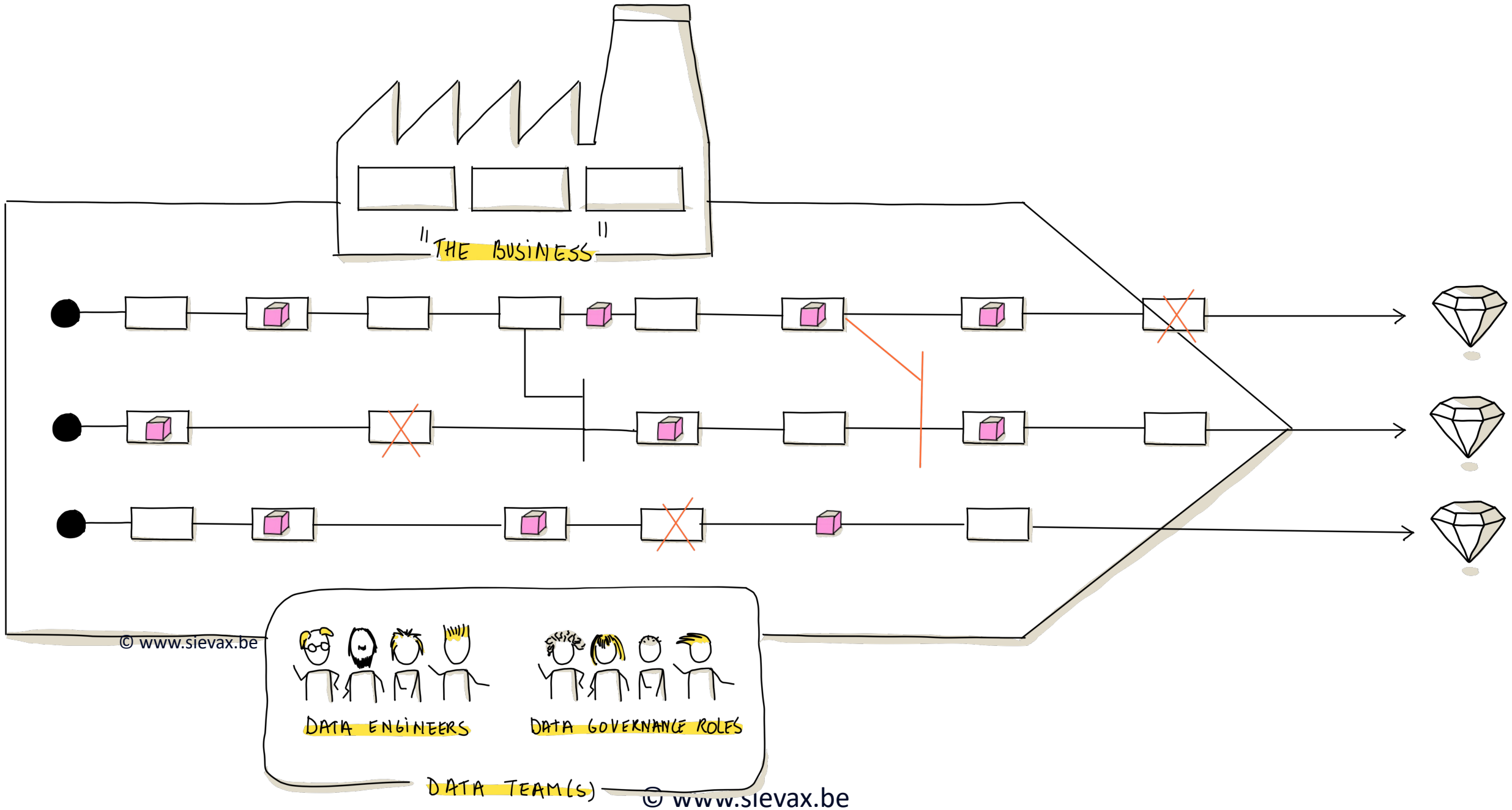
DATA ENGINEERS



DATA GOVERNANCE ROLES

DATA TEAM(S)

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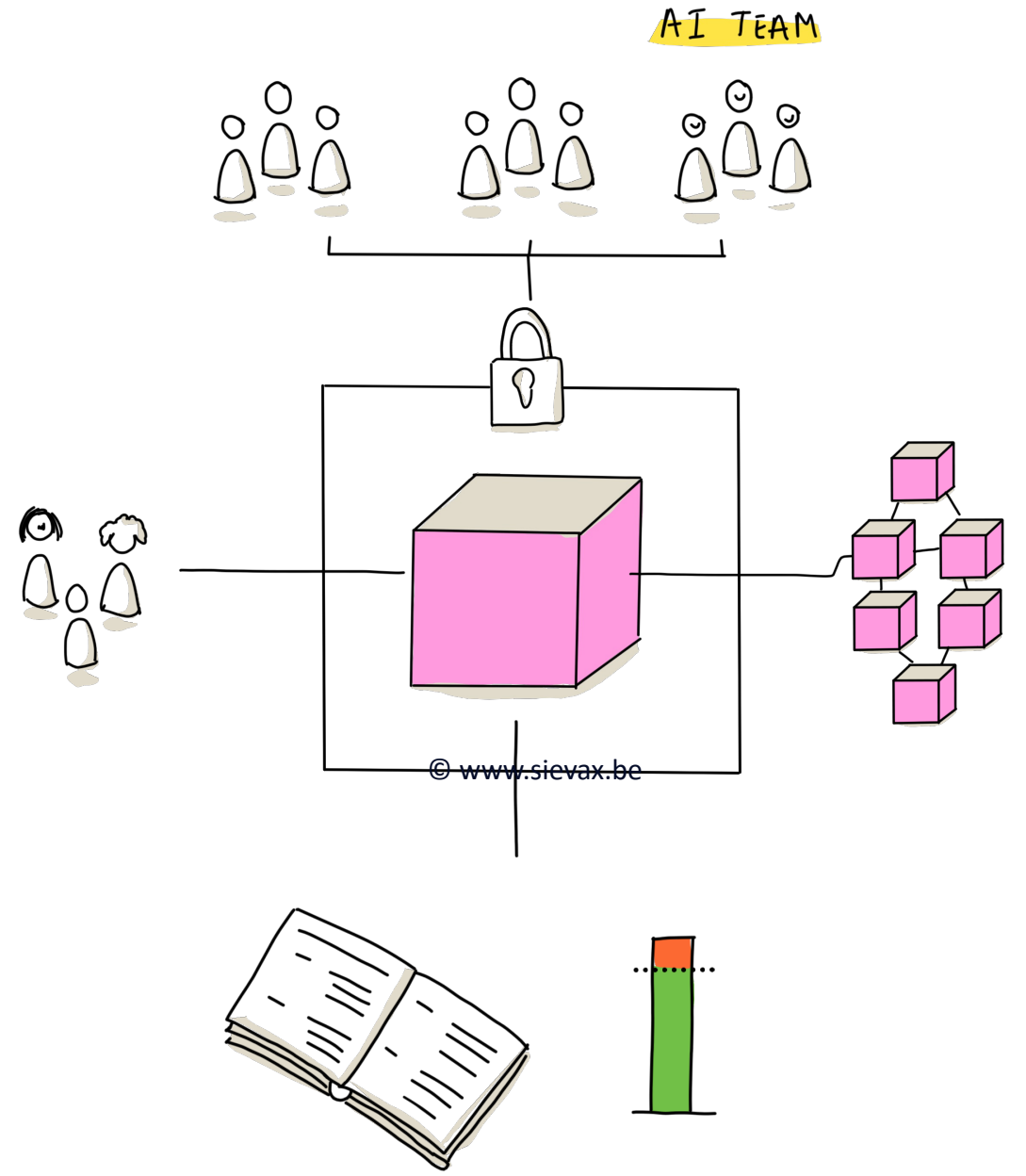
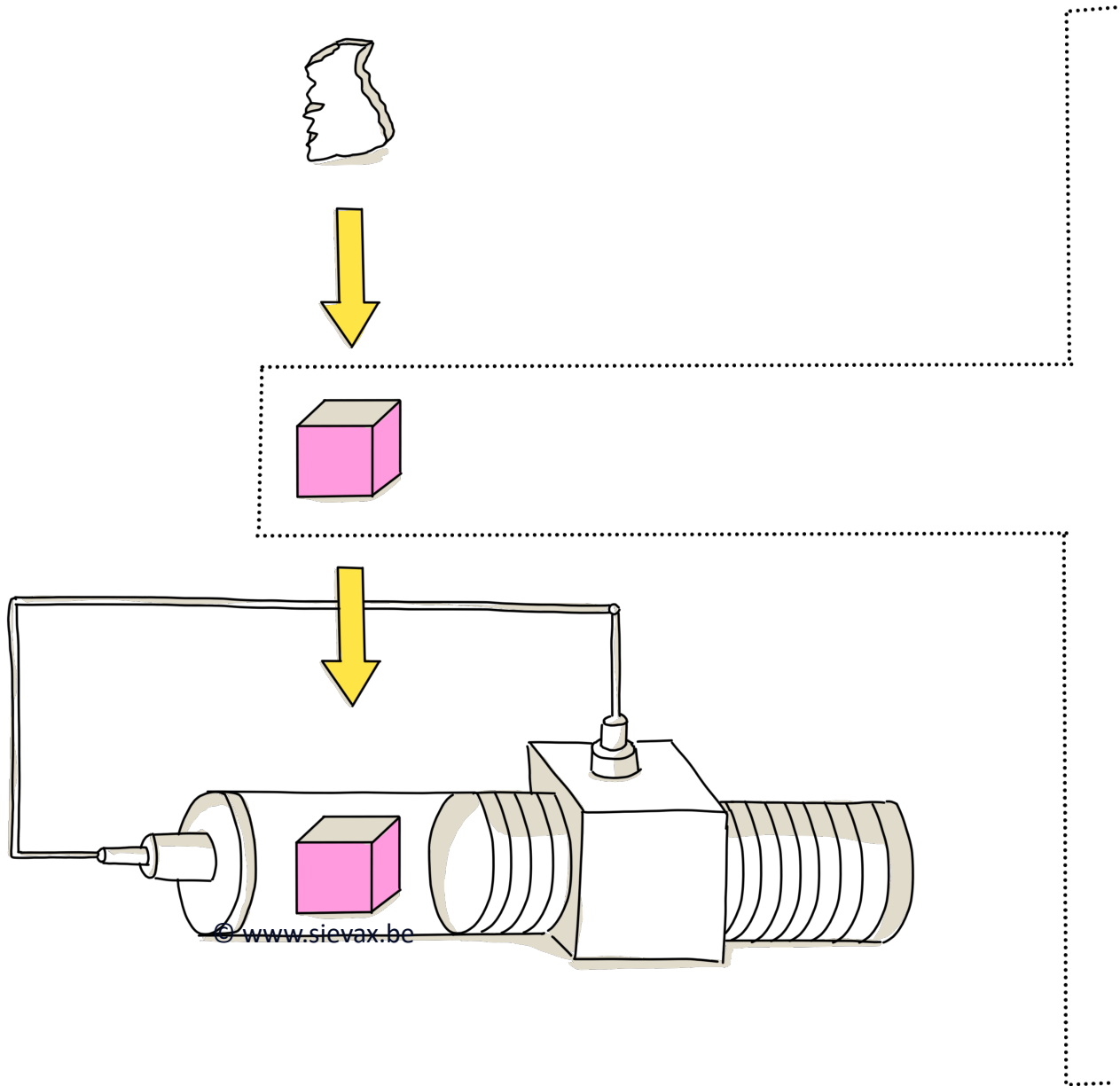
DATA ENGINEERS

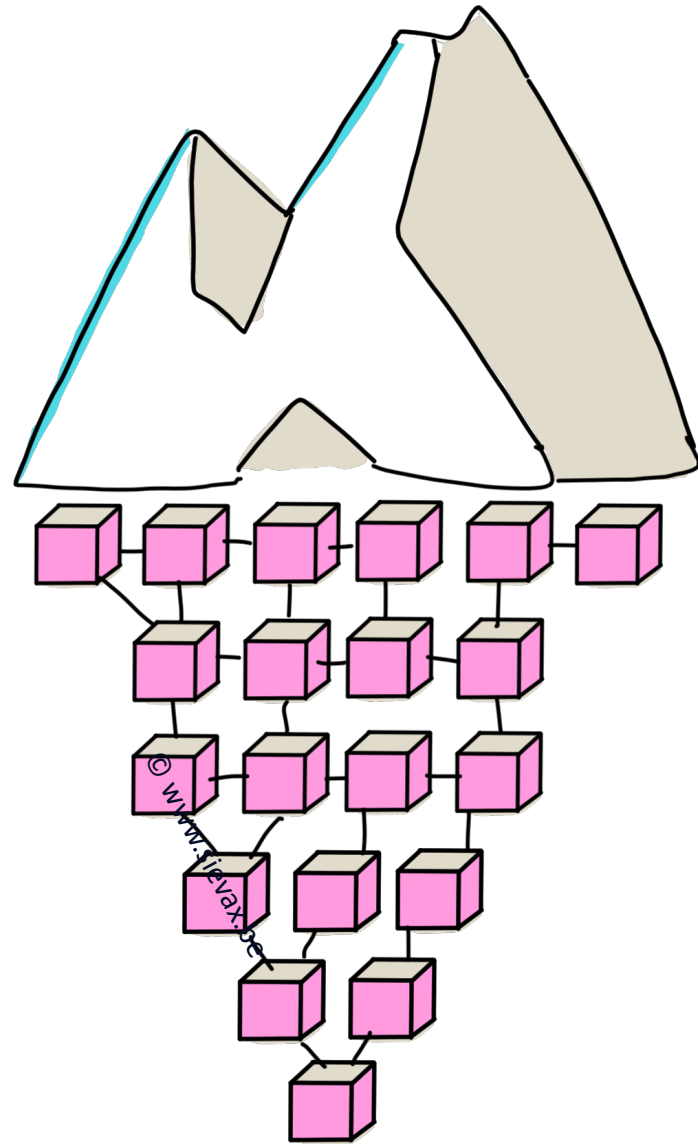
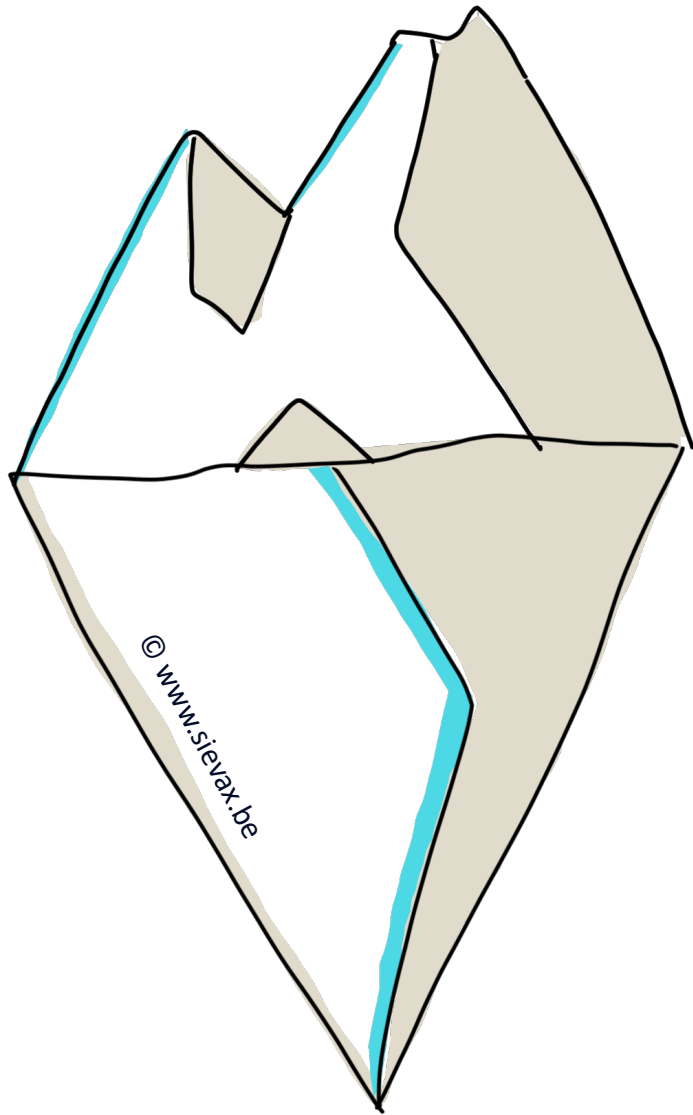


DATA GOVERNANCE ROLES

DATA TEAM(S)

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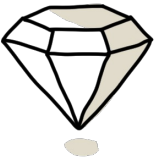
DATA ROADMAP

BUSINESS PRIORITIES

1



2



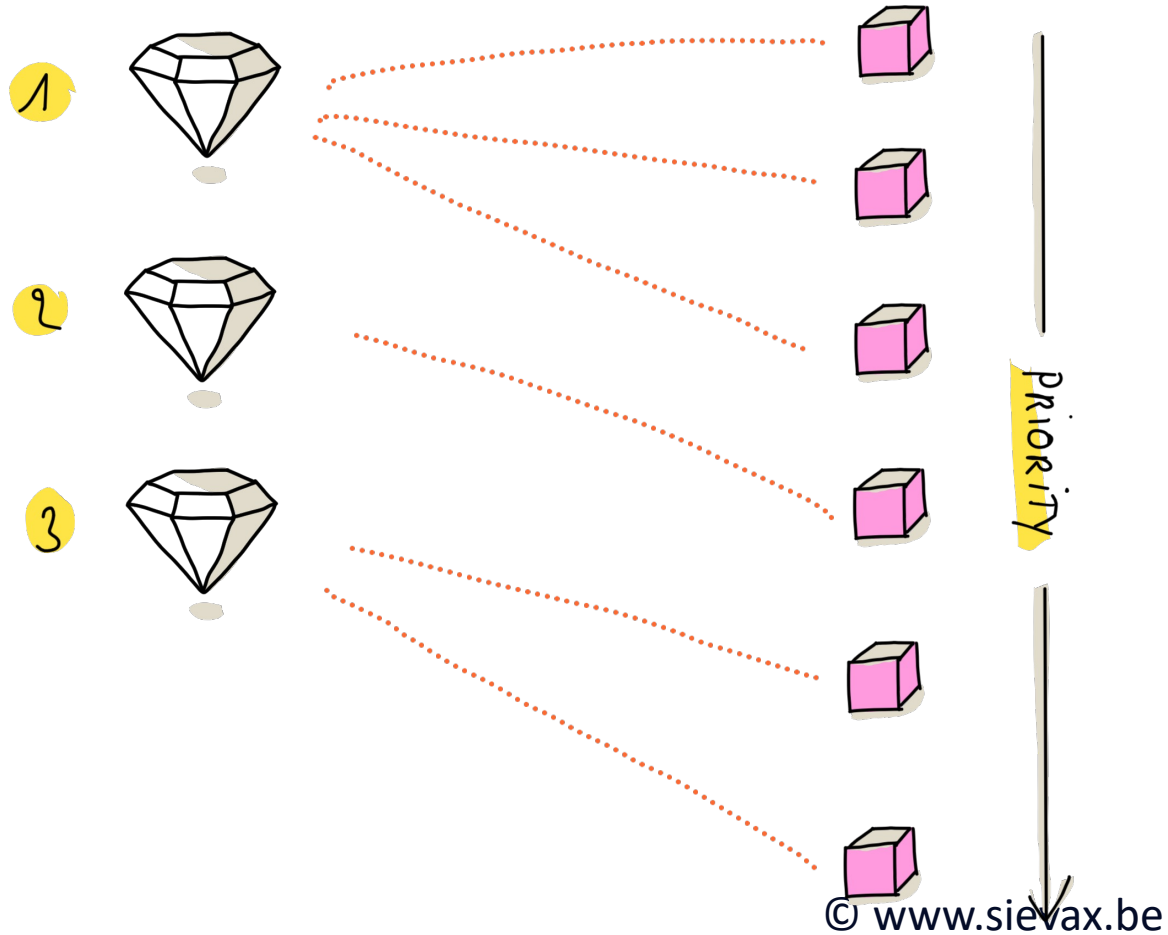
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DATA ROADMAP

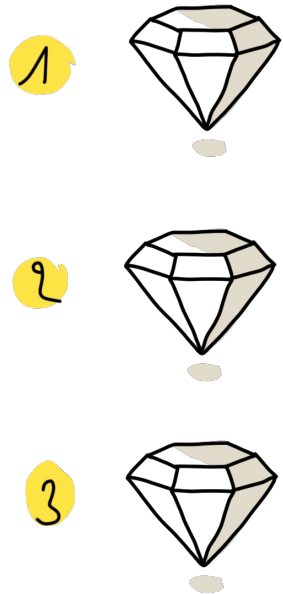
BUSINESS
PRIORITIES

DATA
PRODUCTS



DATA ROADMAP

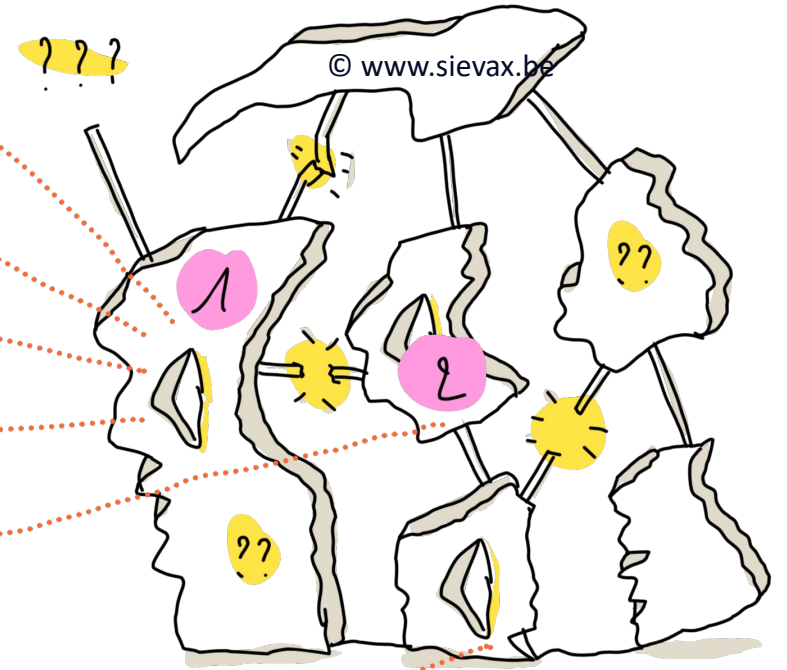
BUSINESS PRIORITIES

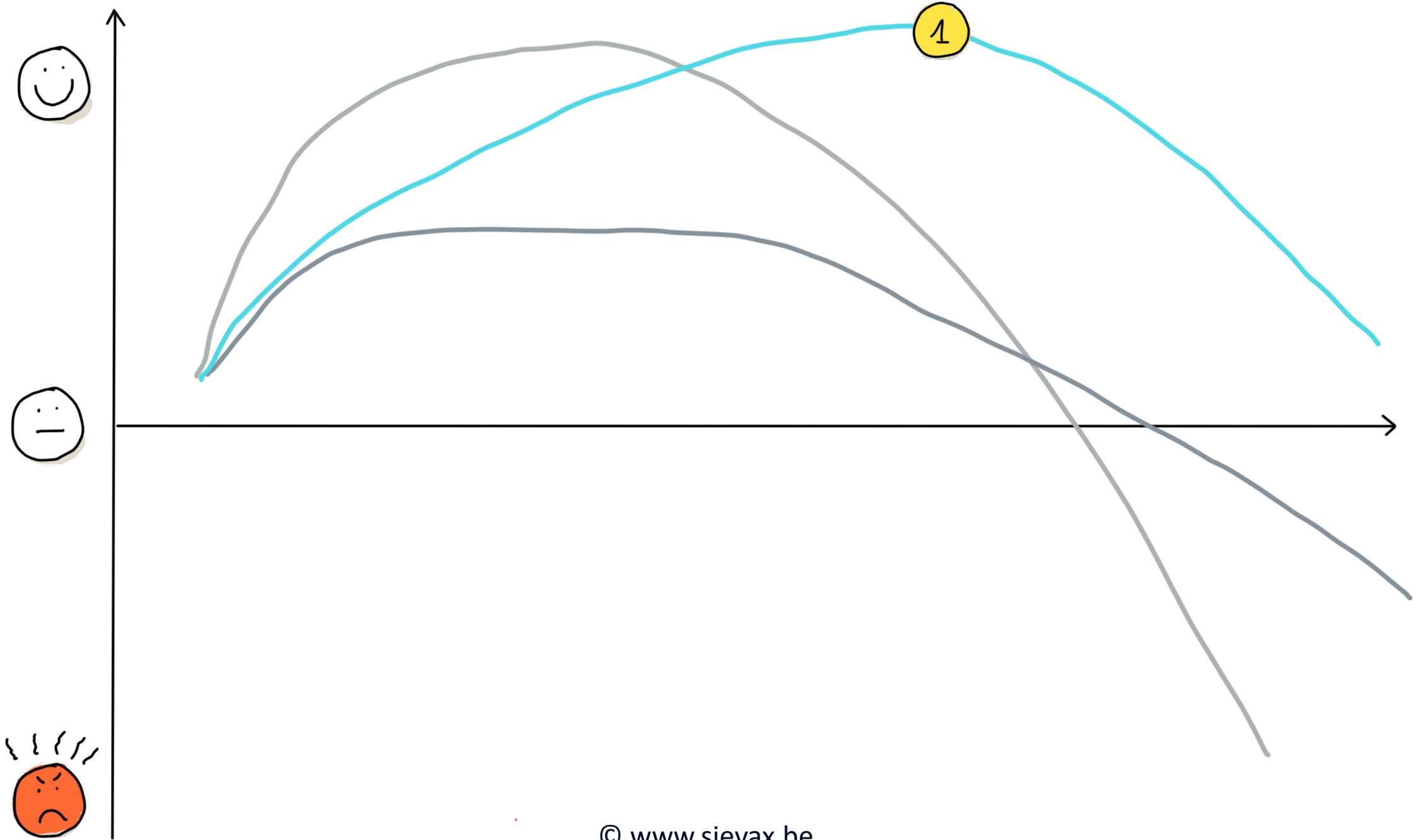


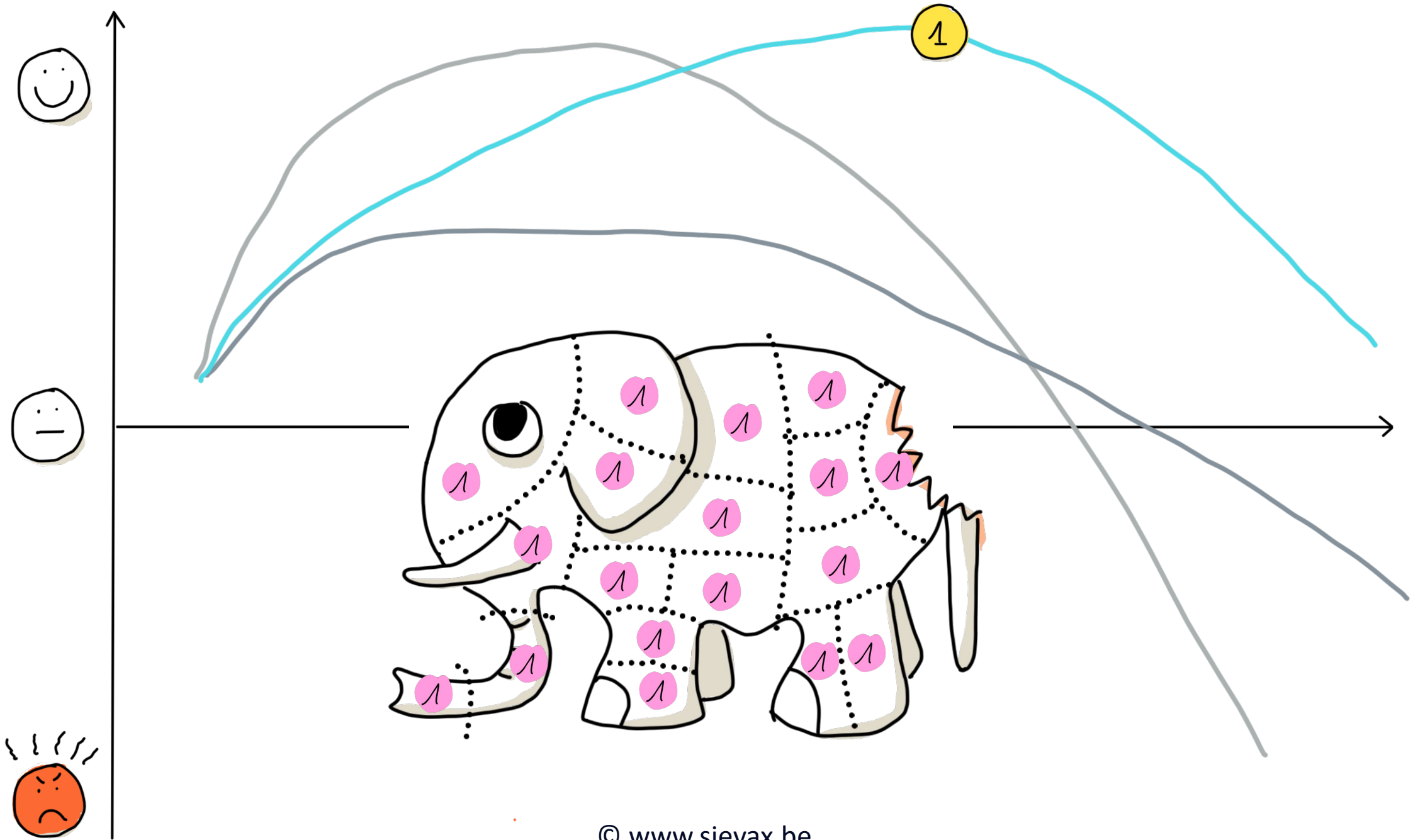
DATA PRODUCTS



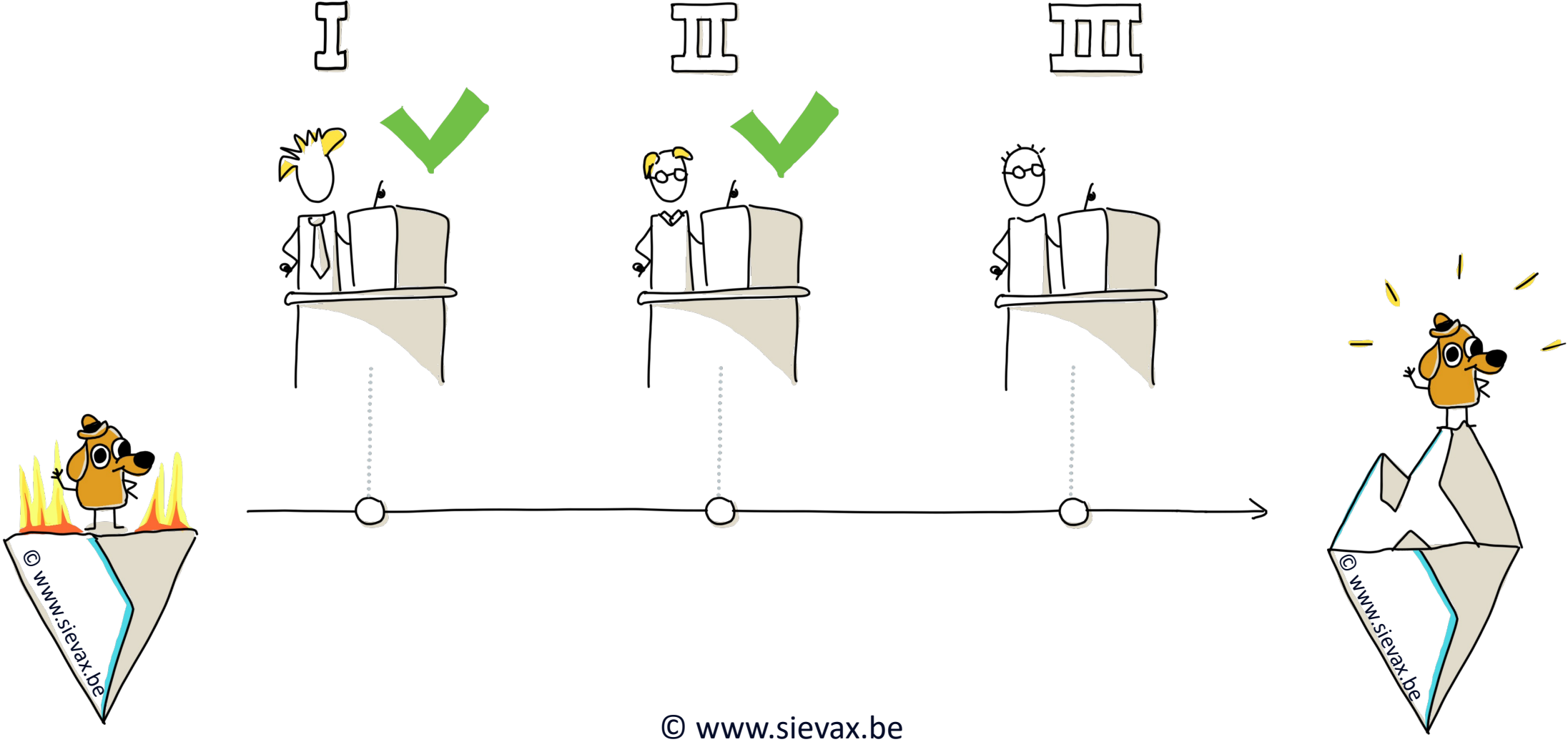
DATA GOVERNANCE



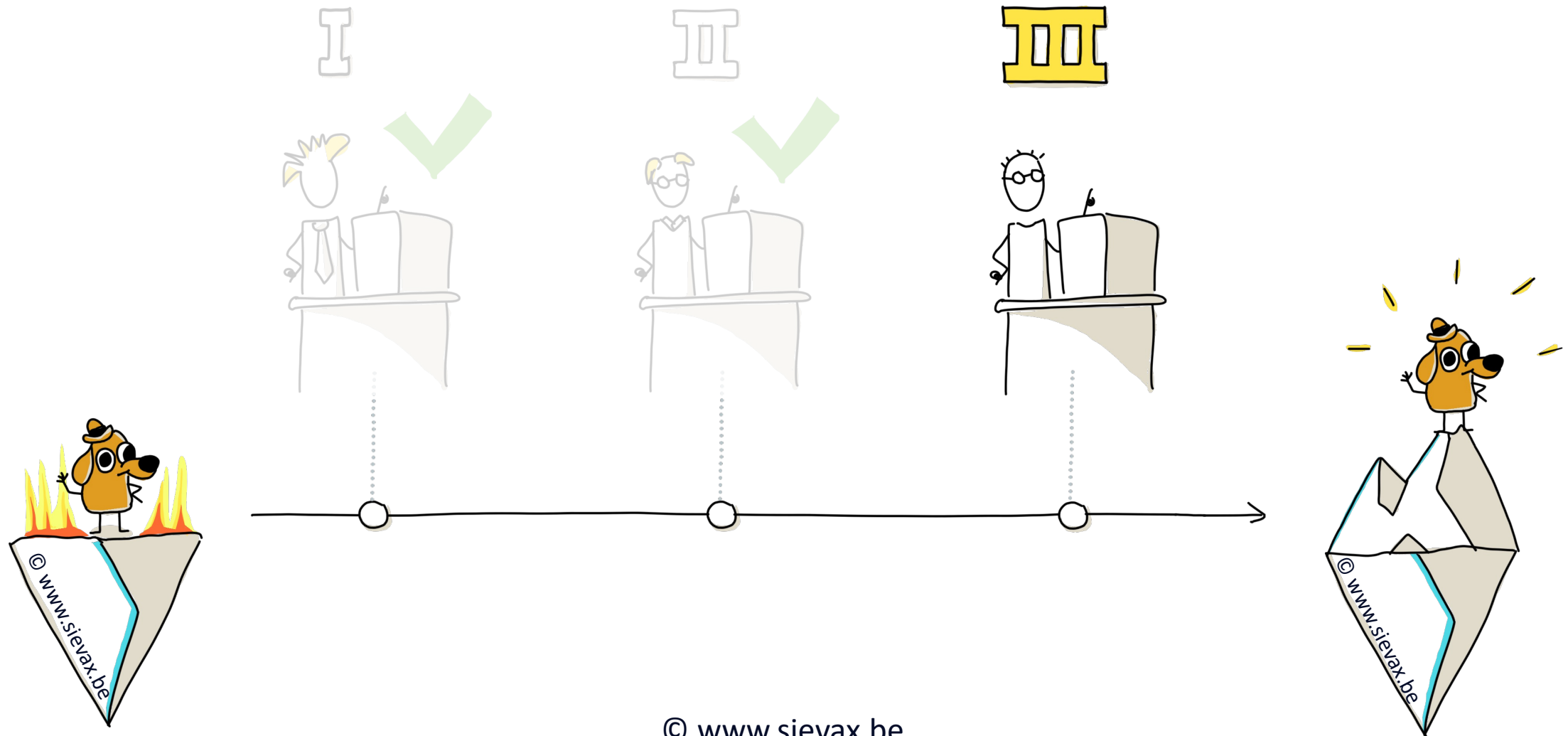




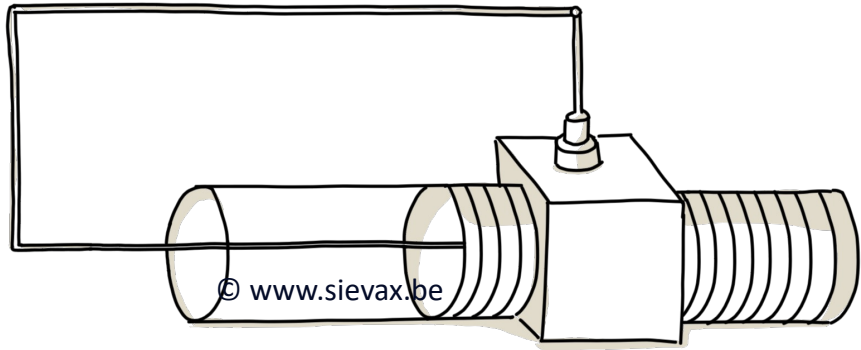
MY JOURNEY TOWARDS VALUE FROM AI



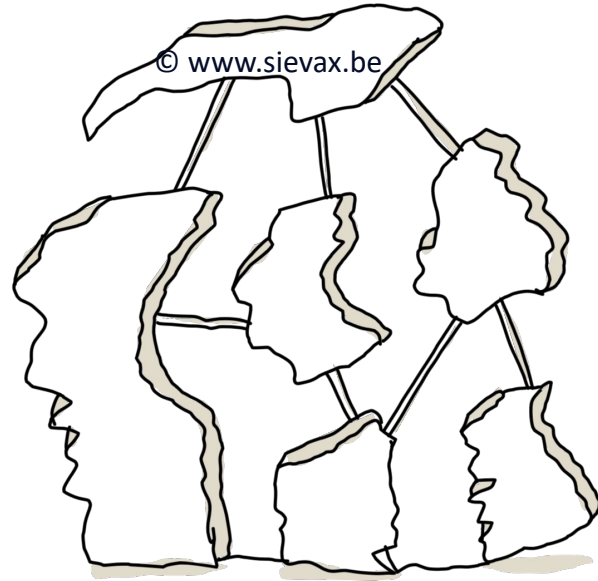
THE DATA STRATEGY APPROACH



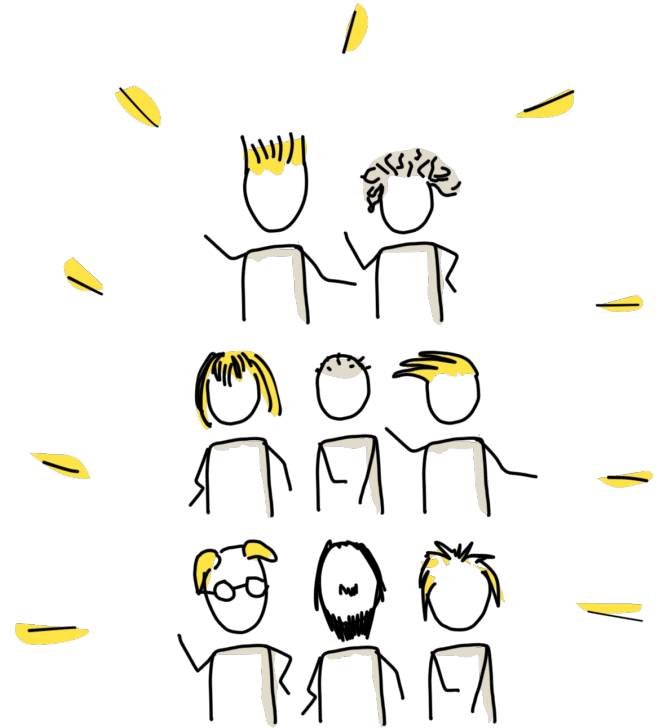
LET'S SUMMARIZE FIRST



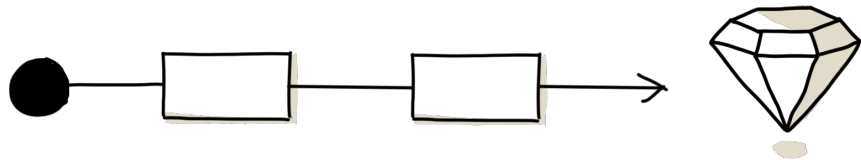
TECHNOLOGY



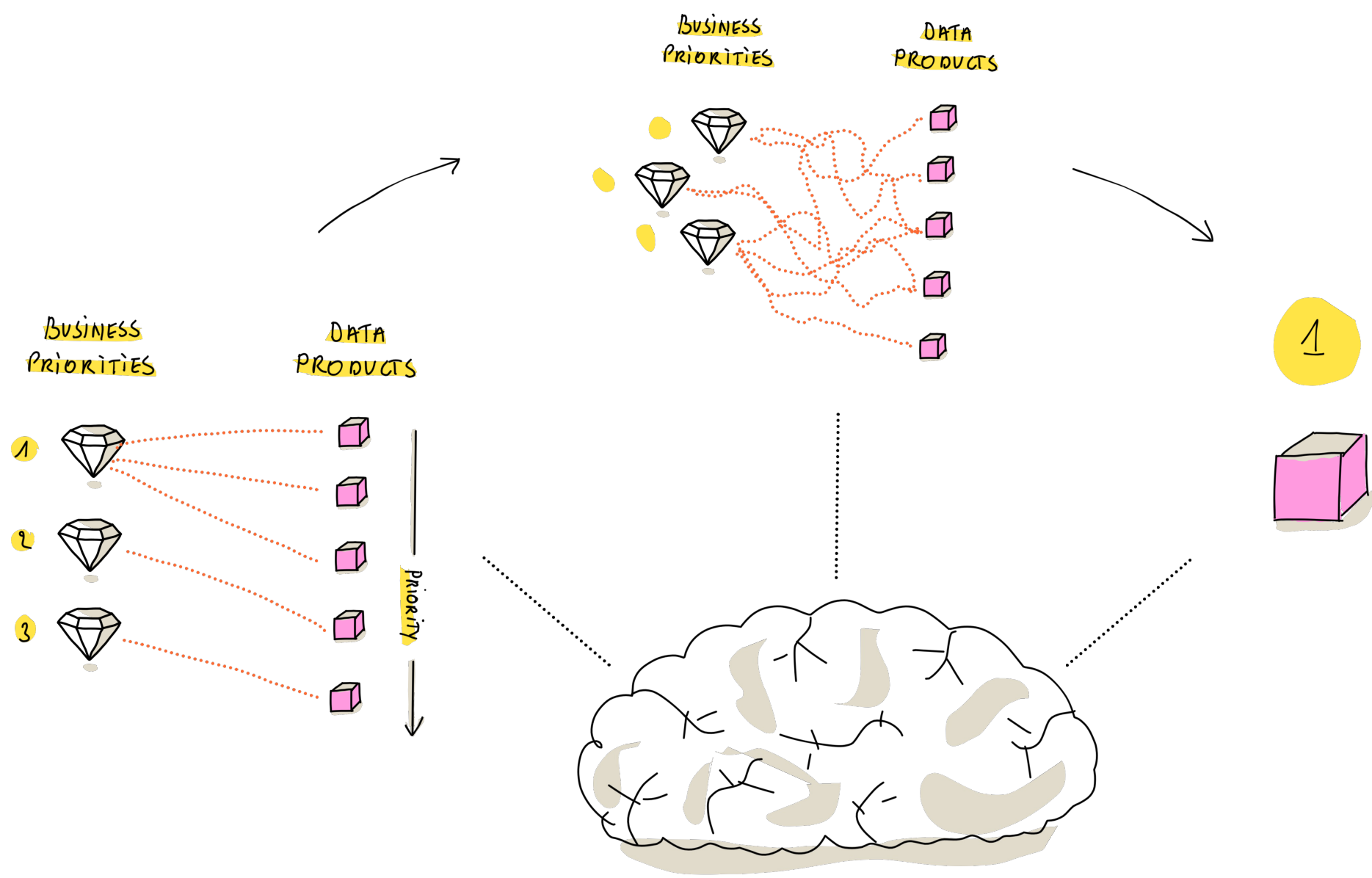
DATA



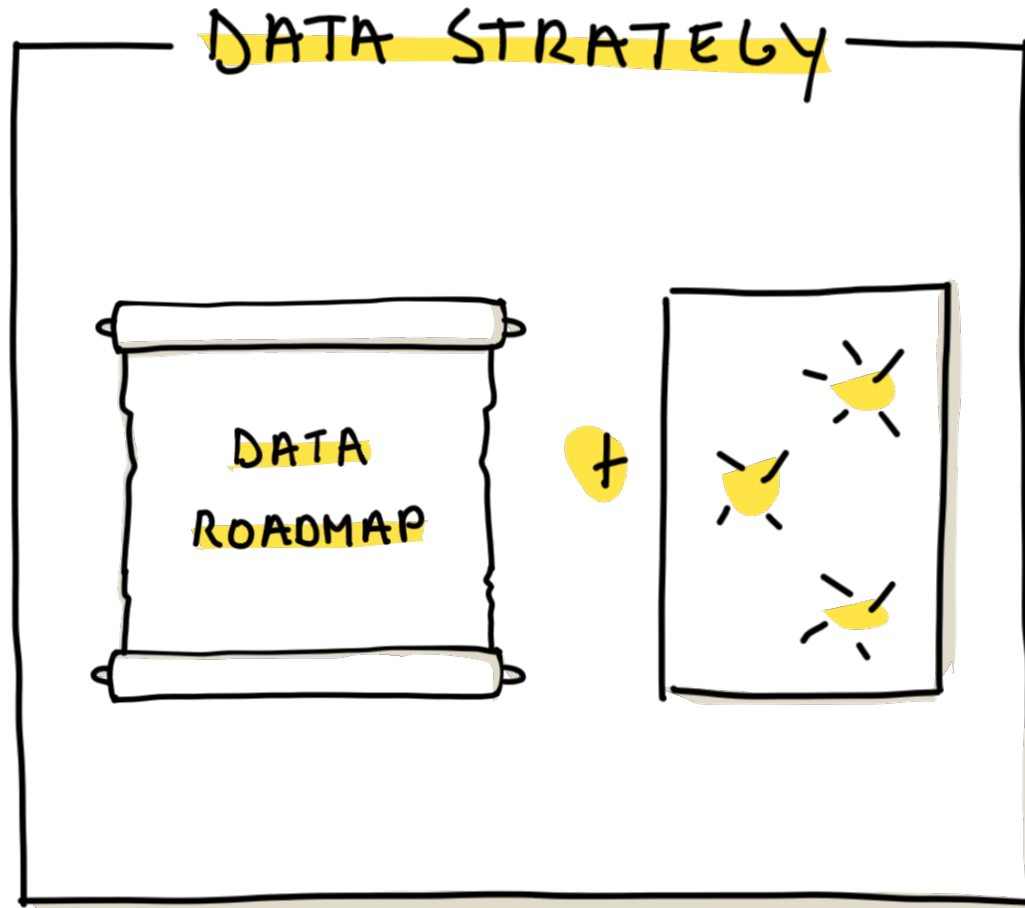
PEOPLE

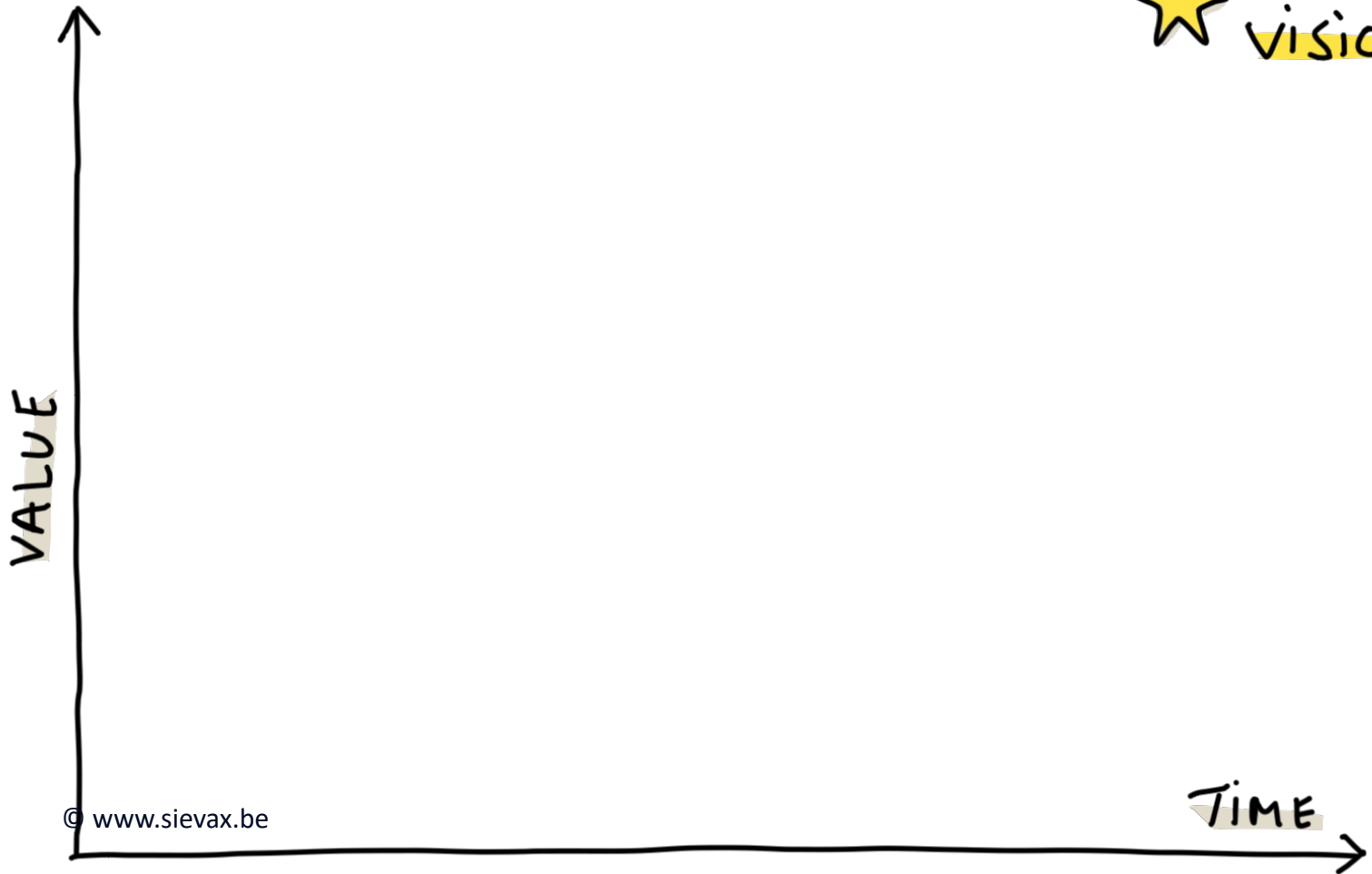


PROCESS



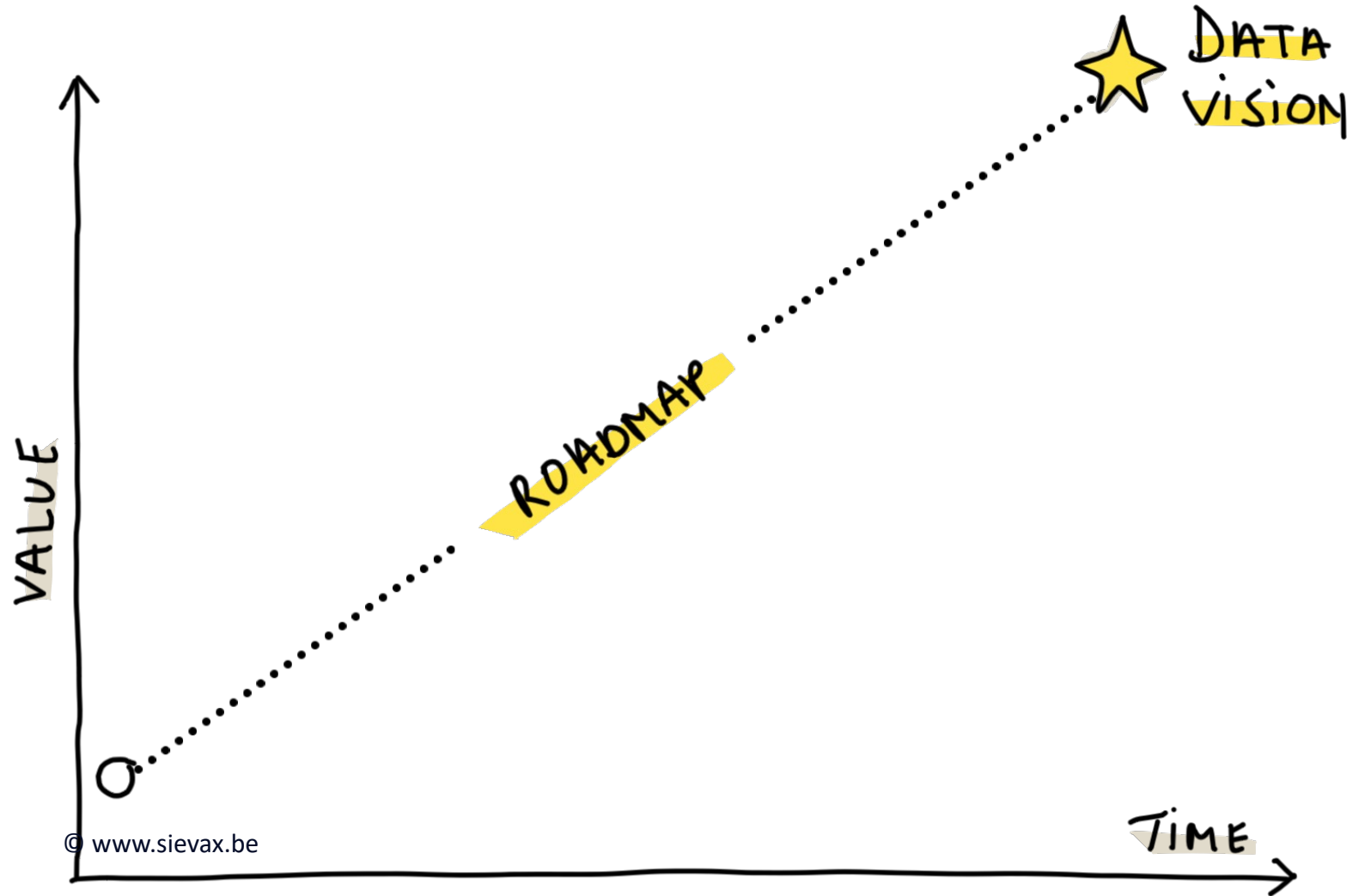
WE NEED MORE THAN A DATA ROADMAP





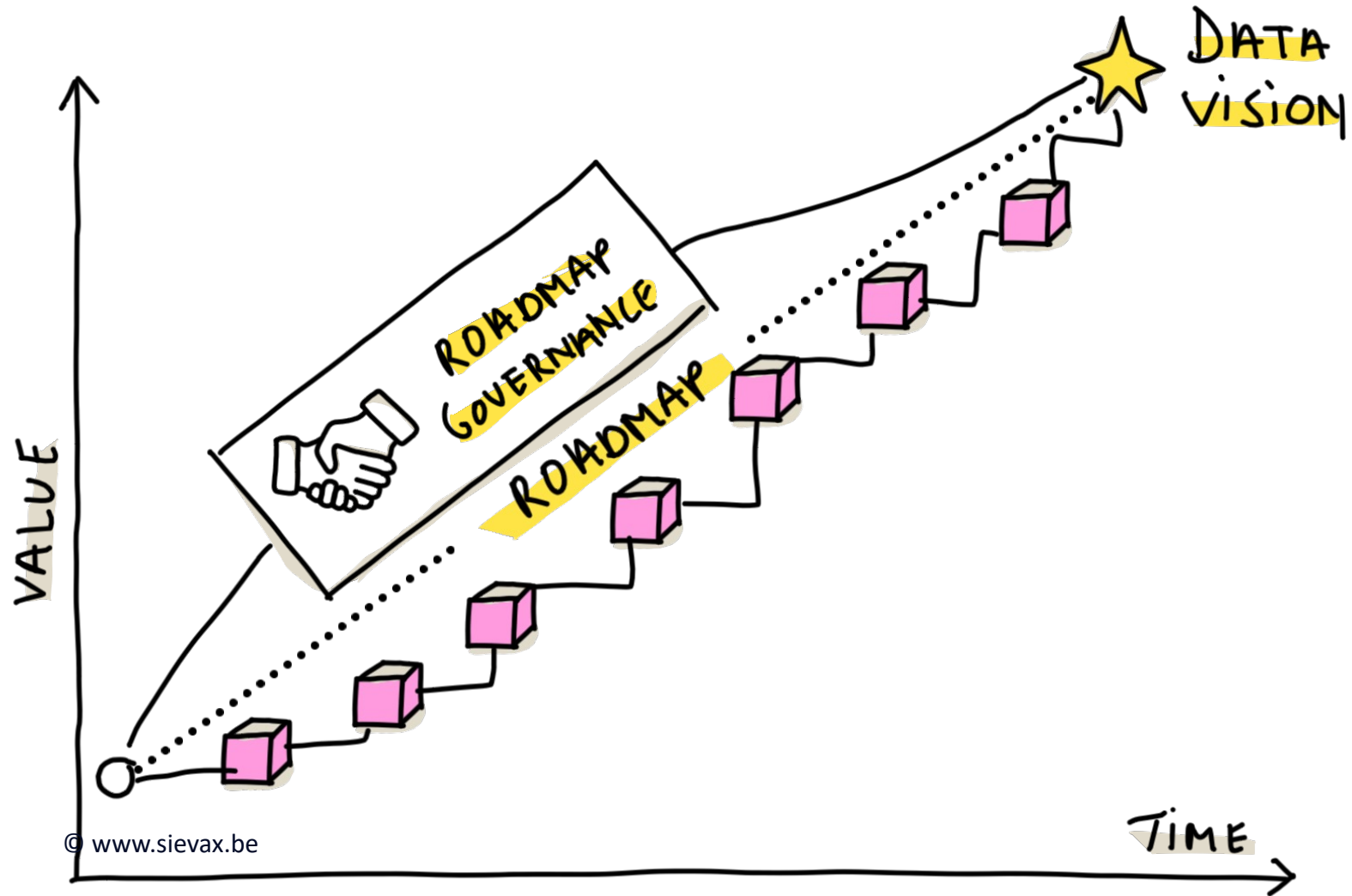
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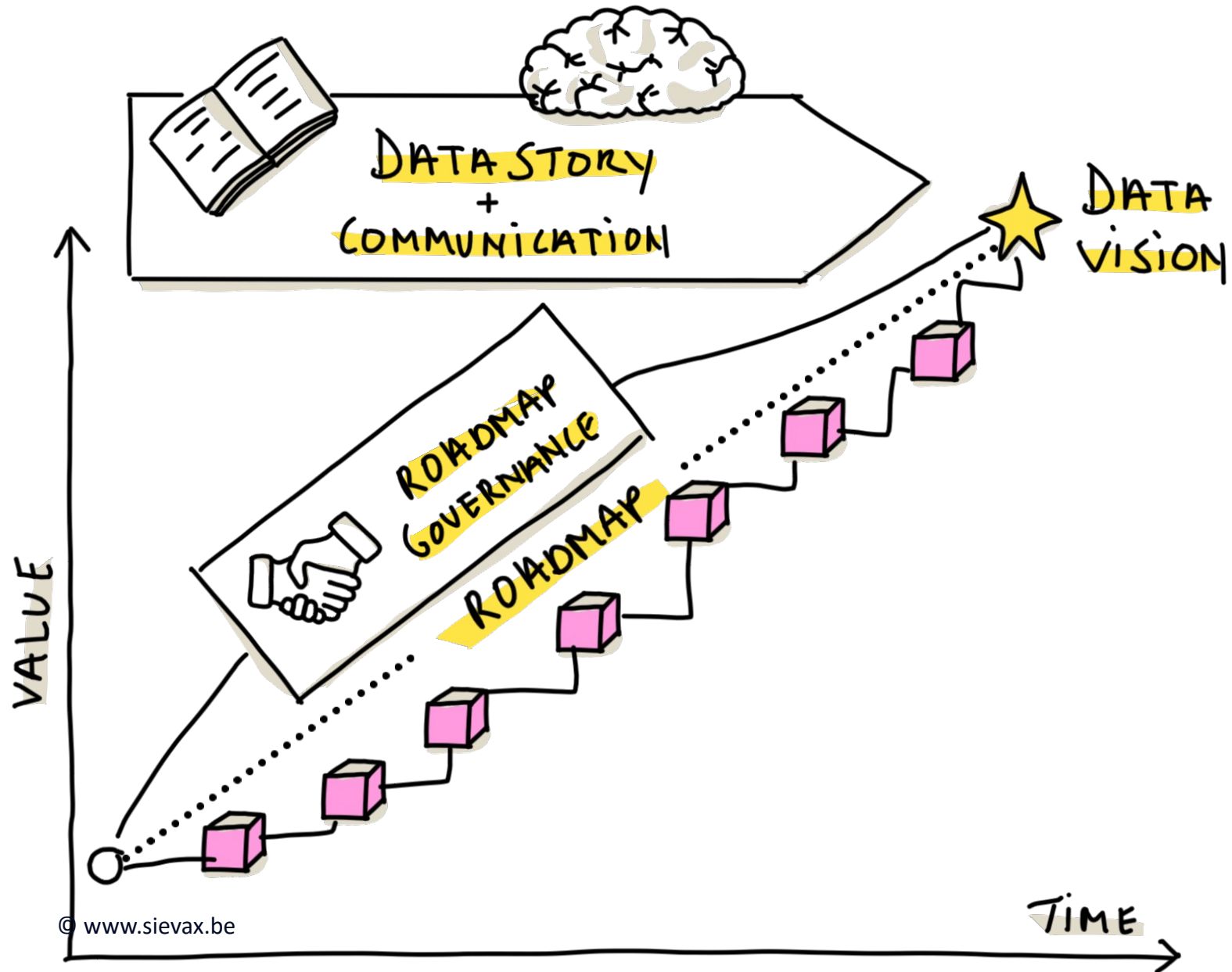
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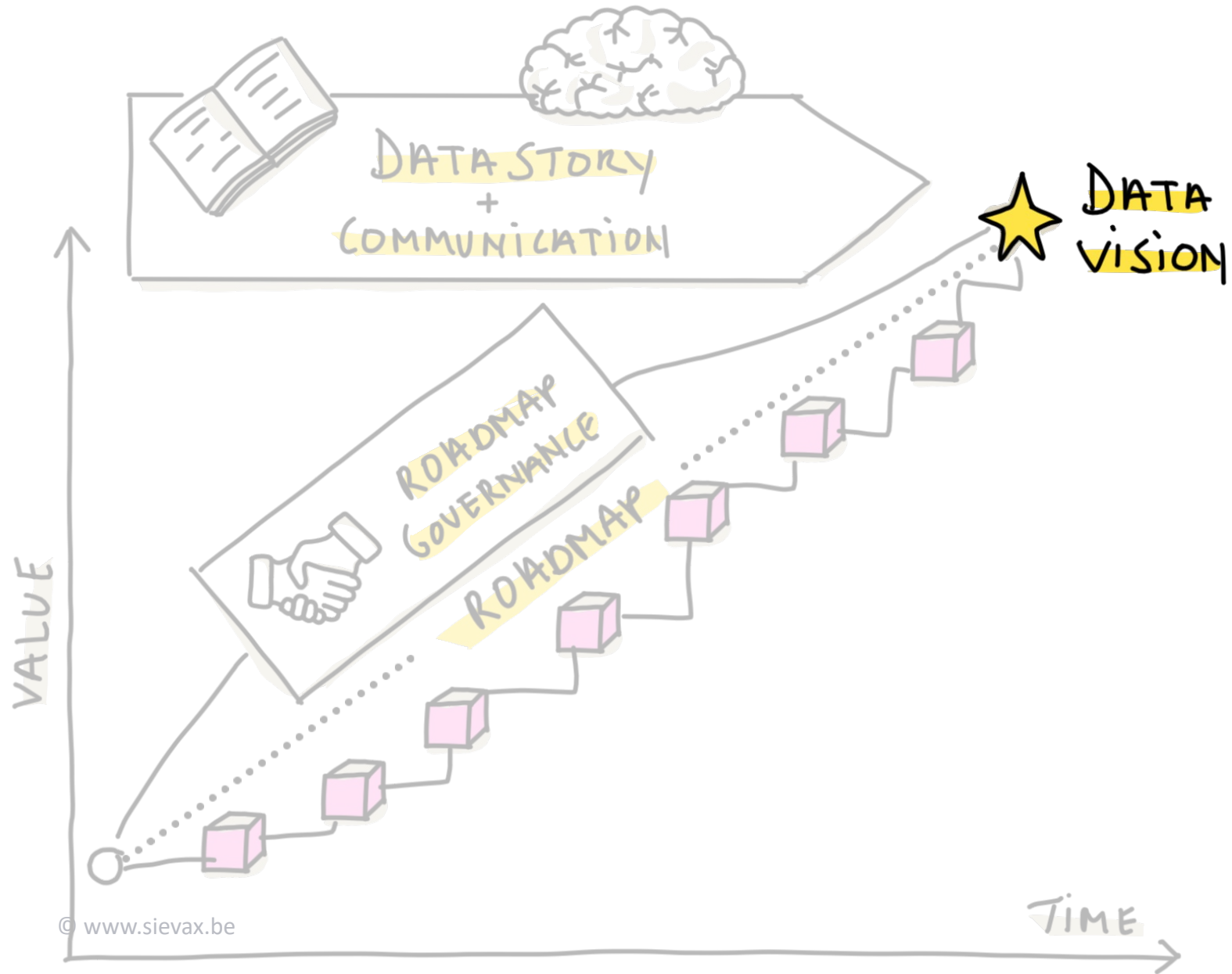
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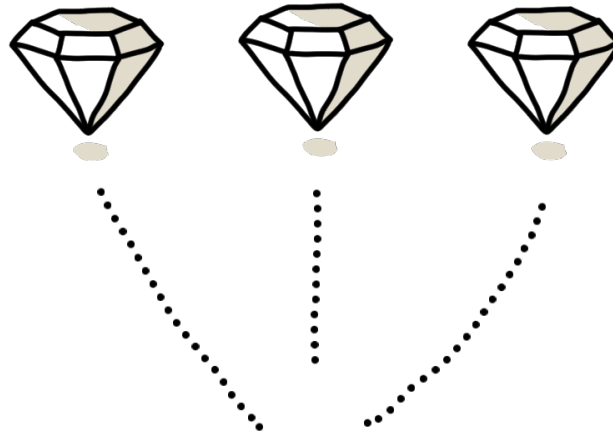


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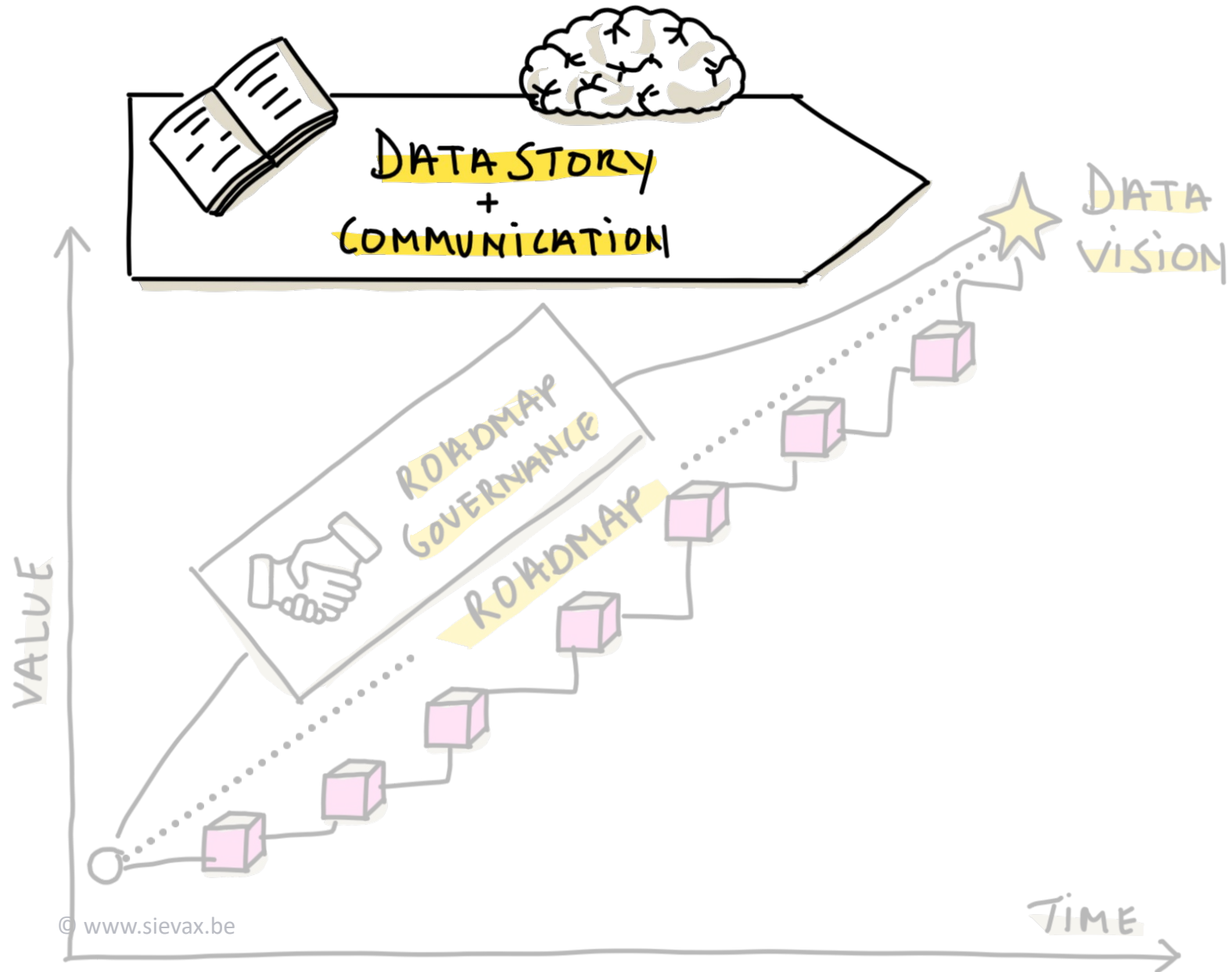
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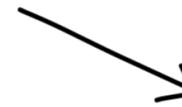
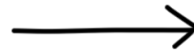
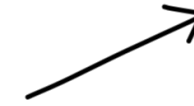
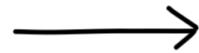
BUSINESS GOALS



To harness the power of data and AI to drive **smarter, proactive decisions** that create lasting **competitive advantage** and a **future-ready business.**



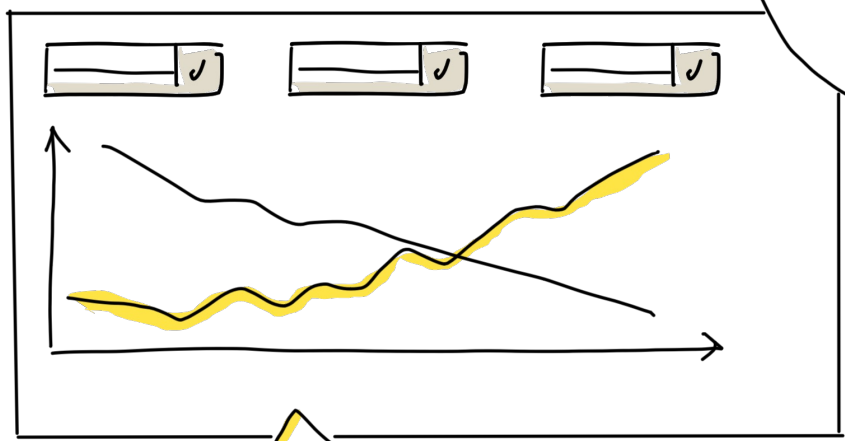
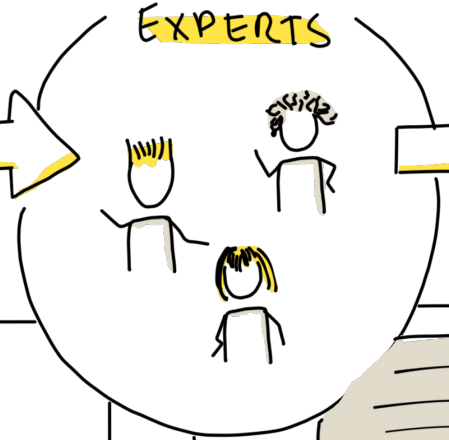
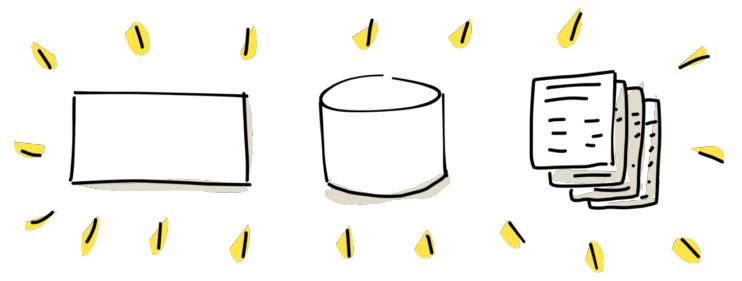
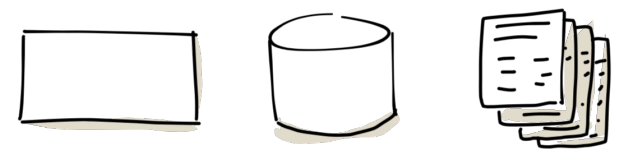
★
DATA VISION



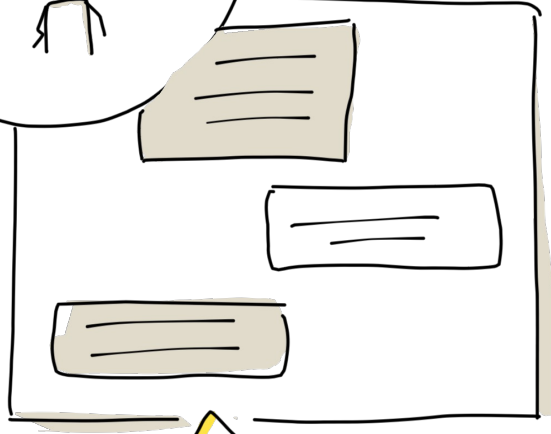
RAW DATA

BUSINESS DATA

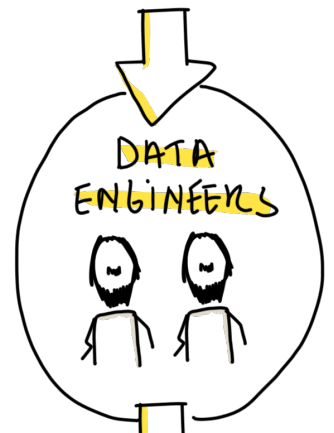
GOVERNED DATA



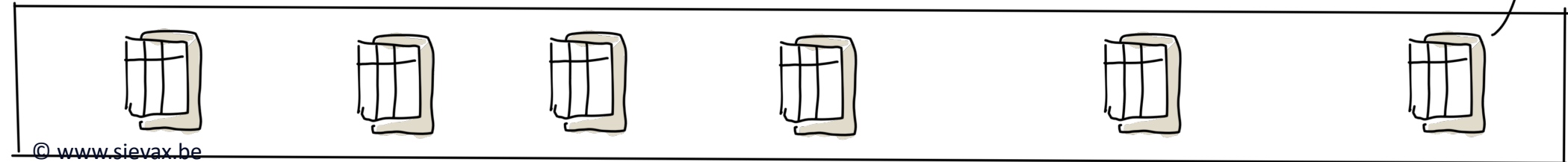
REPORTING



AI ASSISTANT



DATA PRODUCT



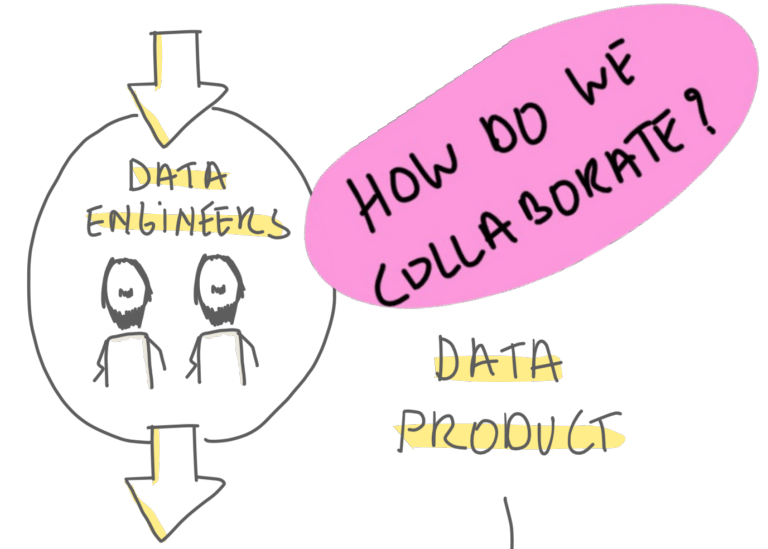
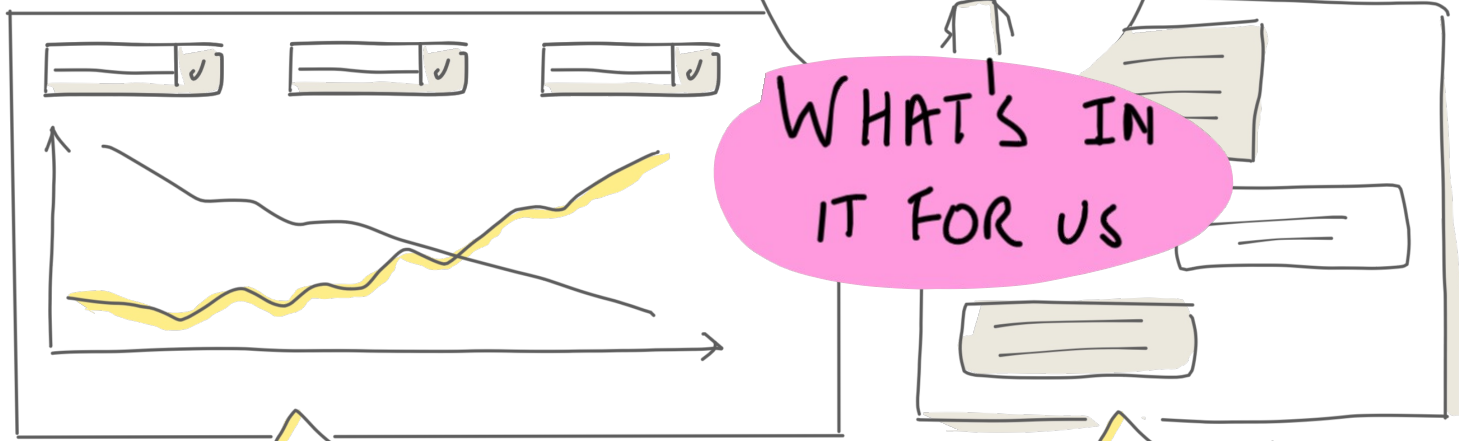
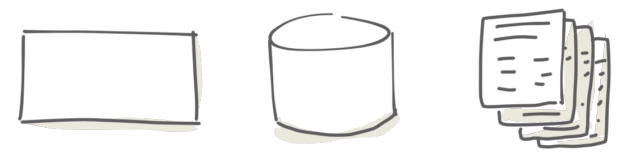
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DATA PLATFORM
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RAW DATA

BUSINESS DATA

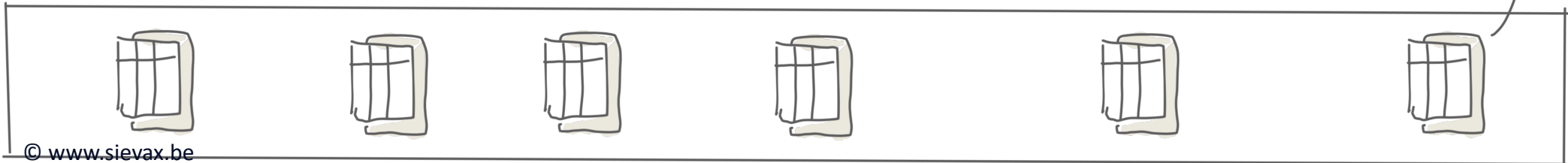
GOVERNED DATA



REPORTING

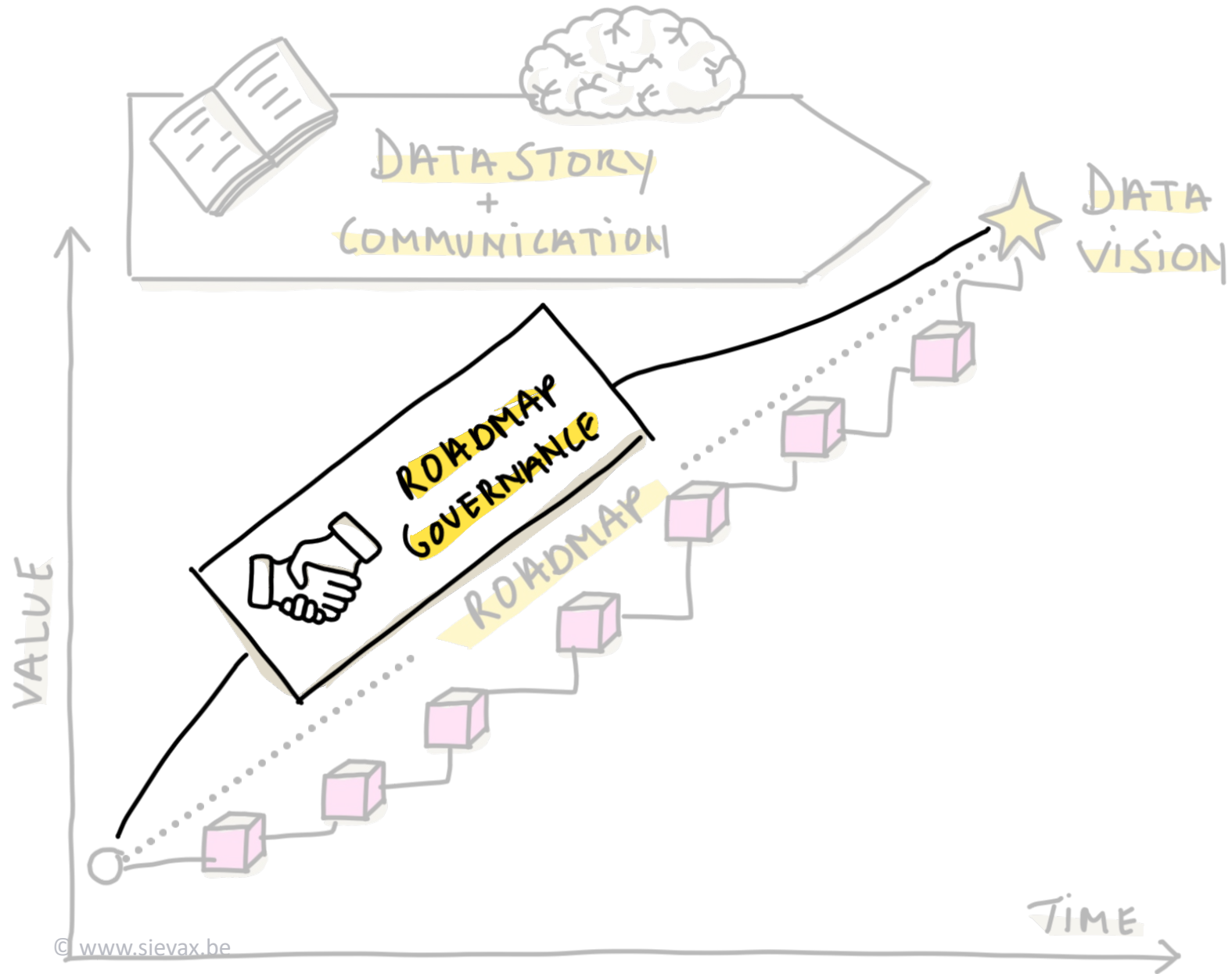


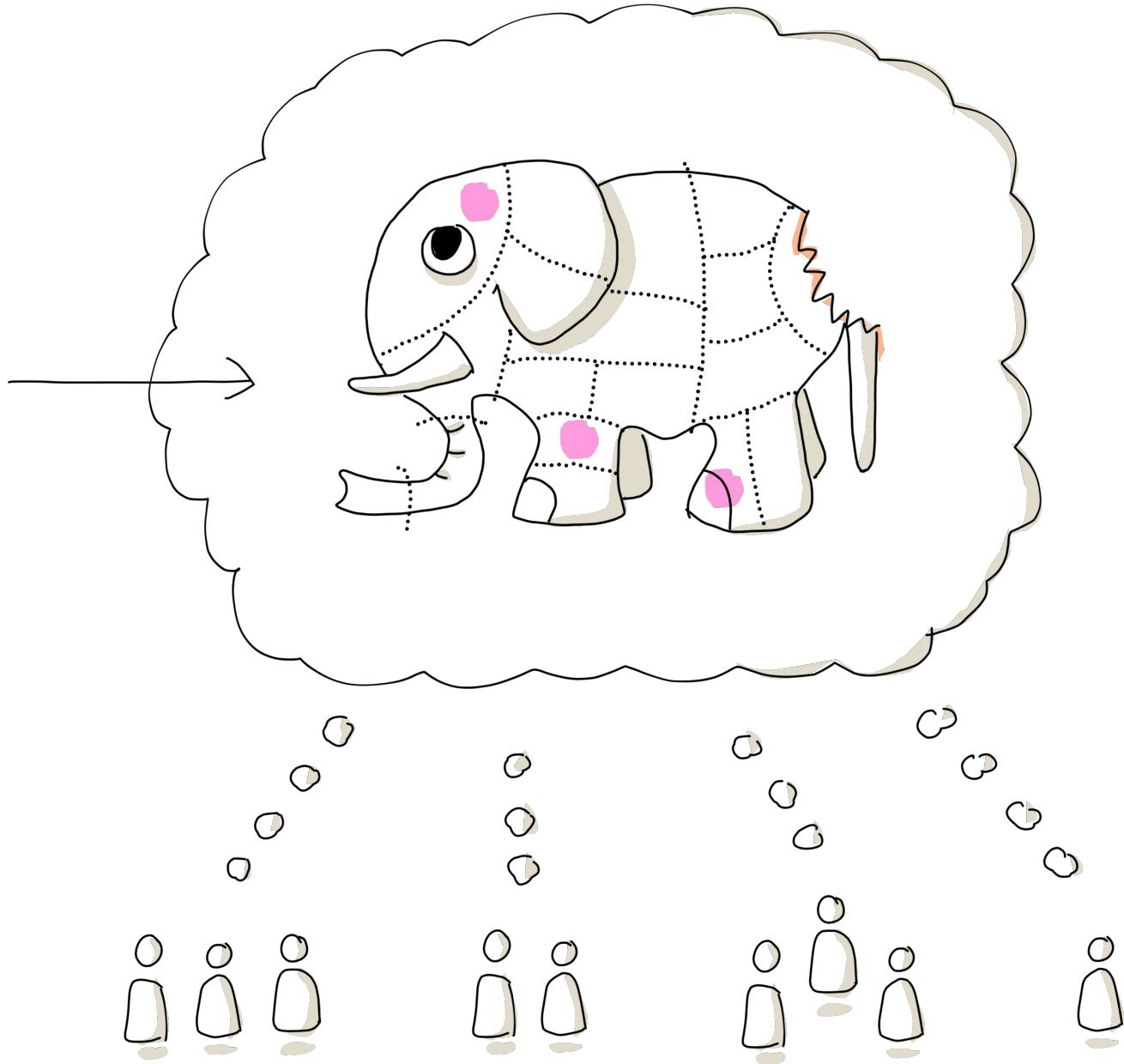
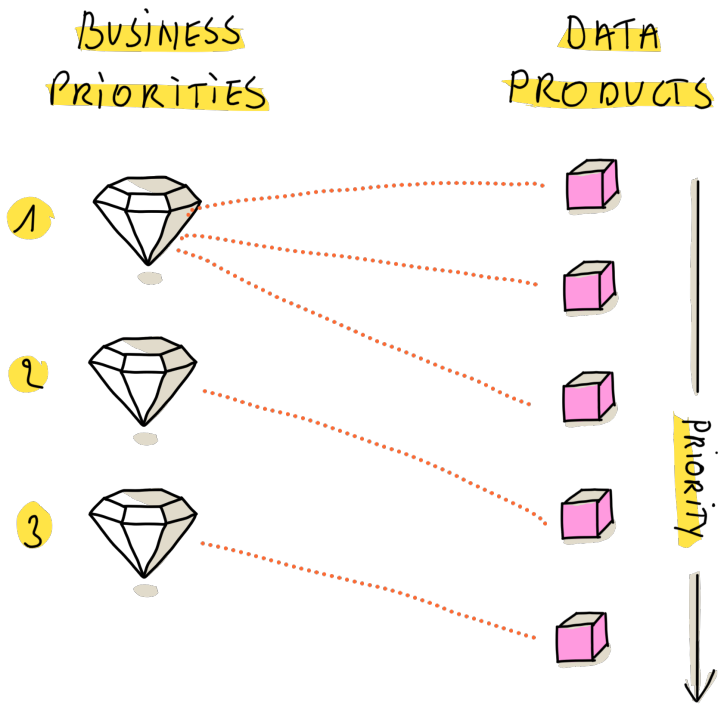
AI ASSISTANT

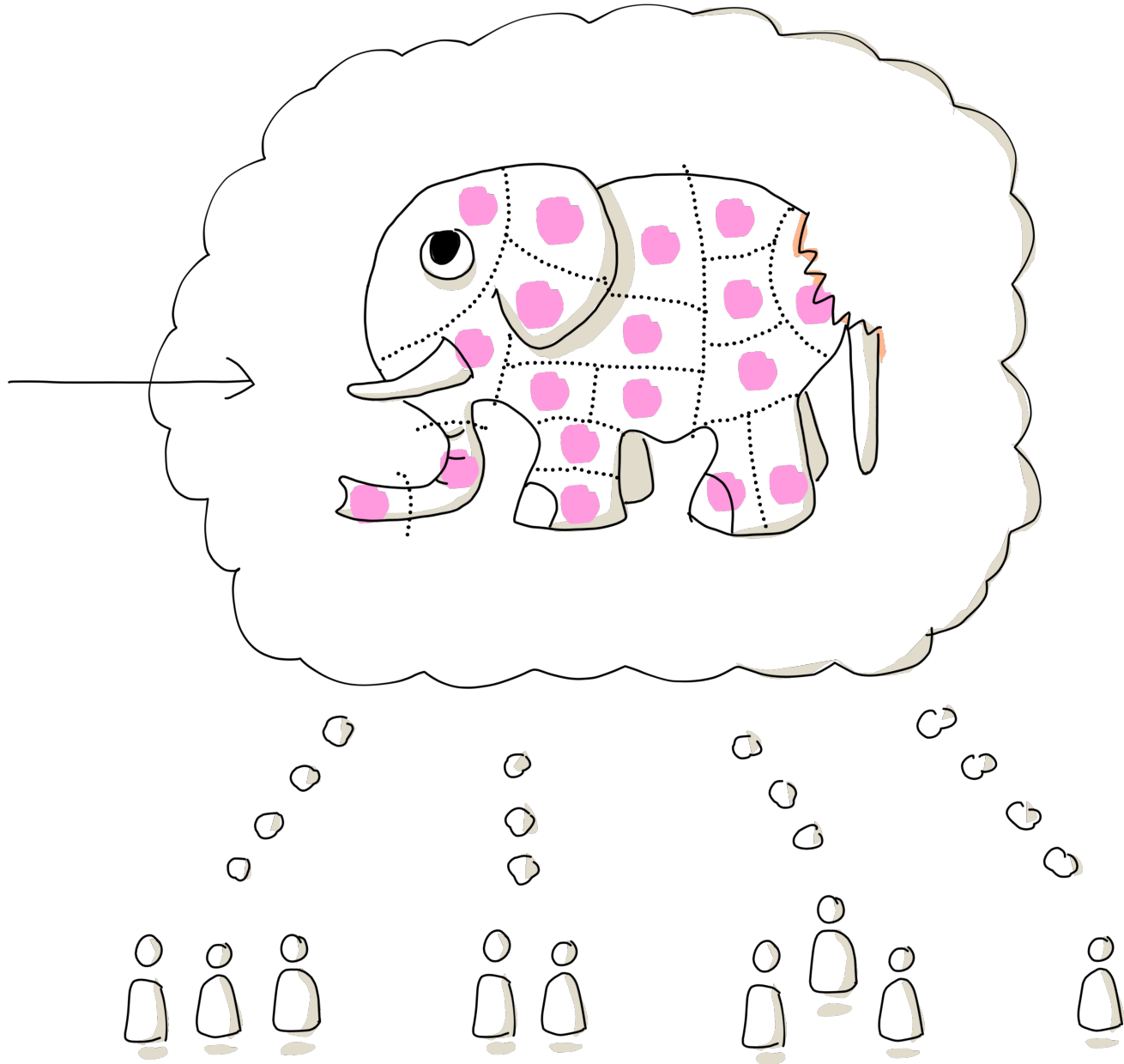
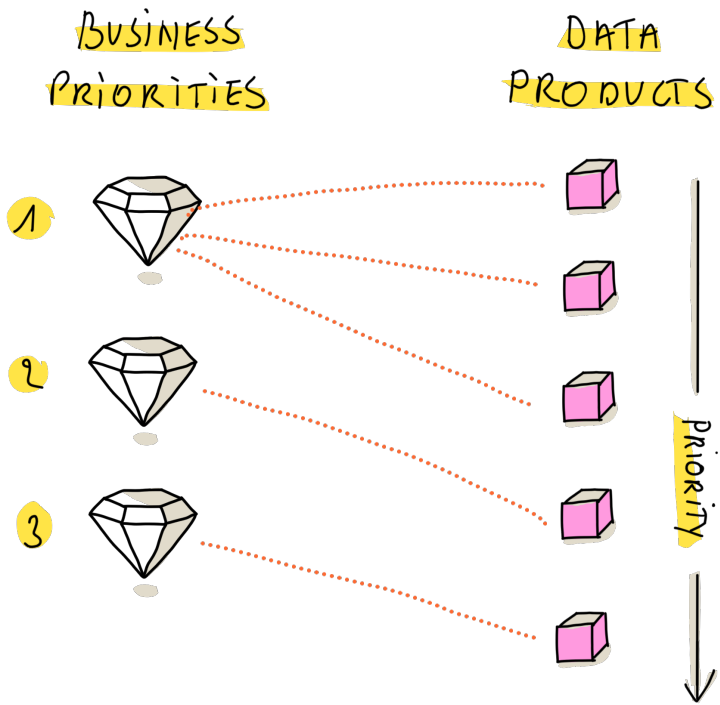


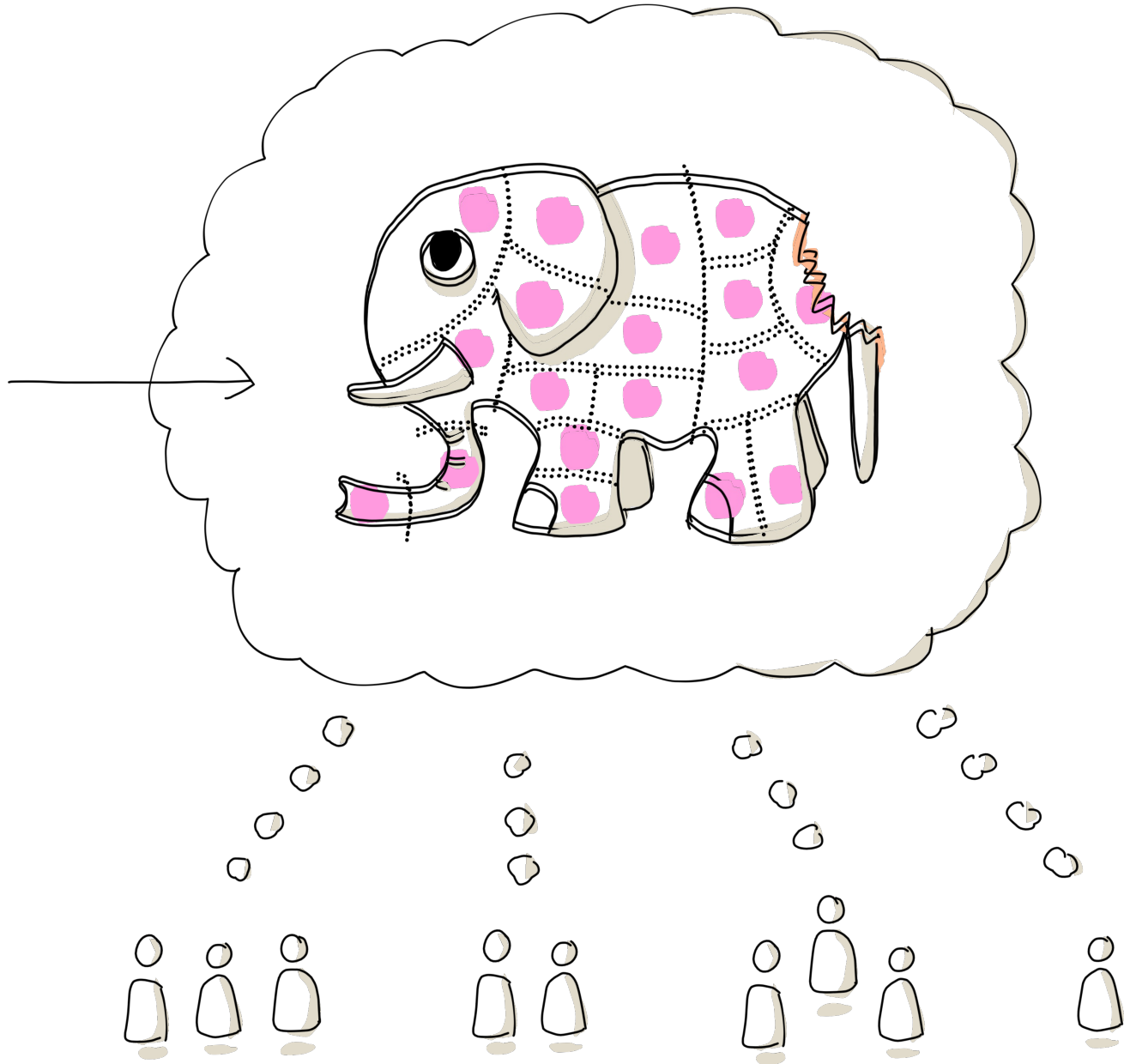
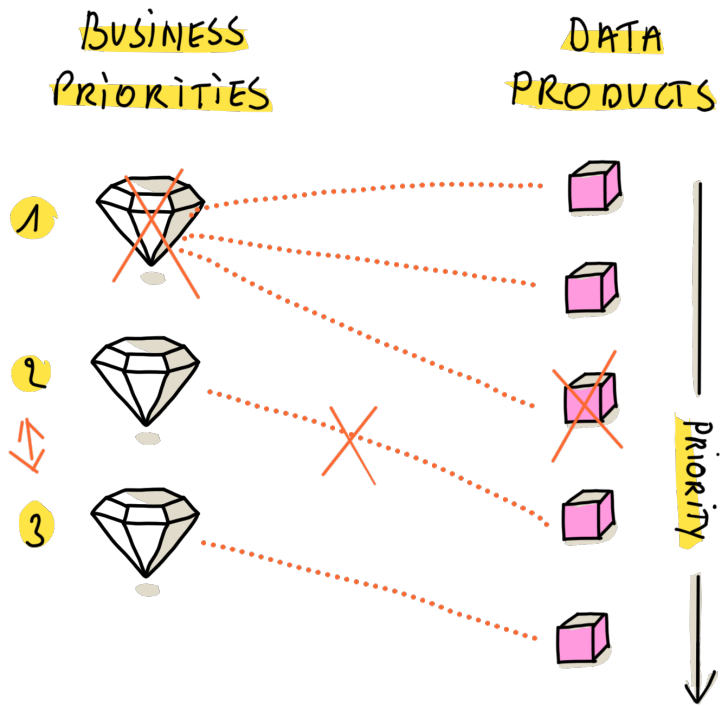
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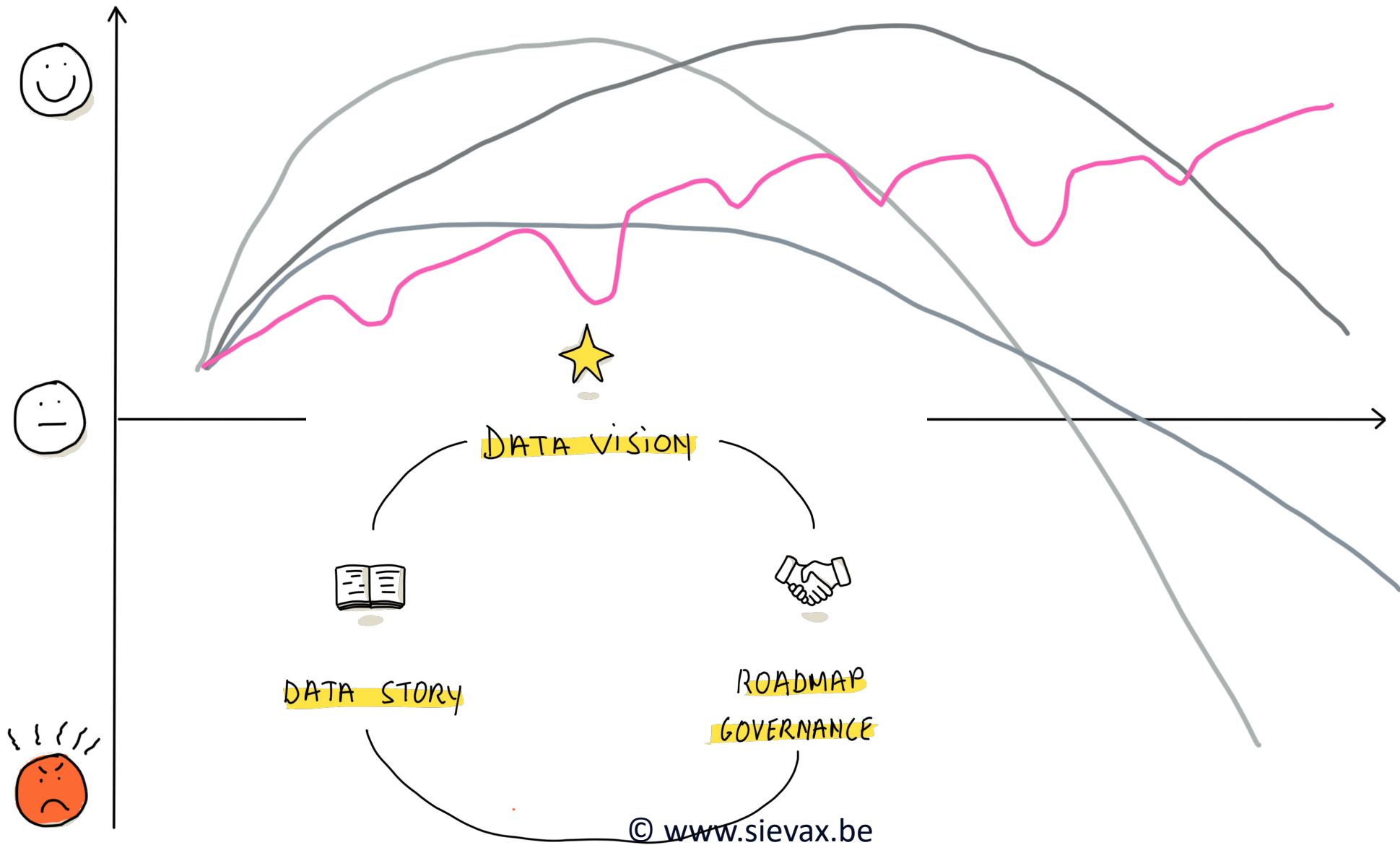
DATA PLATFORM
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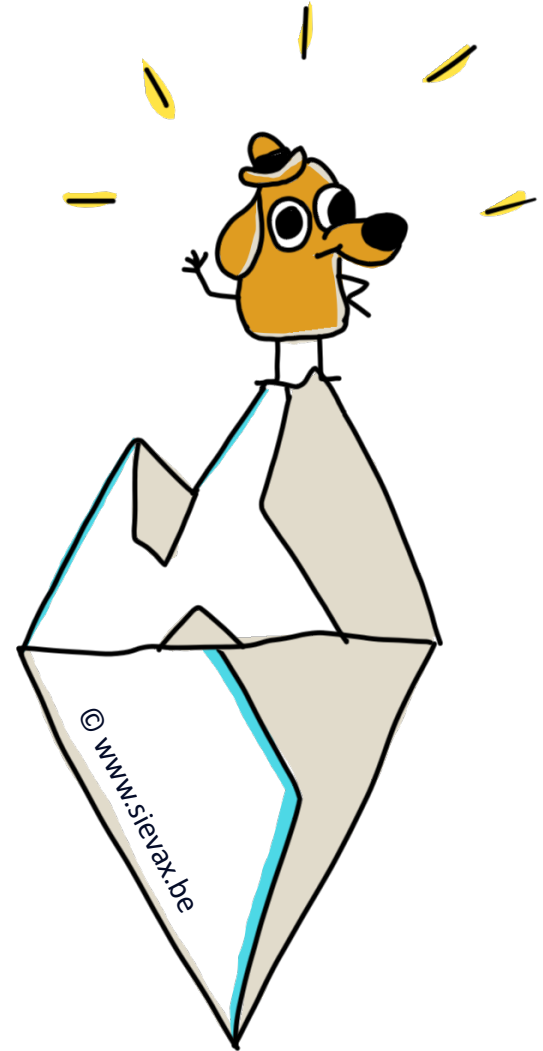


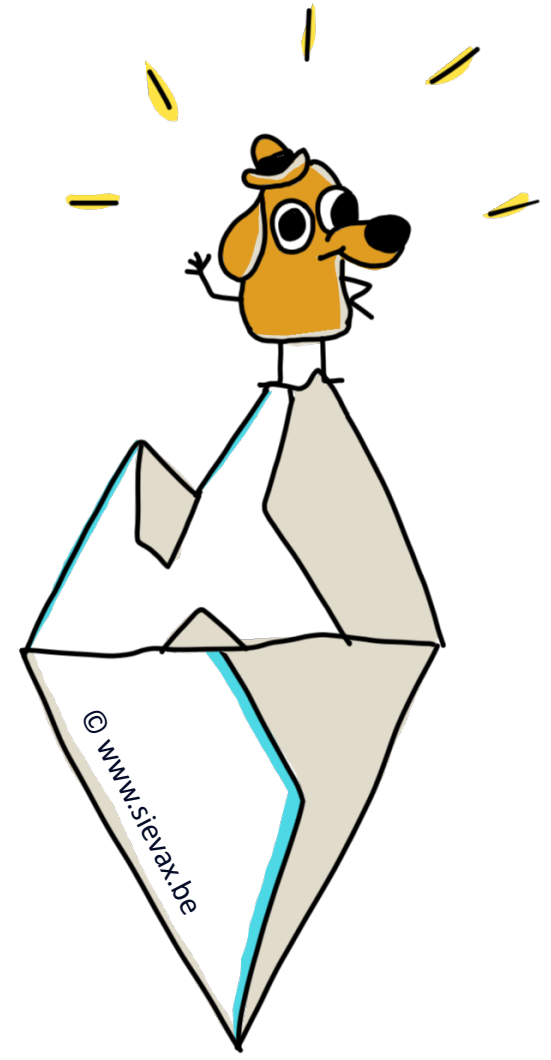


DATA VISION

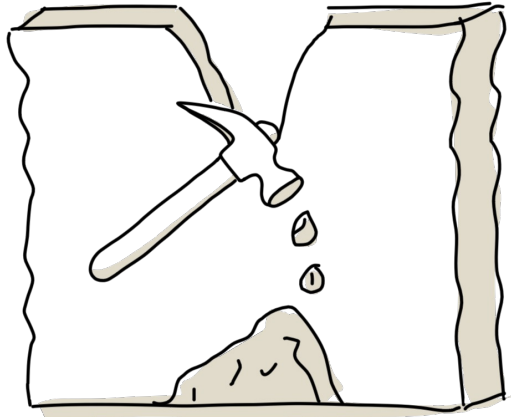
DATA STORY

ROADMAP
GOVERNANCE

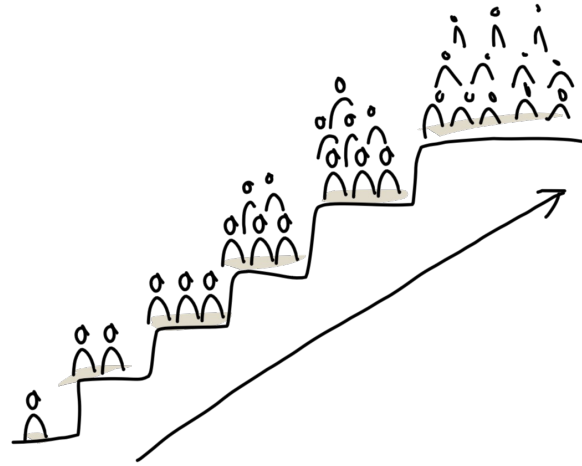




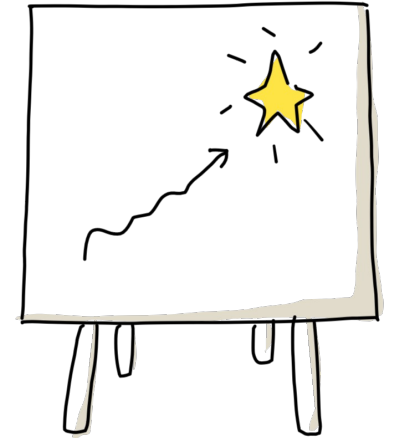
CHANGING DATA CULTURE



BREAKING SILO'S

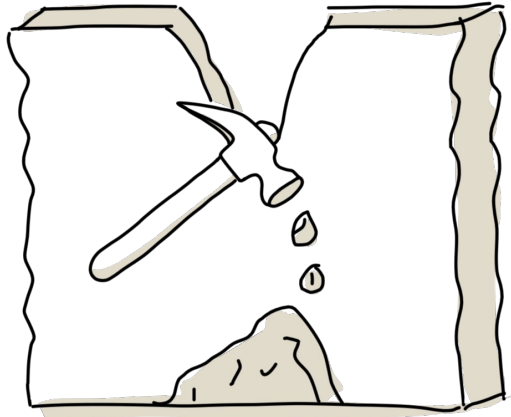


GROW TOGETHER

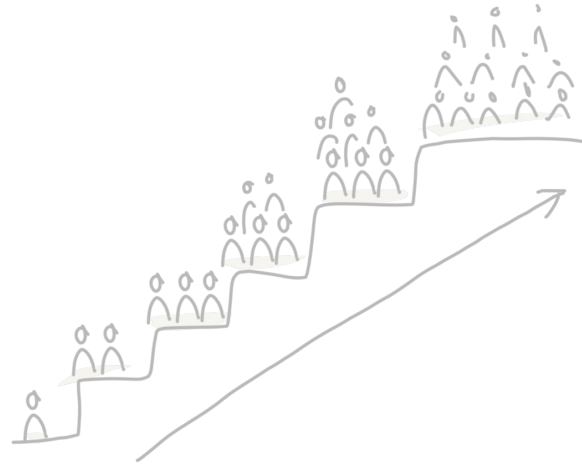


VISUAL THINKING

CHANGING DATA CULTURE



BREAKING SILO'S



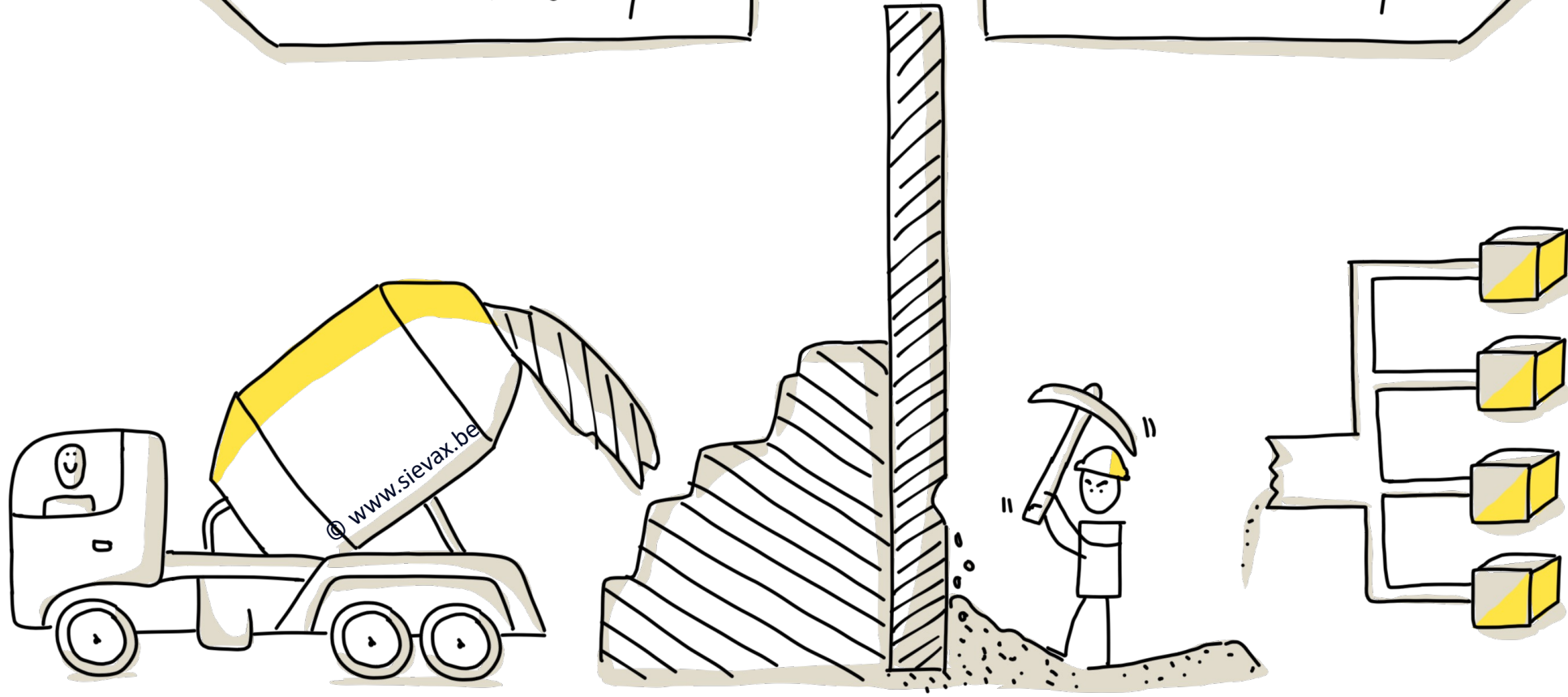
GROW TOGETHER



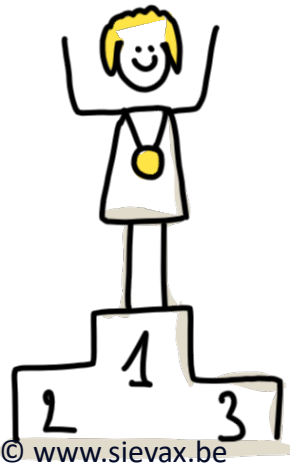
VISUAL THINKING

DATA PRODUCER
STRATEGY

DATA CONSUMER
STRATEGY



THE
BEST CRM



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THE
FASTEST ETL



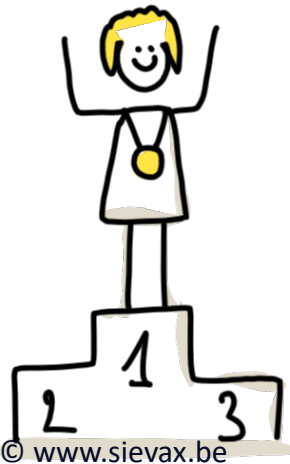
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THE BEST
DATA MODEL



THE LONGEST TIME TO MARKET

THE
BEST CRM



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THE
FASTEST ETL

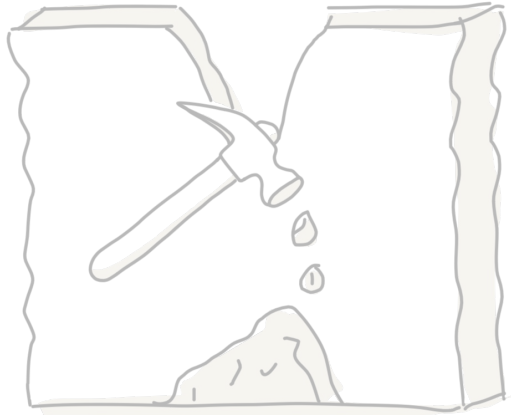


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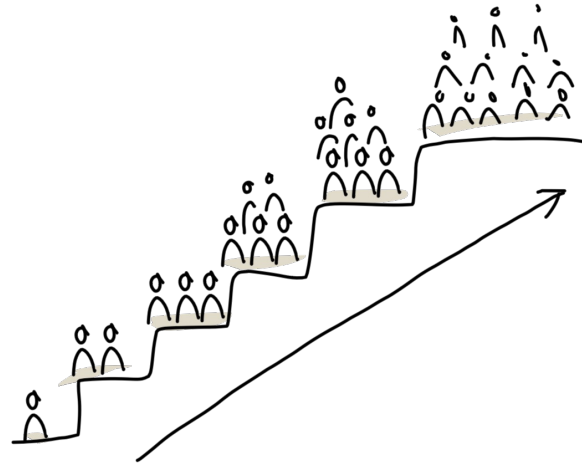
THE BEST
DATA MODEL



CHANGING DATA CULTURE



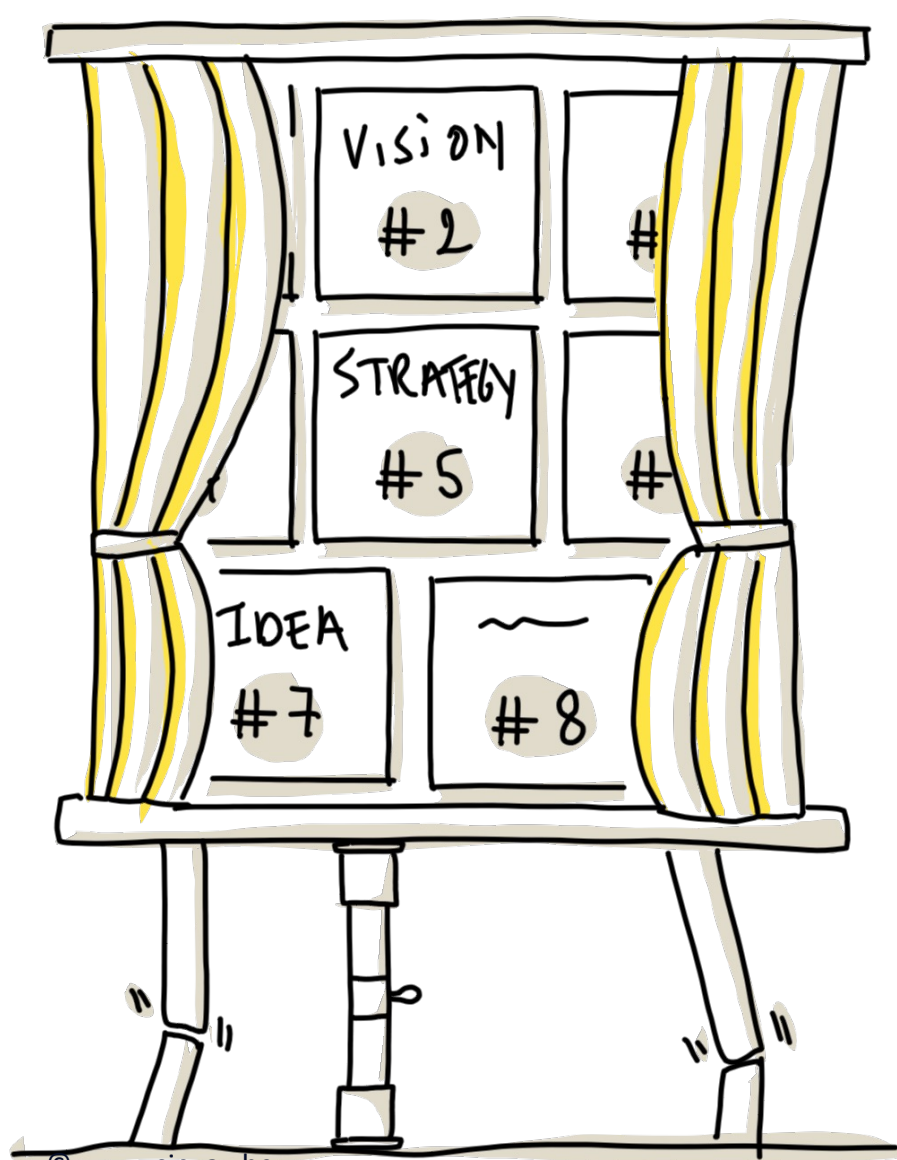
BREAKING SILO'S



GROW TOGETHER



VISUAL THINKING



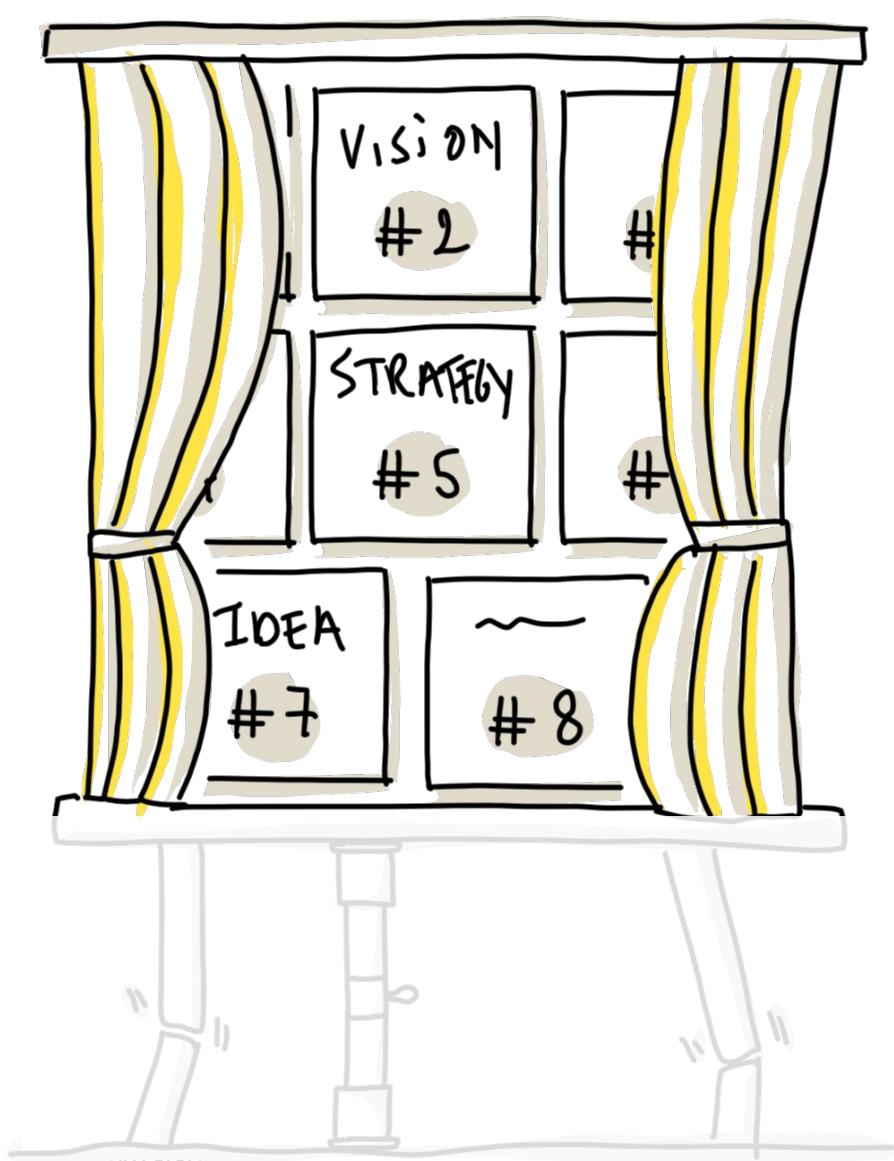
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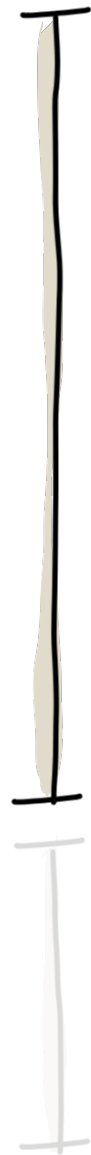
SLIDES

DATA & AI
FOUNDATIONS

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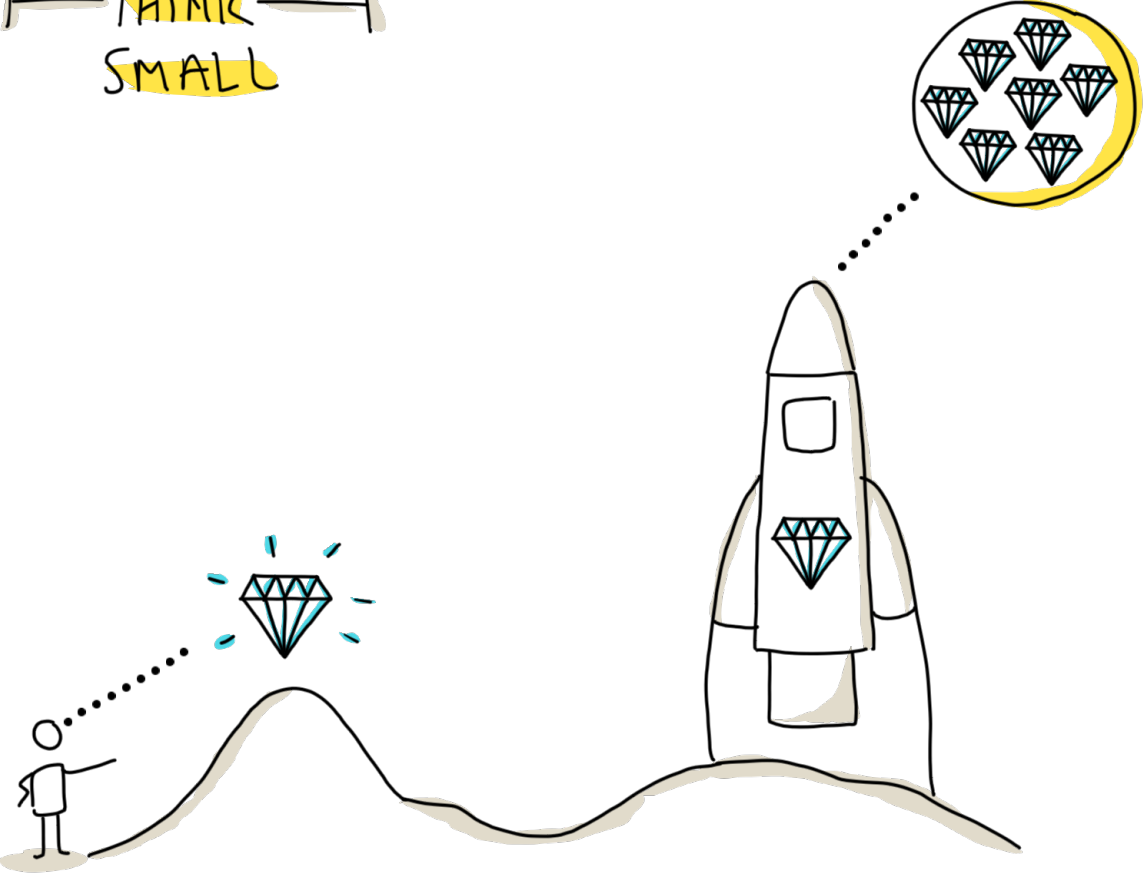
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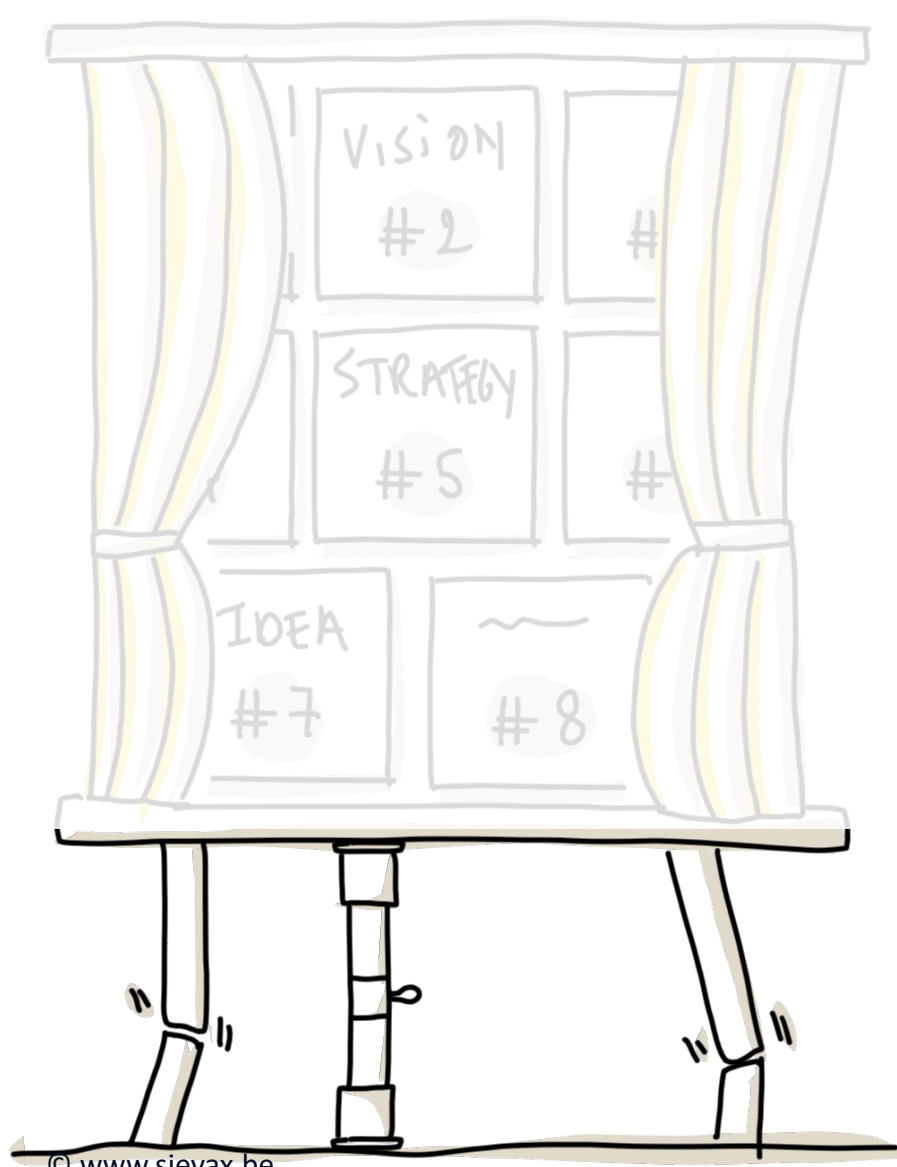
DATA & AI
FOUNDATIONS

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THINK BIG

THINK SMALL

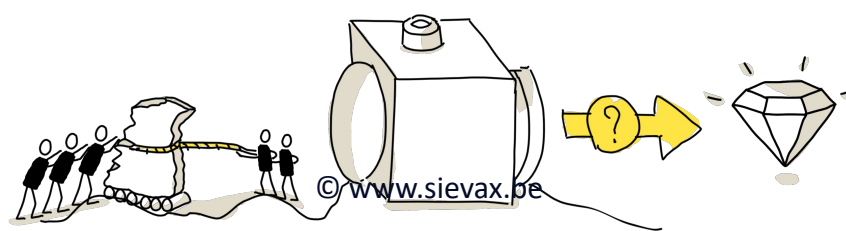
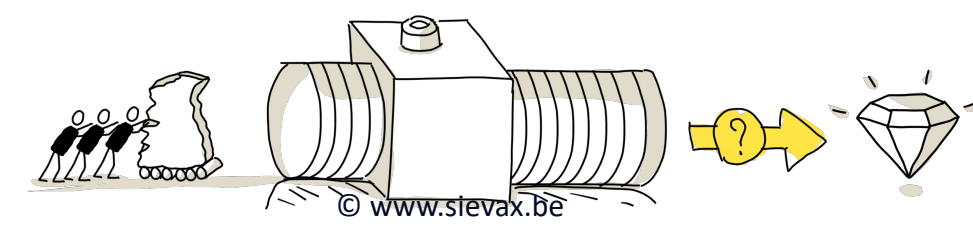
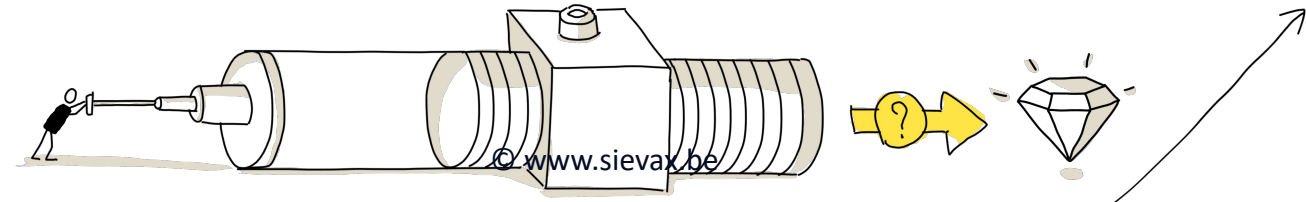
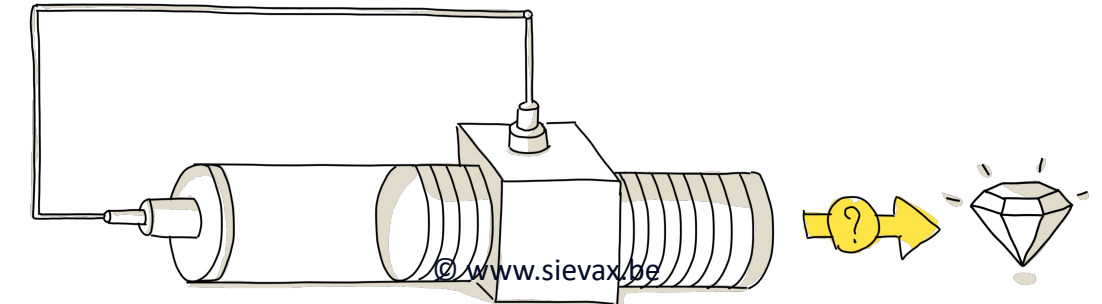




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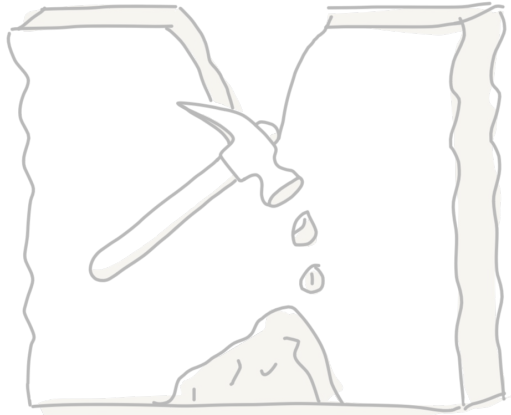
DATA & AI
FOUNDATIONS

Buy:

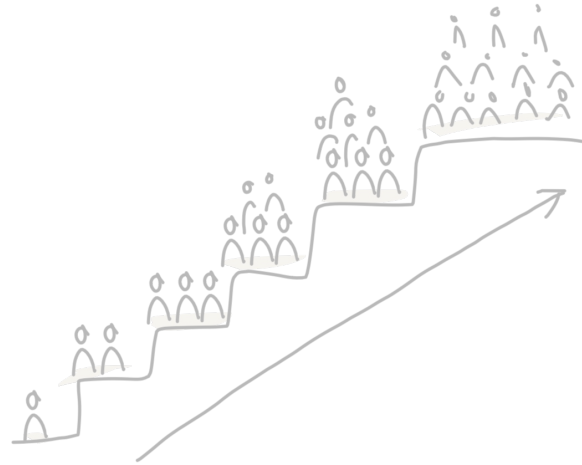


BUILD

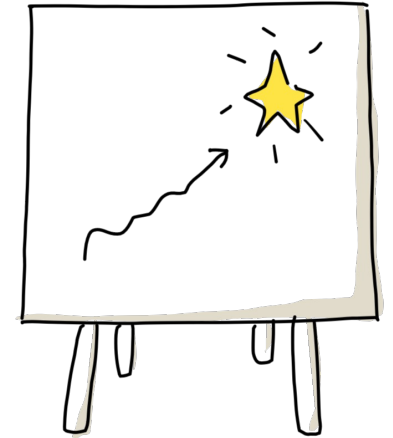
CHANGING DATA CULTURE



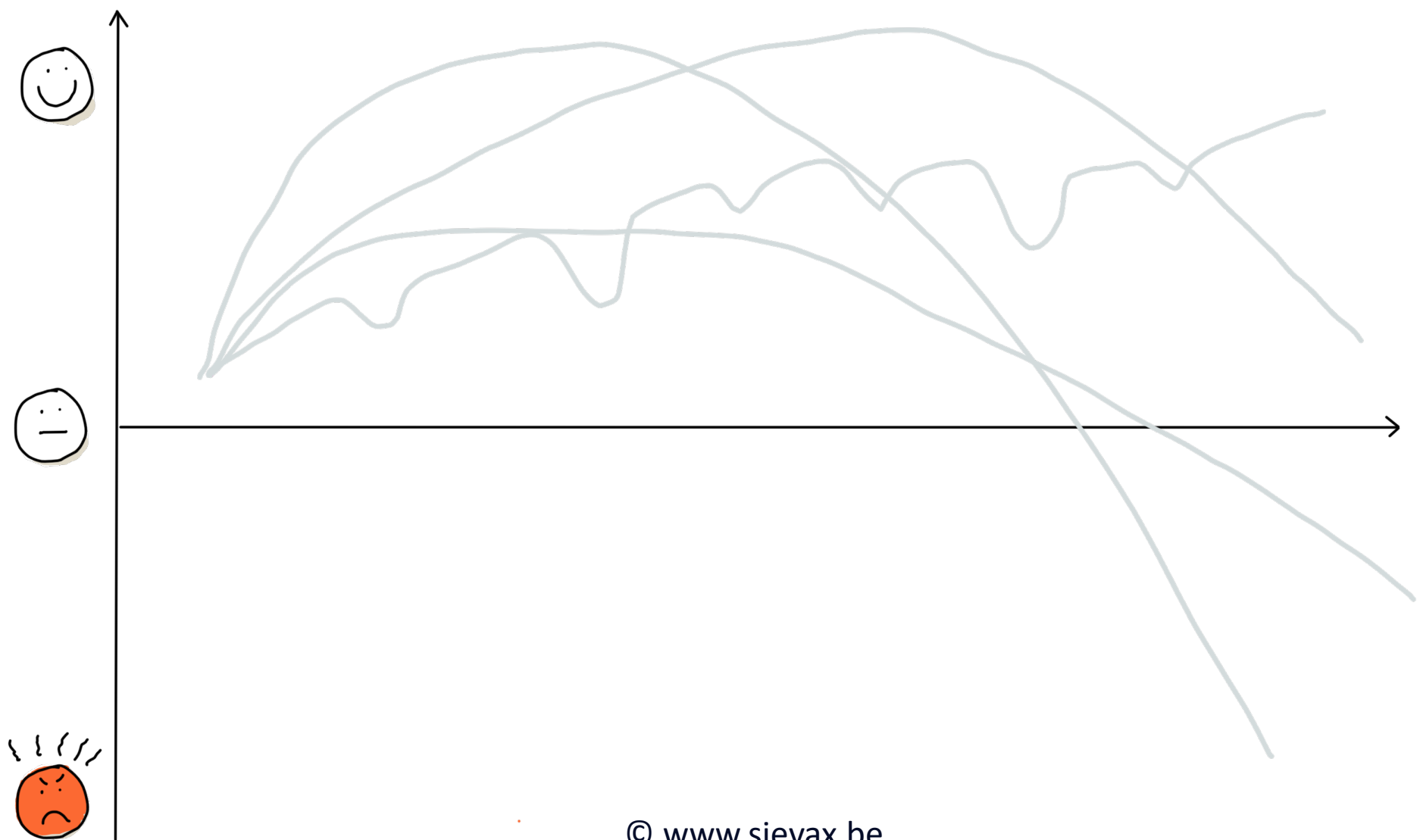
BREAKING SILO'S

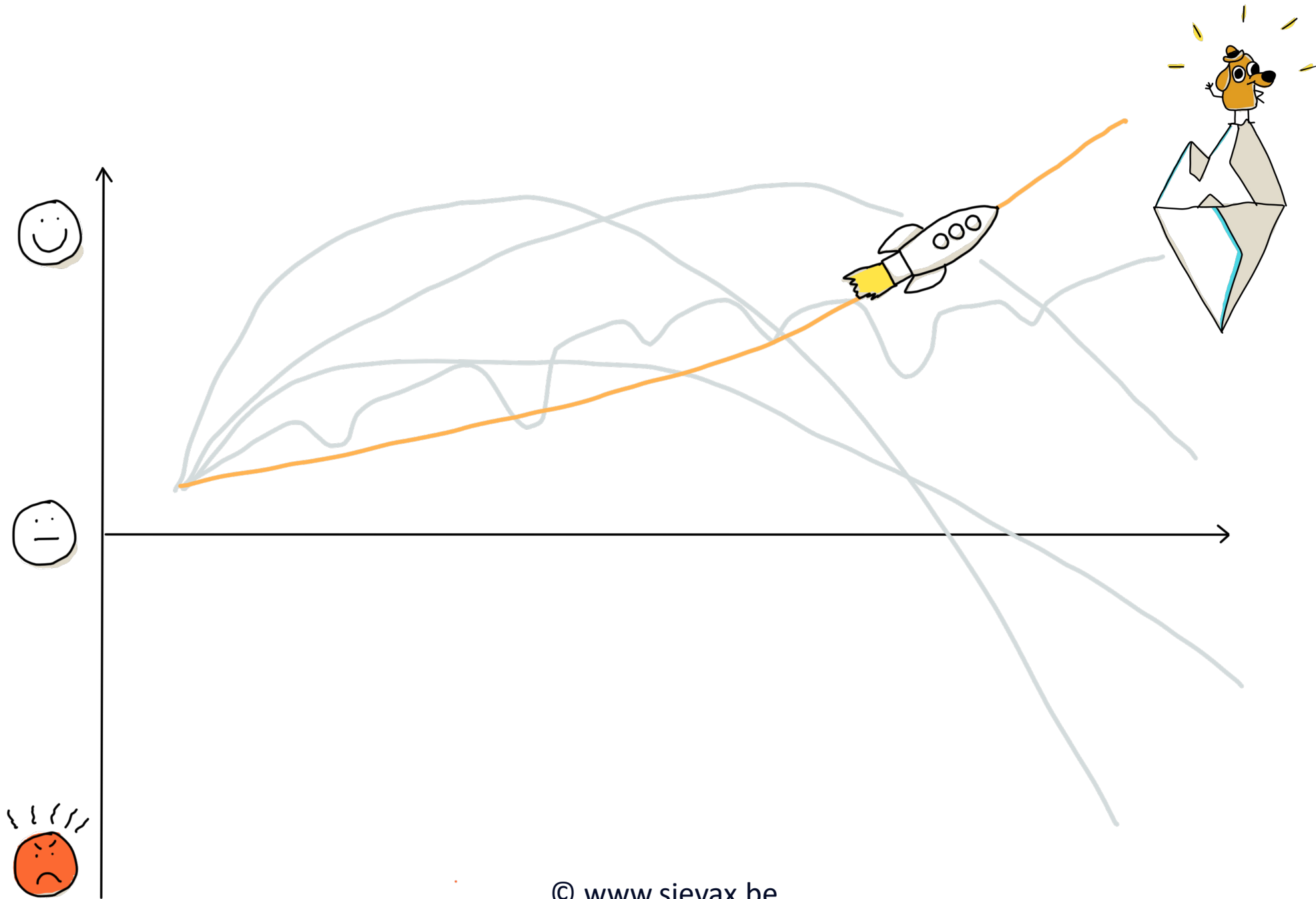


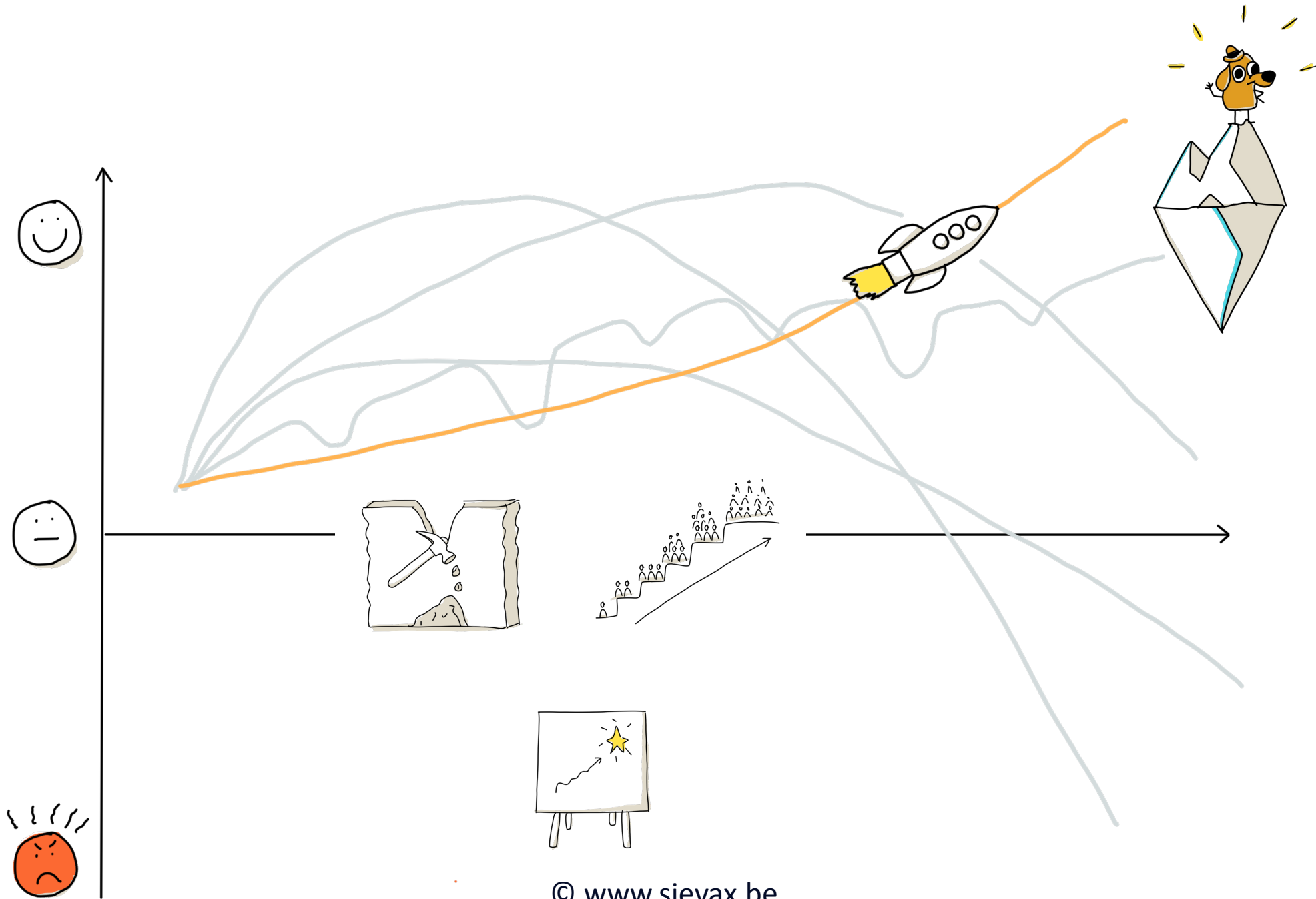
GROW TOGETHER

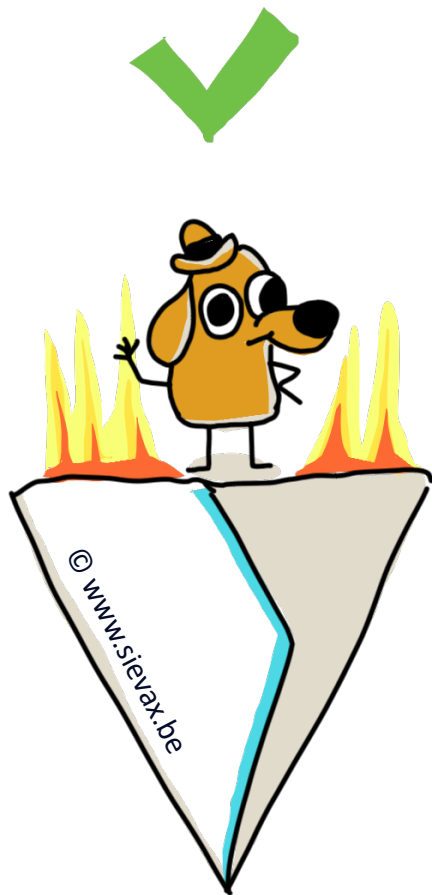


VISUAL THINKING



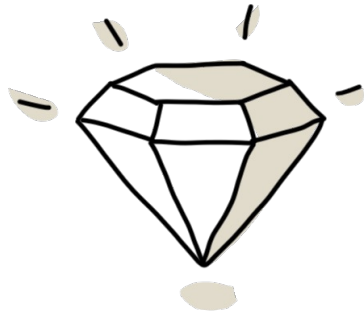




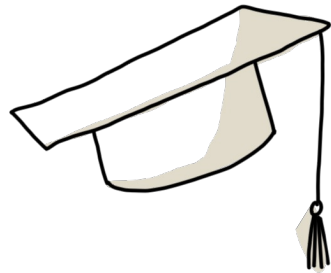




Jan Meskens



Data and AI Strategy
Consultant



Lecturer of several AI and
Data Strategy Trainings



Founder and Manager
of Sievax

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Questions?



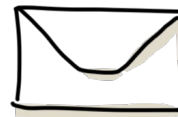
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