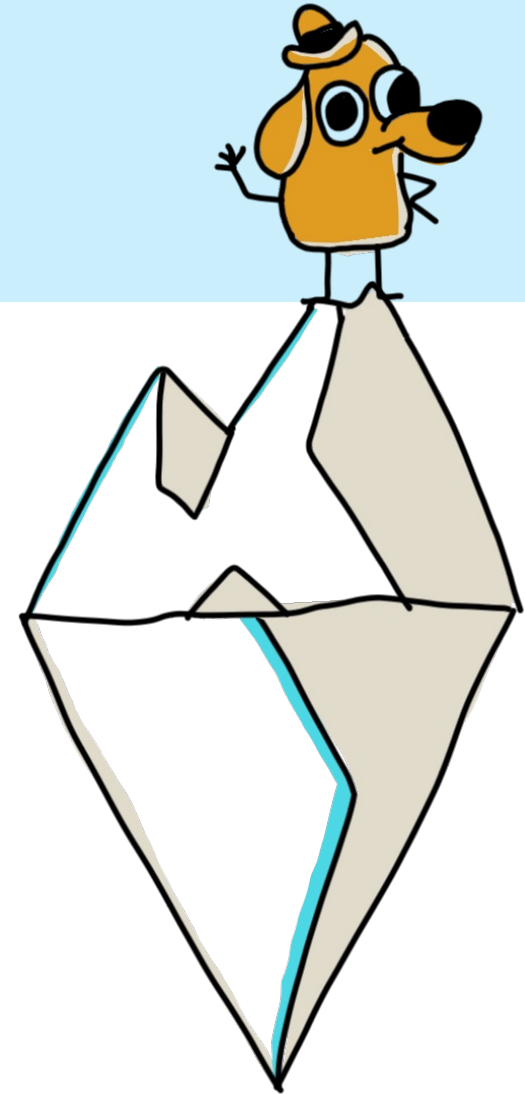


# DATA STRATEGY: THE PATHWAY FROM DATA TO TANGIBLE BUSINESS IMPACT

JAN MESKENS

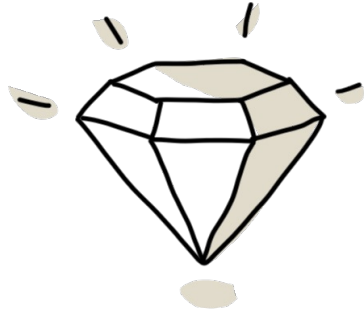


Presented for

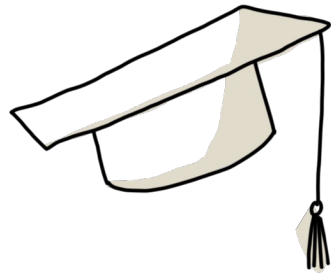




# Jan Meskens



Data and AI Strategy  
Consultant



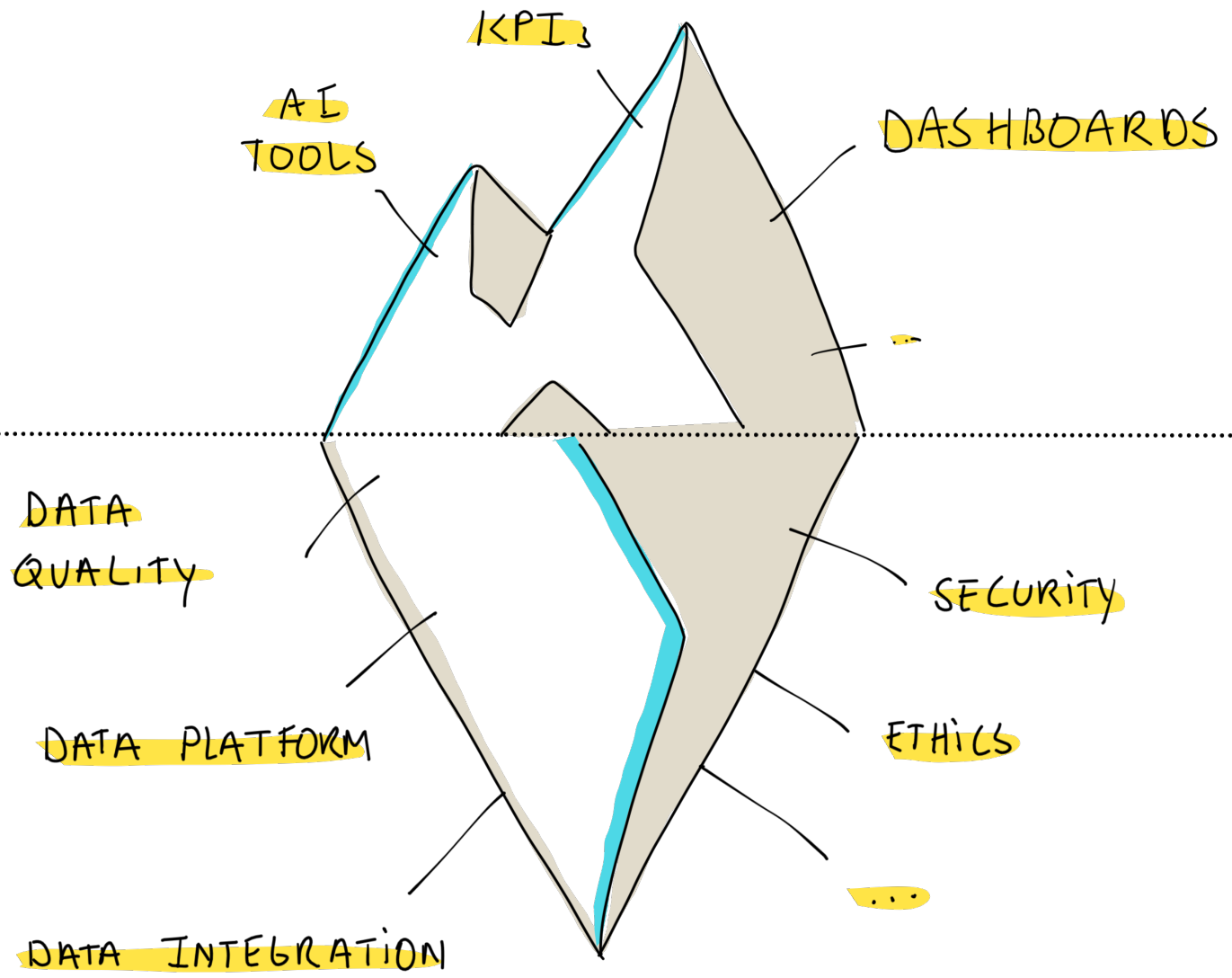
Keynote Speaker,  
Lecturer and Trainer



Founder and Manager  
of Sievax

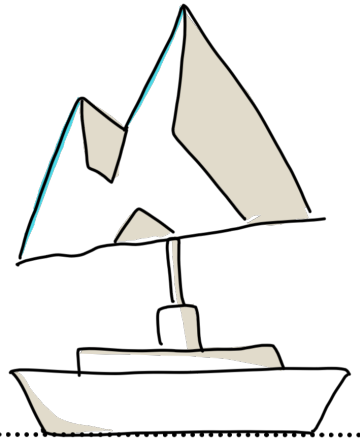
DATA  
USE CASES

DATA  
FOUNDATIONS



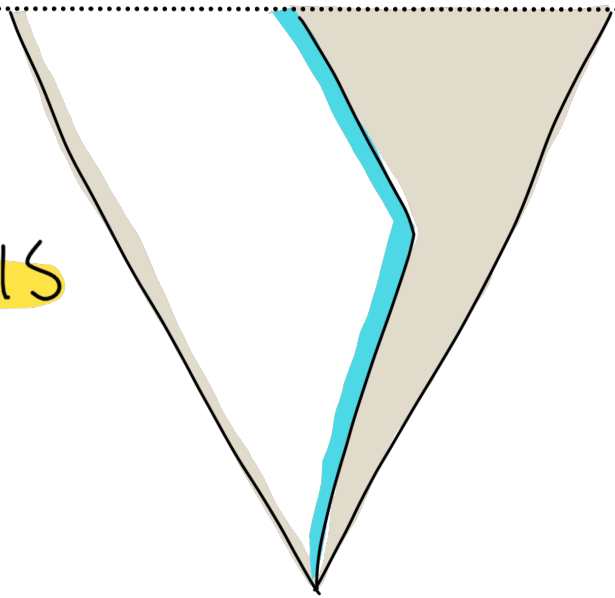
DATA

USE CASES

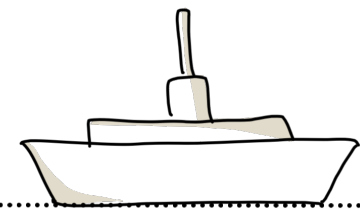
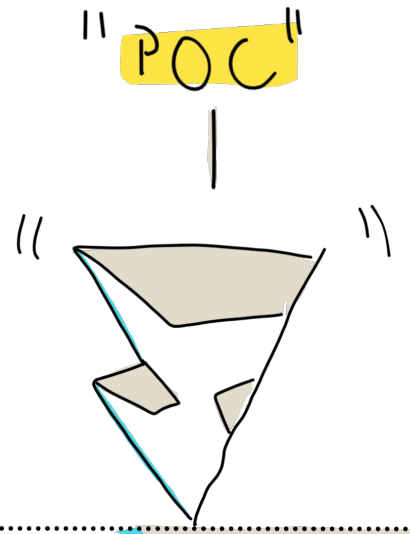


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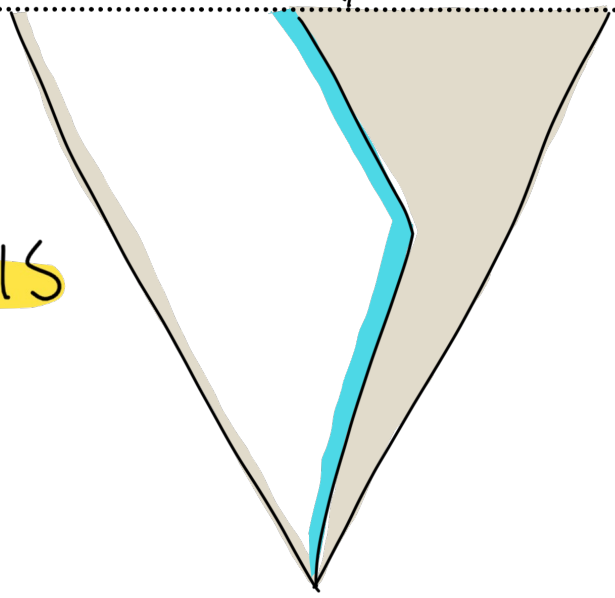
FOUNDATIONS



DATA  
USE CASES



DATA  
FOUNDATIONS

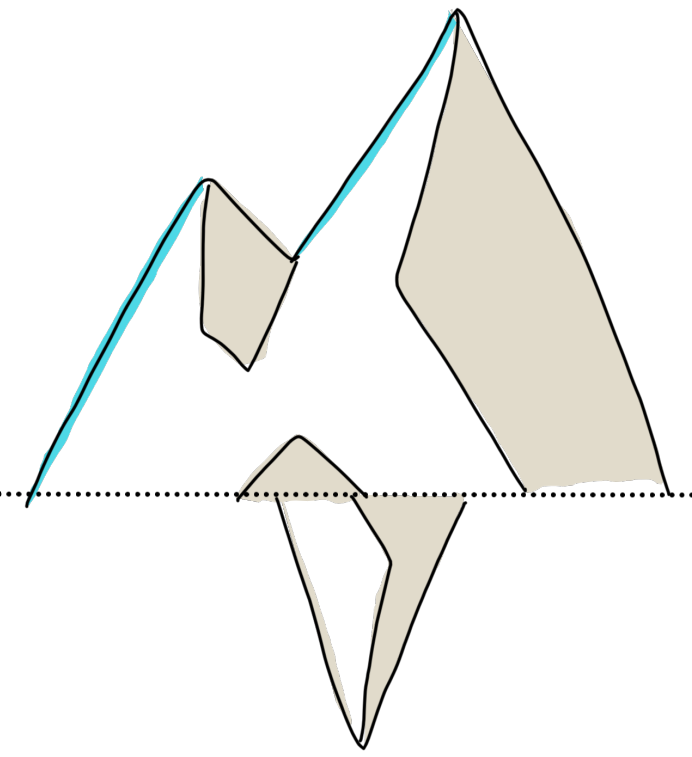
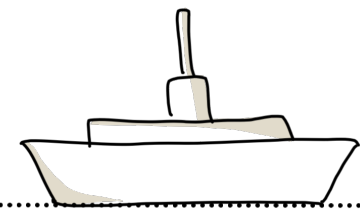
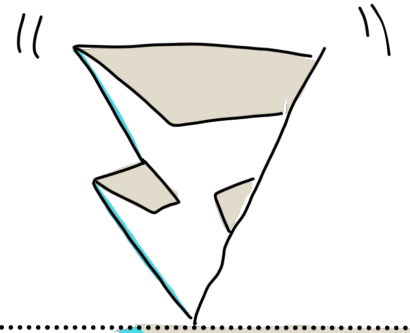


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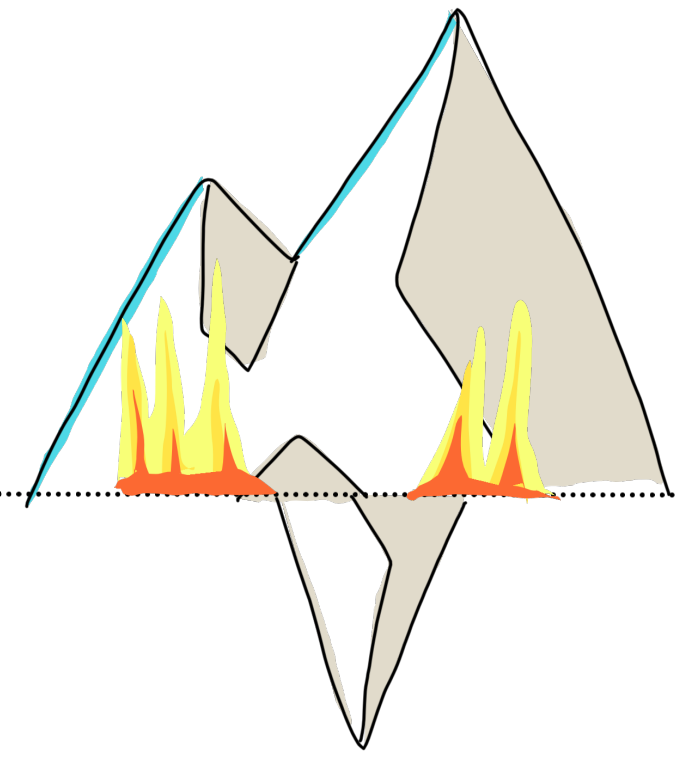
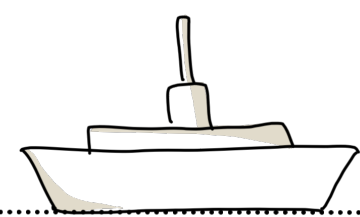
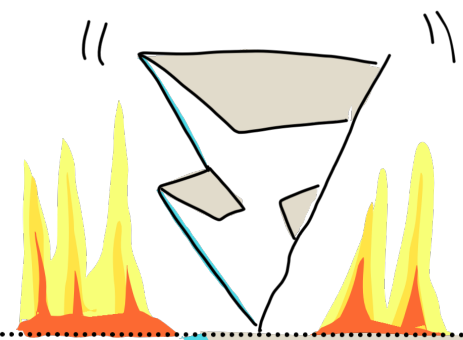
USE CASES

DATA

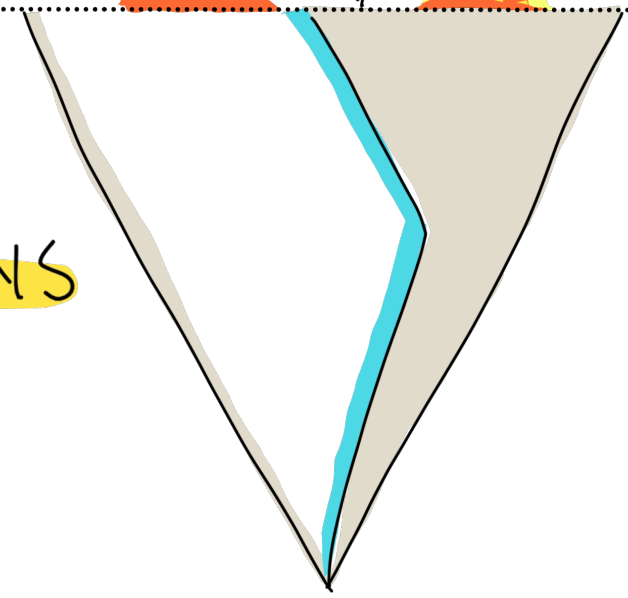
FOUNDATIONS

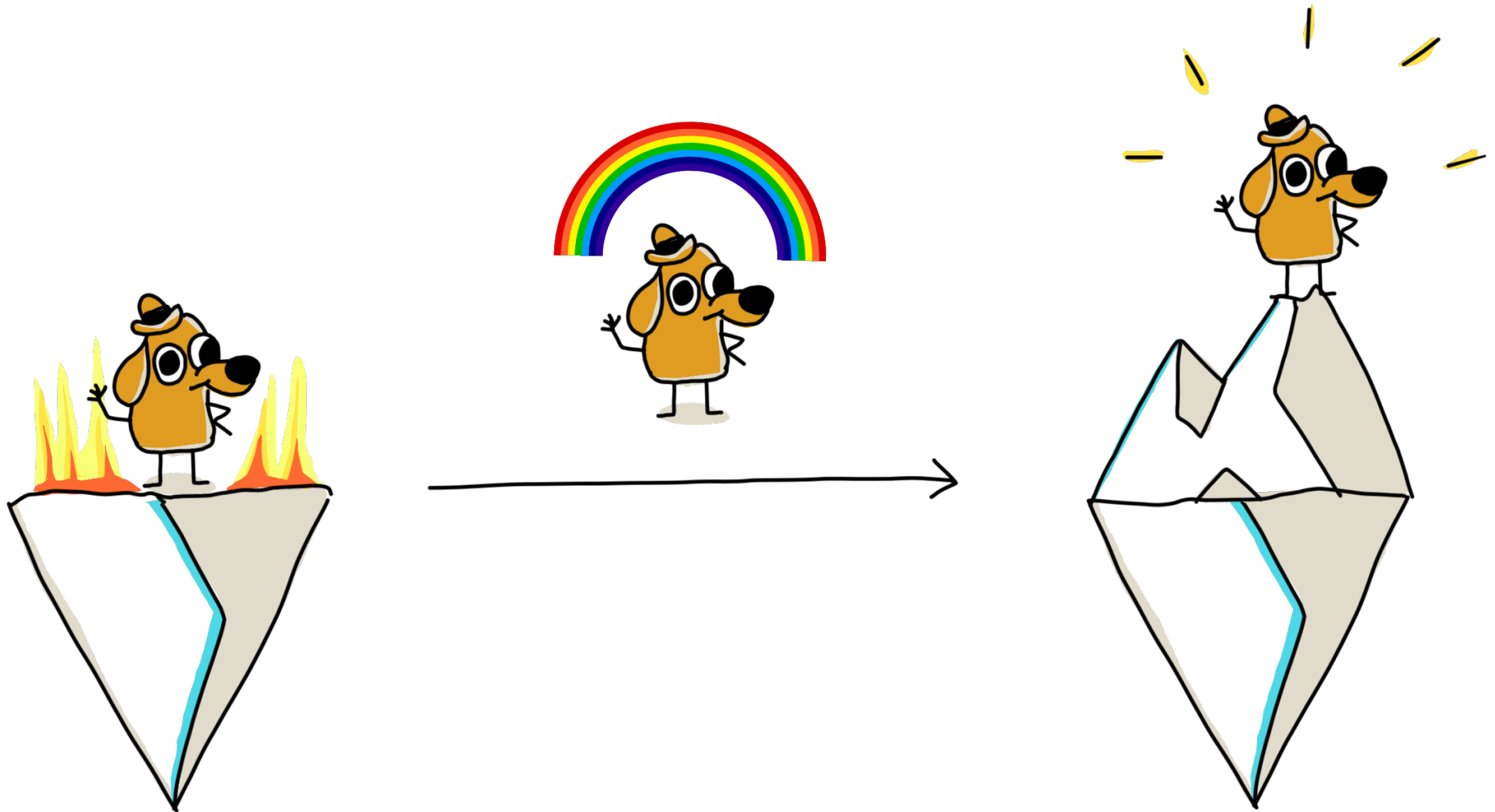


DATA  
USE CASES

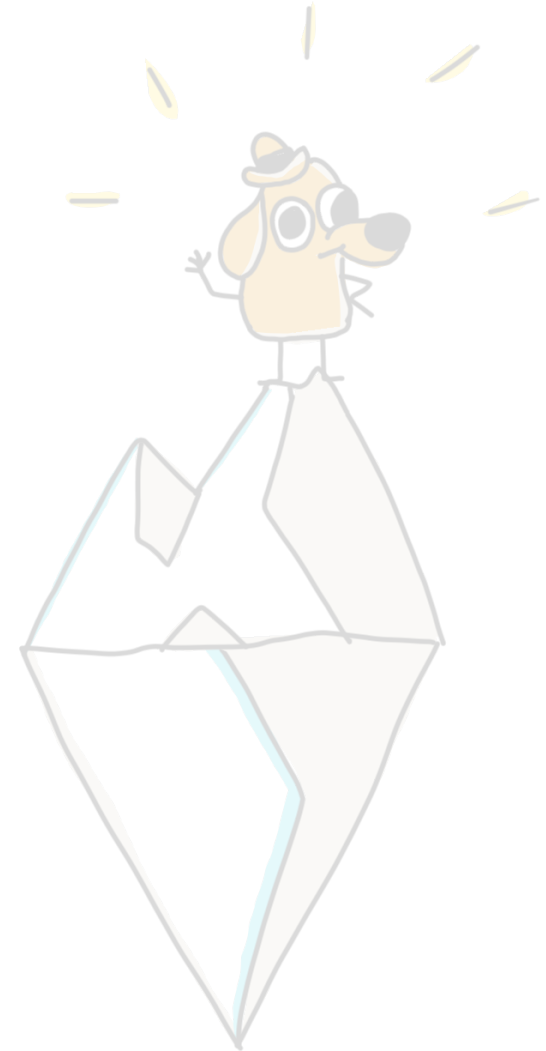


DATA  
FOUNDATIONS





# THE DATA ENGINEERING EXPERIENCE



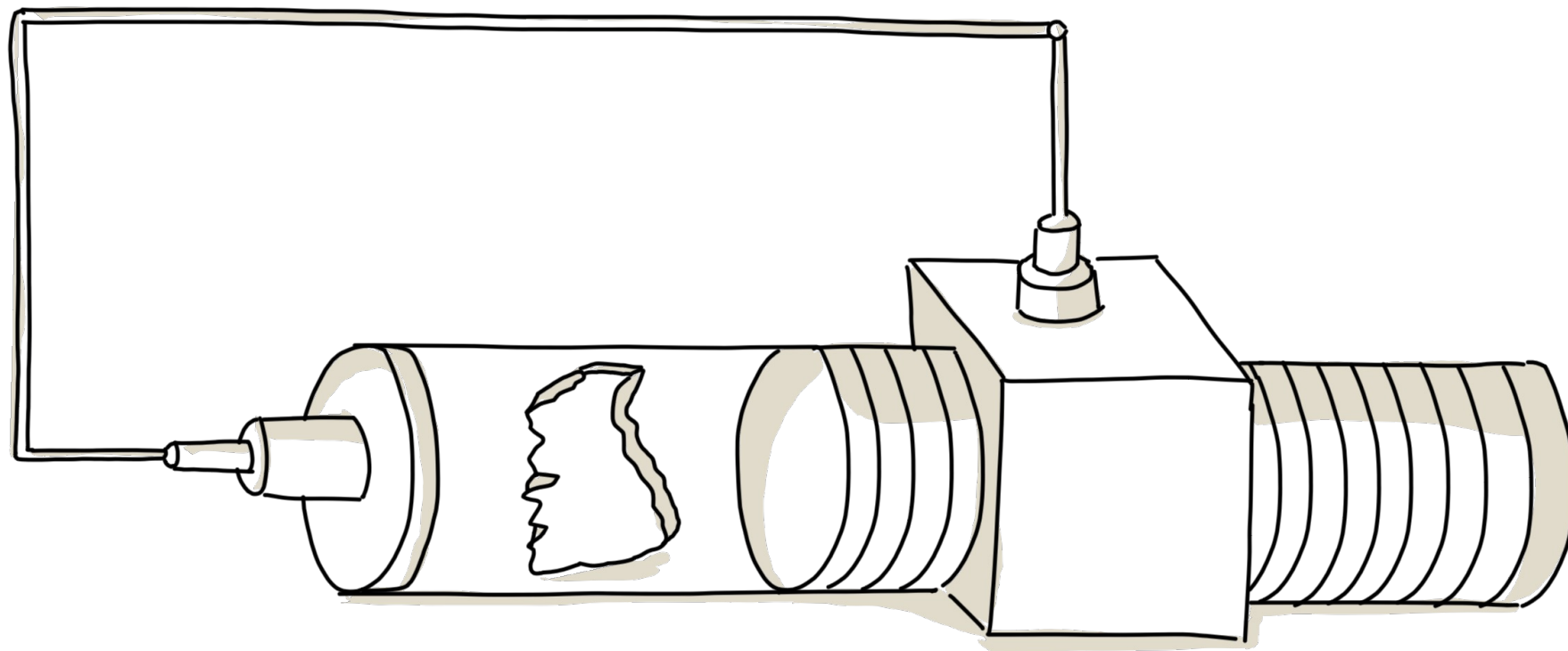
# MY IMAGINARY DATA WORLD



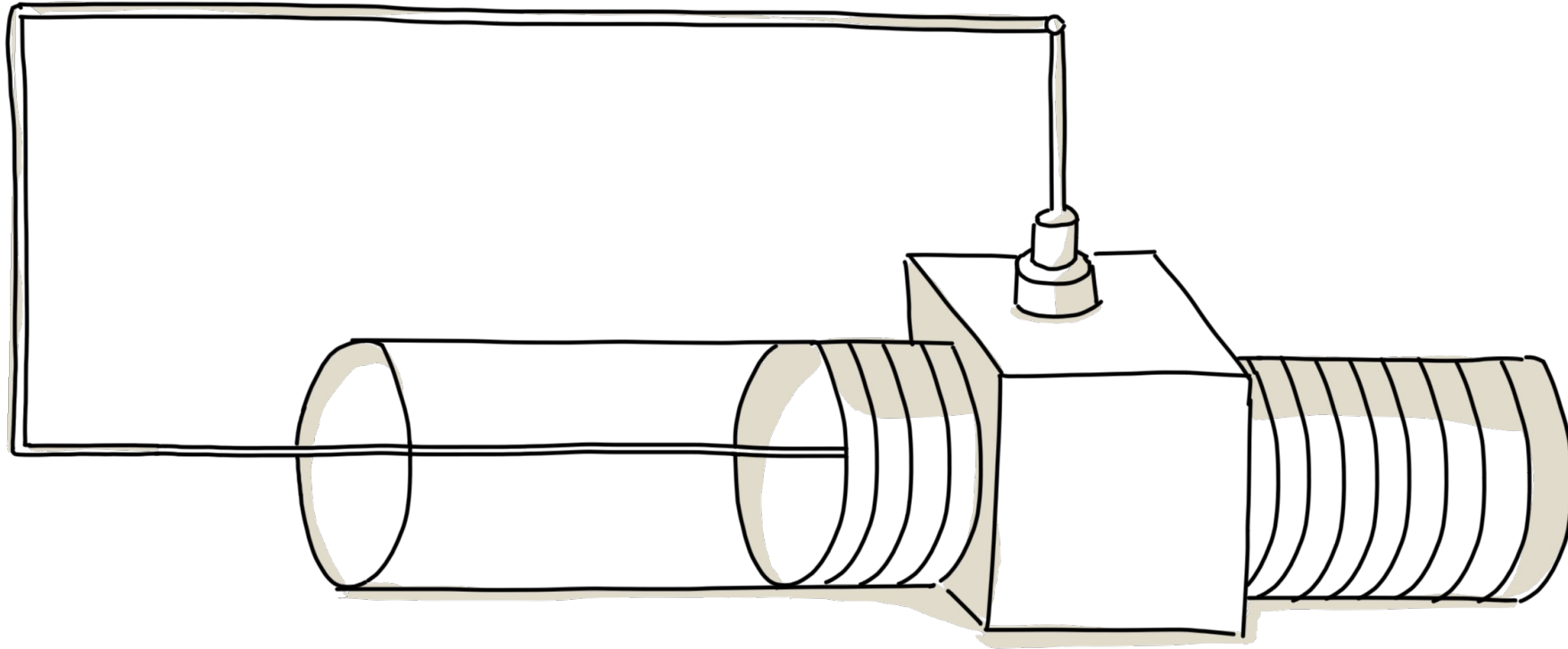
# MY IMAGINARY DATA WORLD



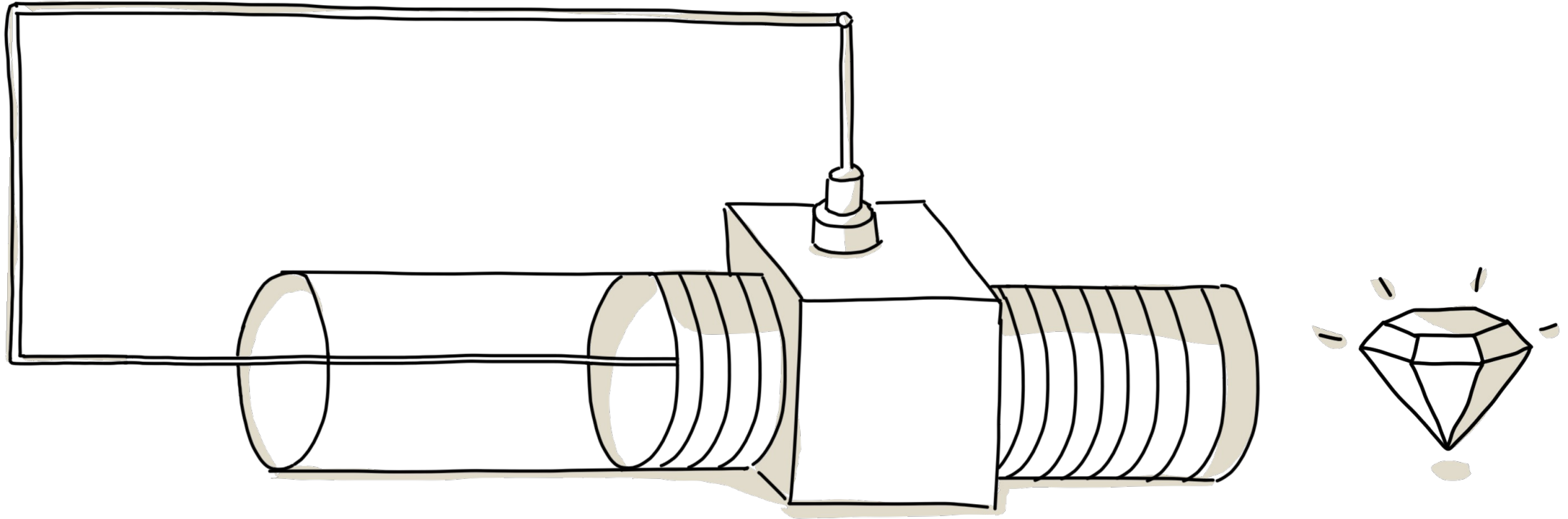
# MY IMAGINARY DATA & AI MACHINE

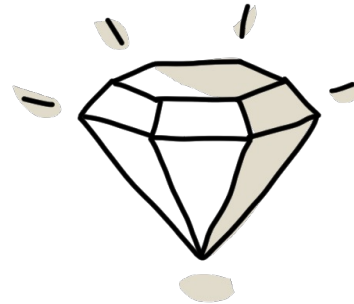
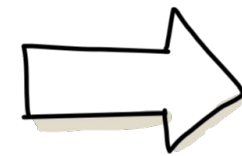
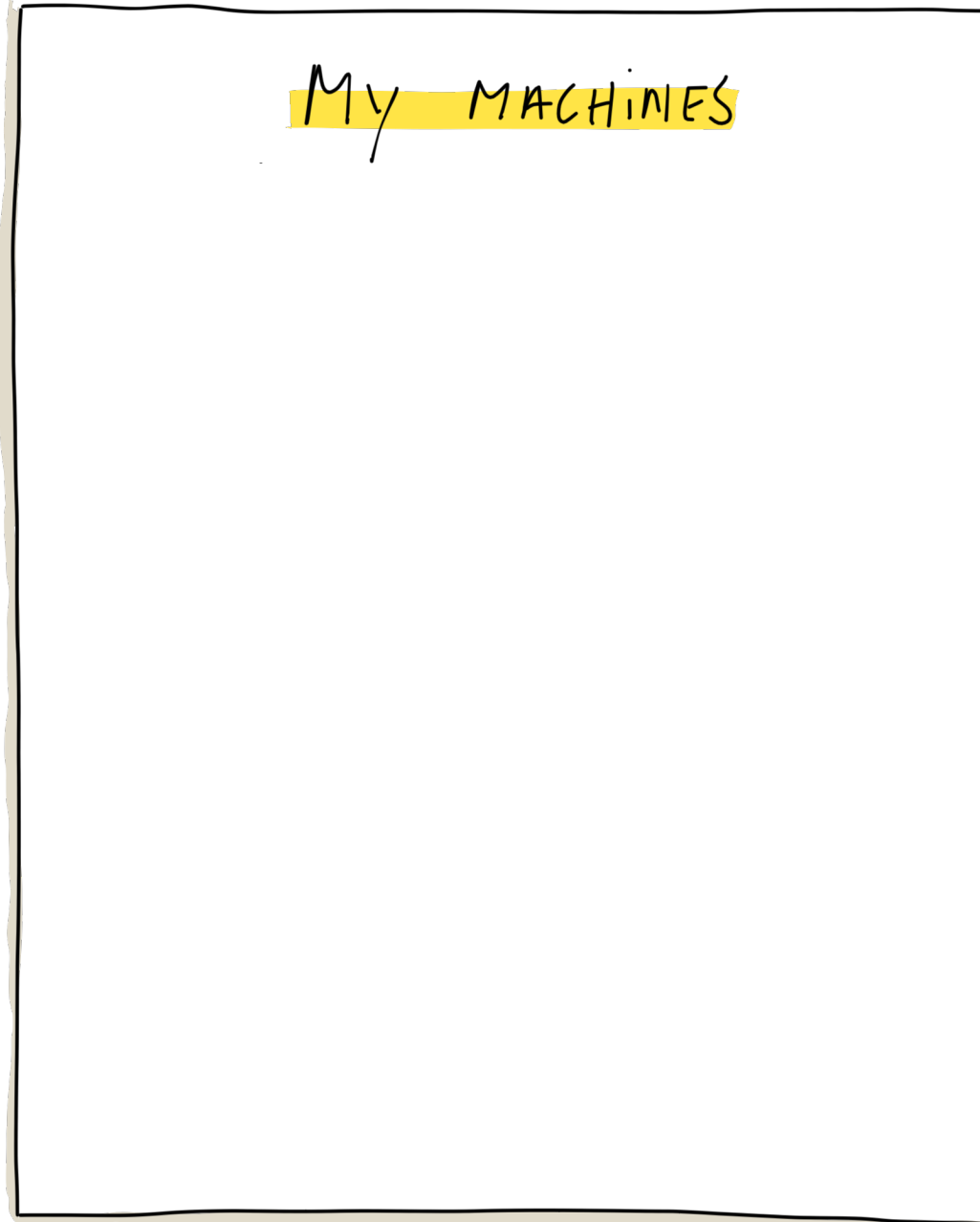
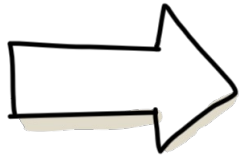
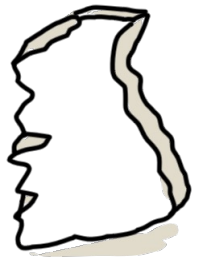


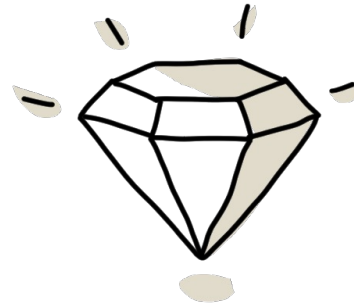
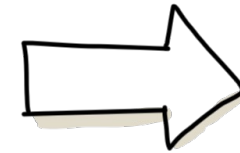
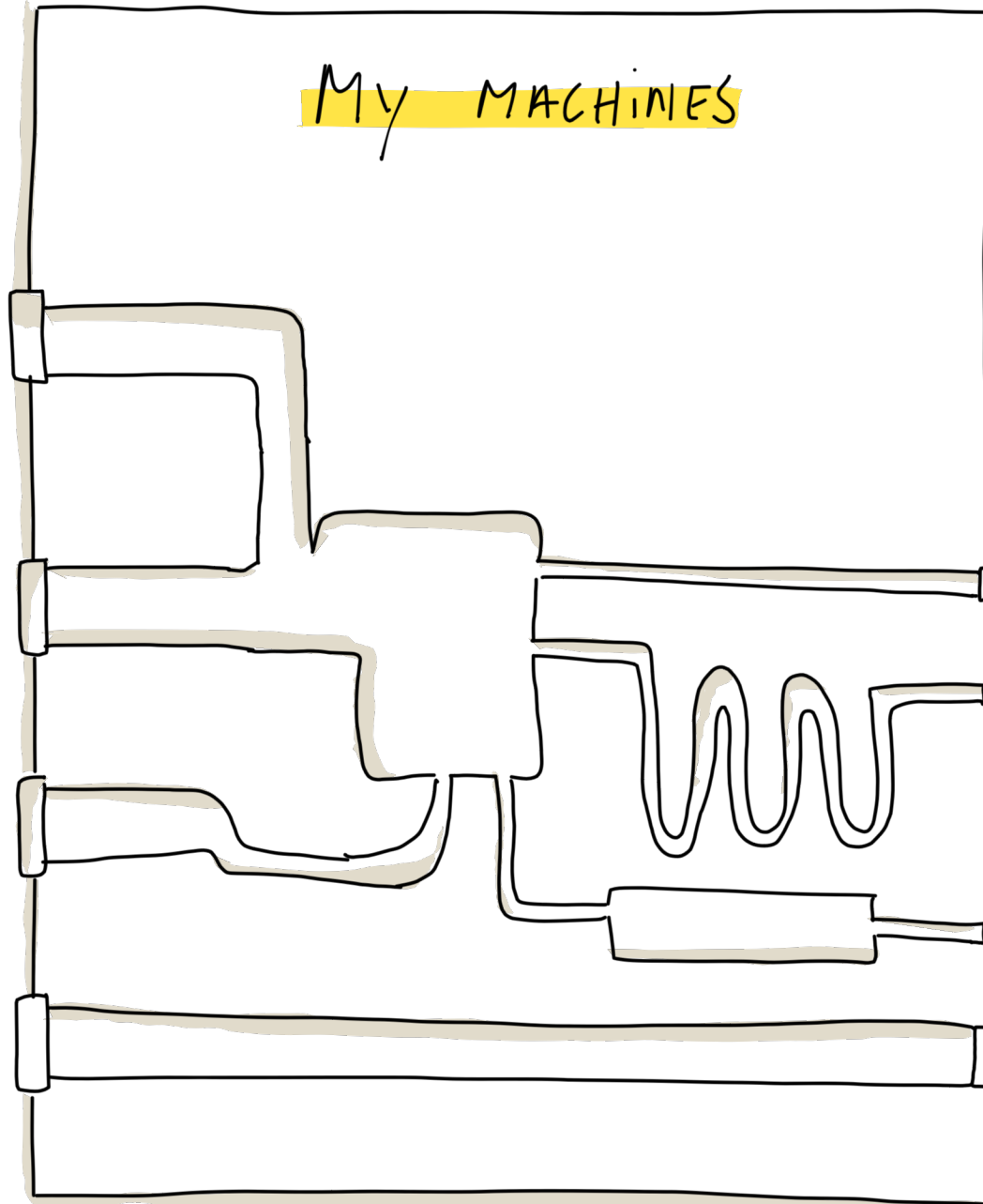
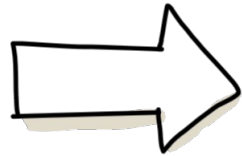
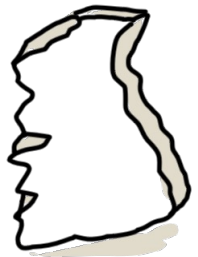
# MY IMAGINARY DATA & AI MACHINE



# MY IMAGINARY DATA & AI MACHINE



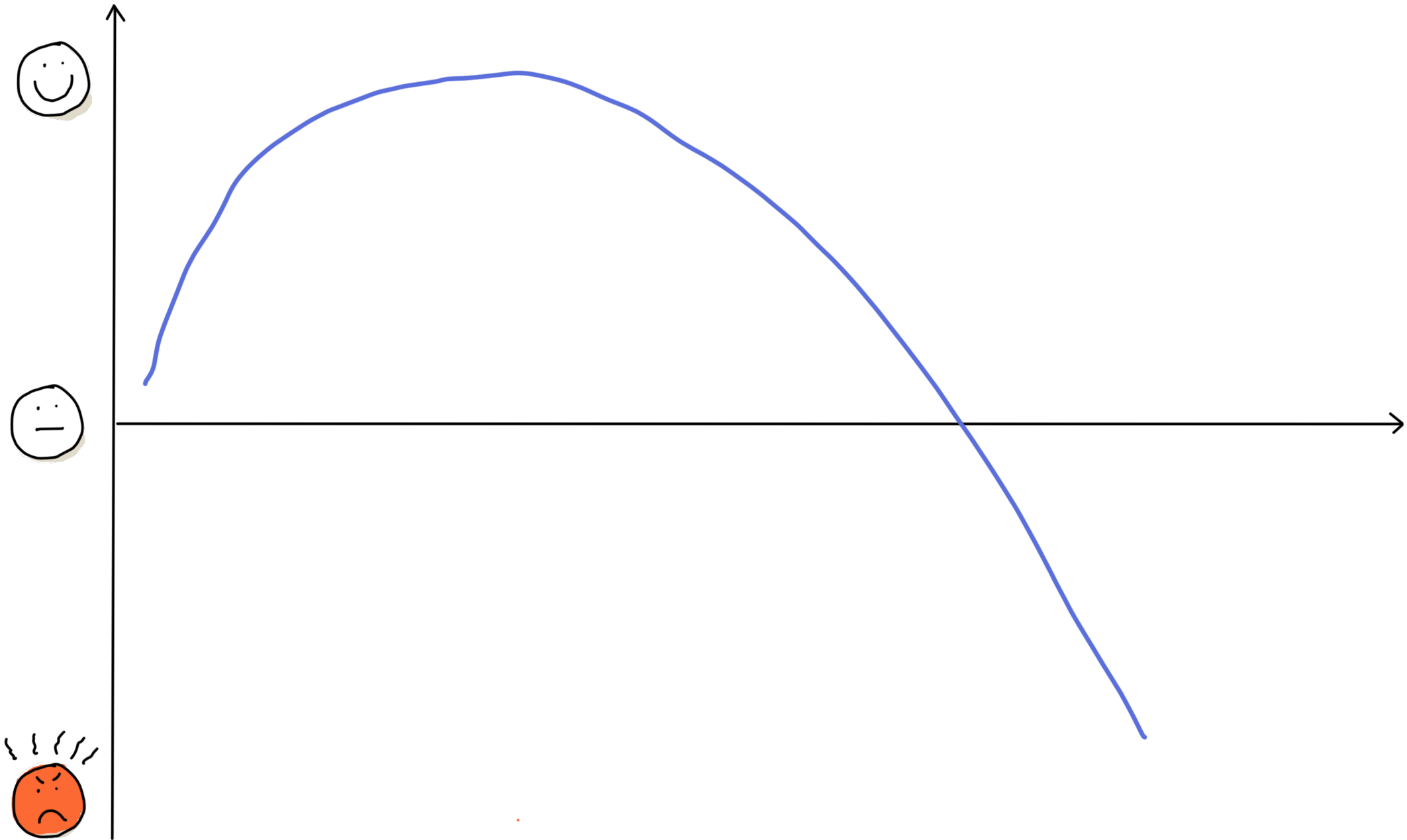


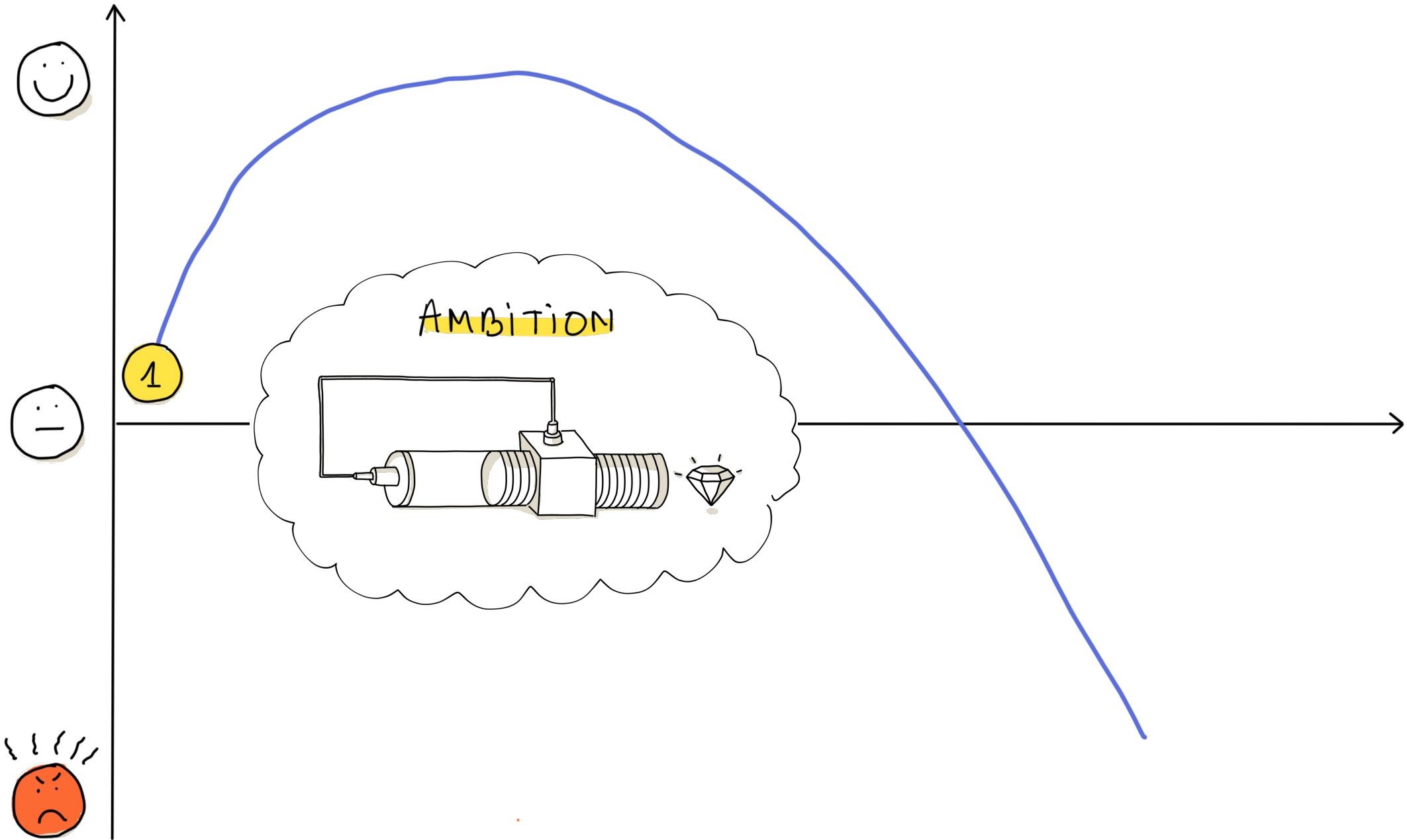


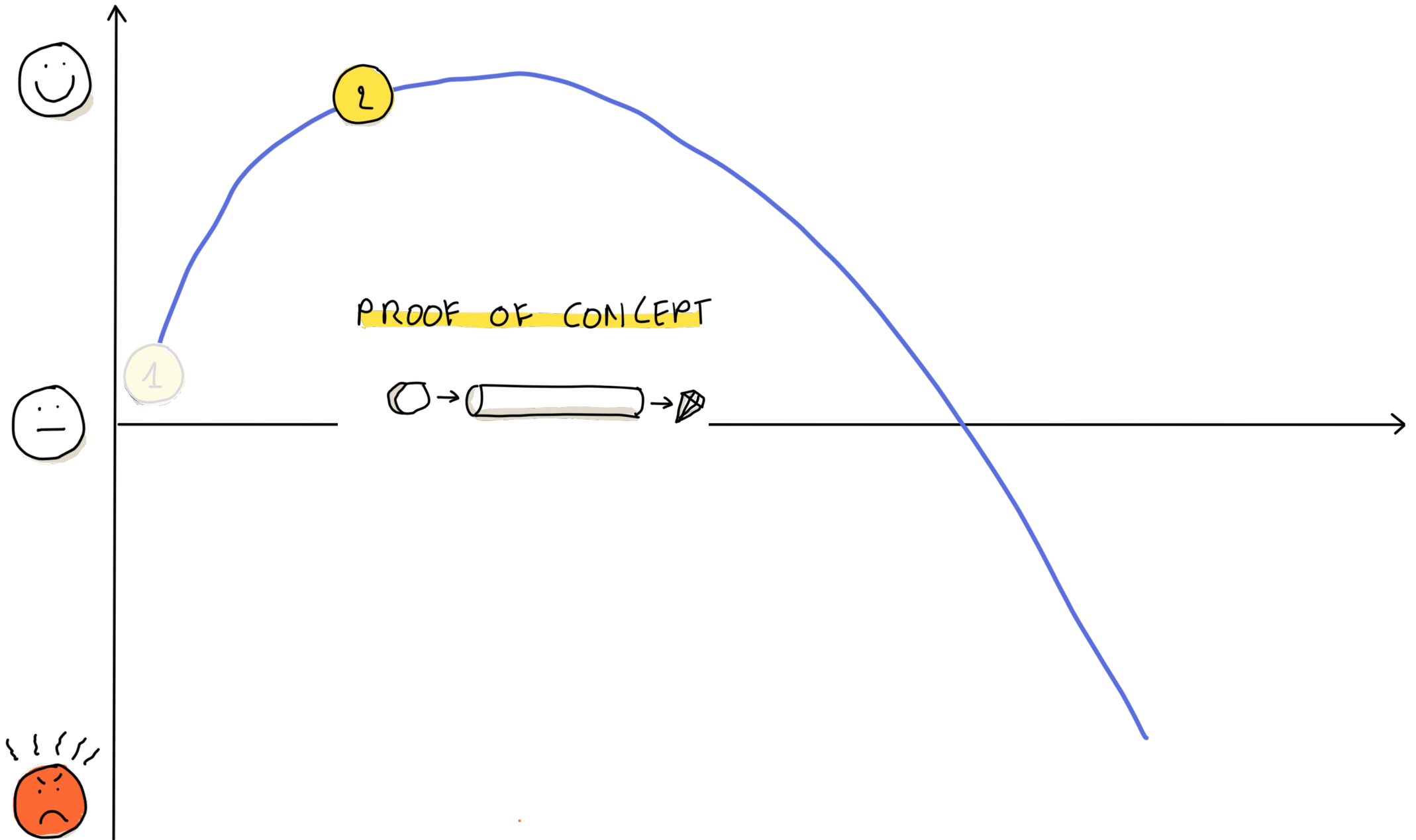
SOME INTROSPECTION...

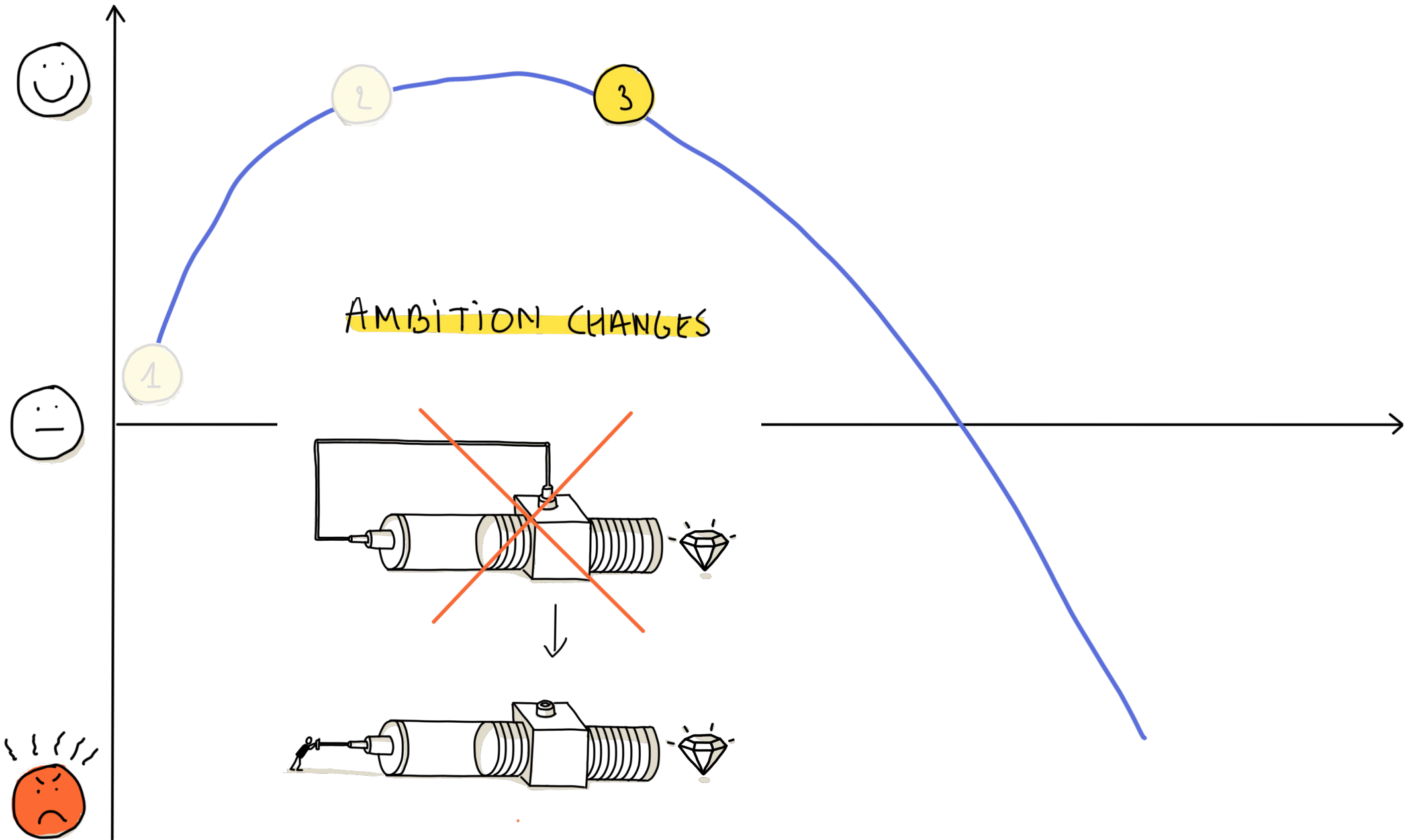
# WERE THESE MACHINES A **SUCCESS**?

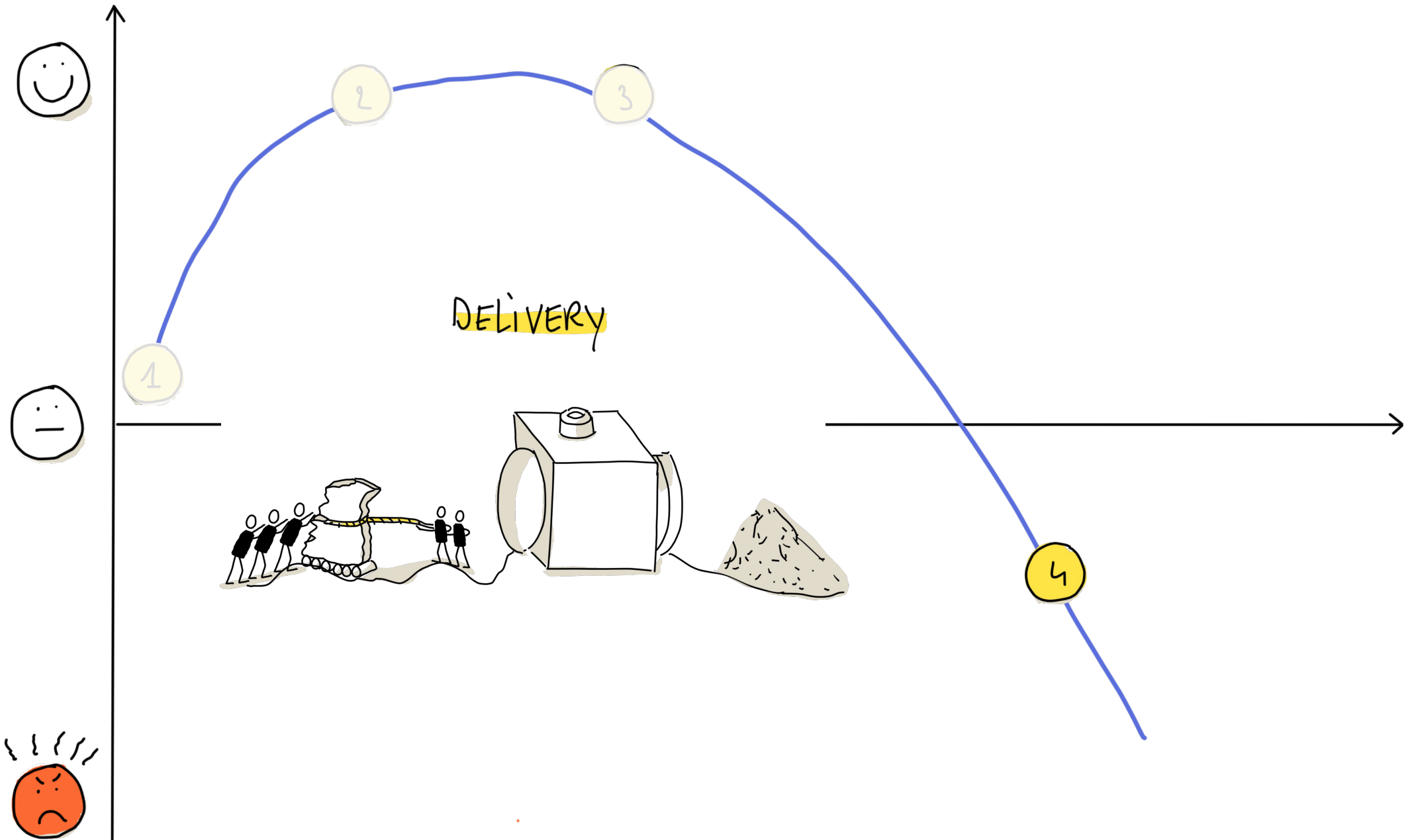




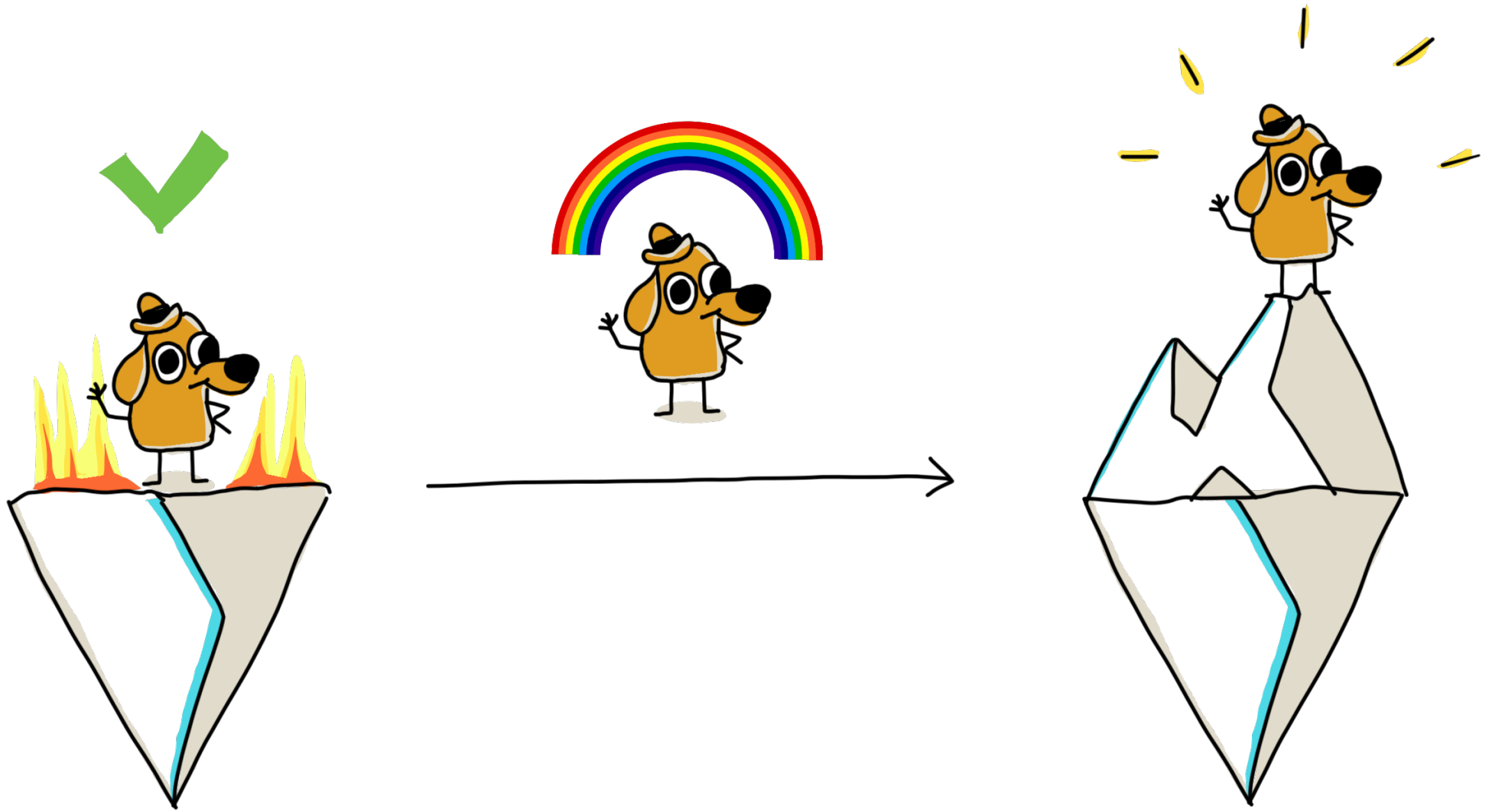




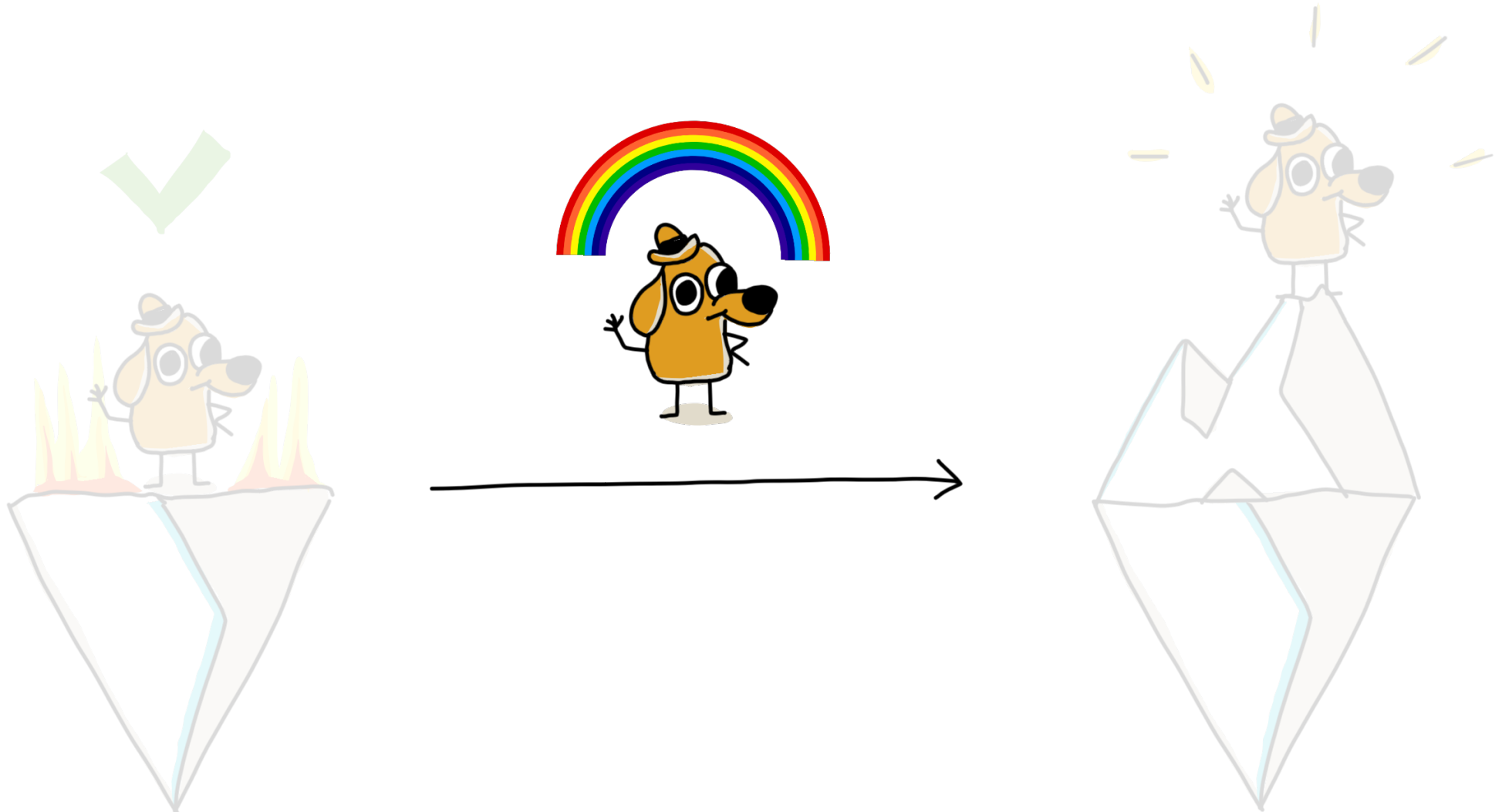




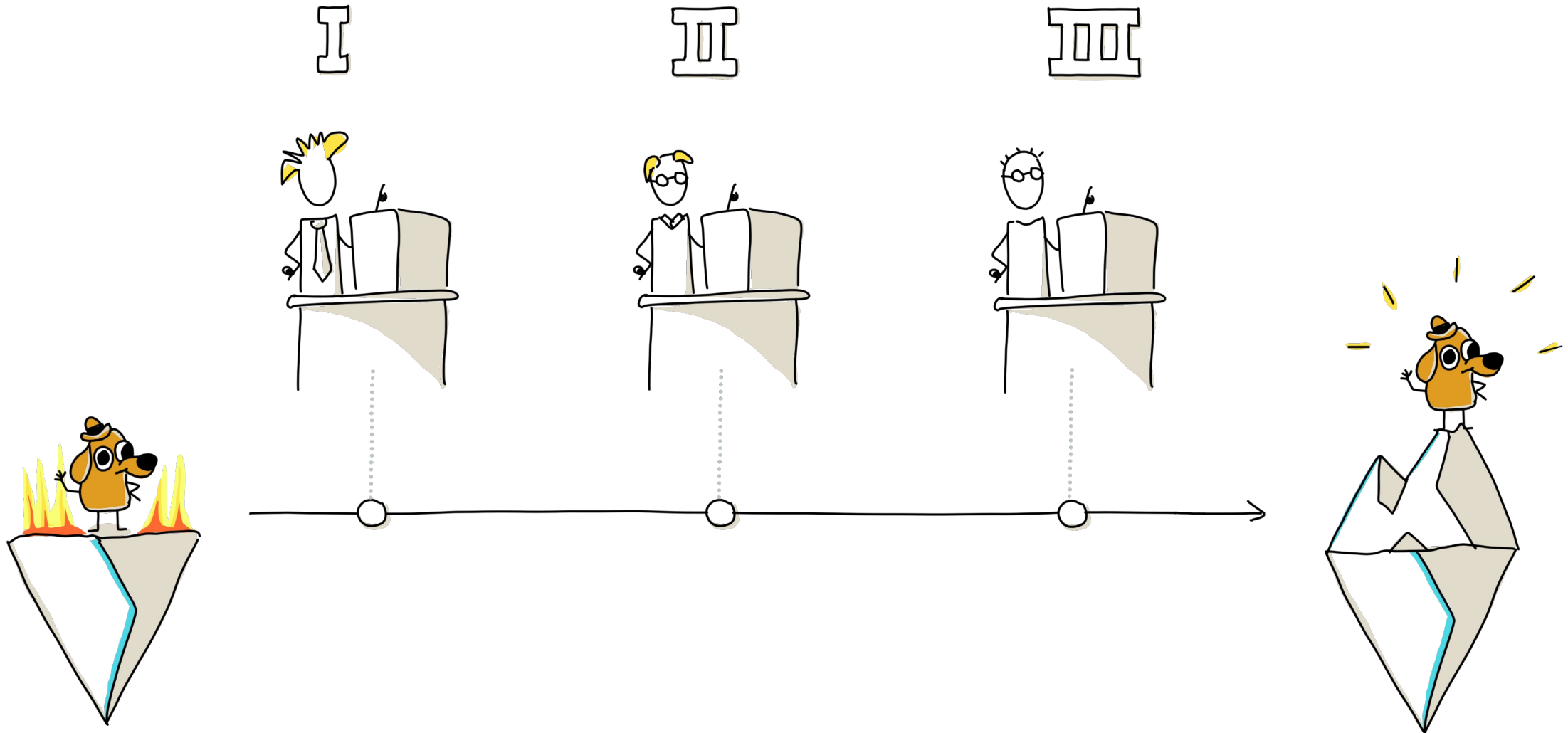




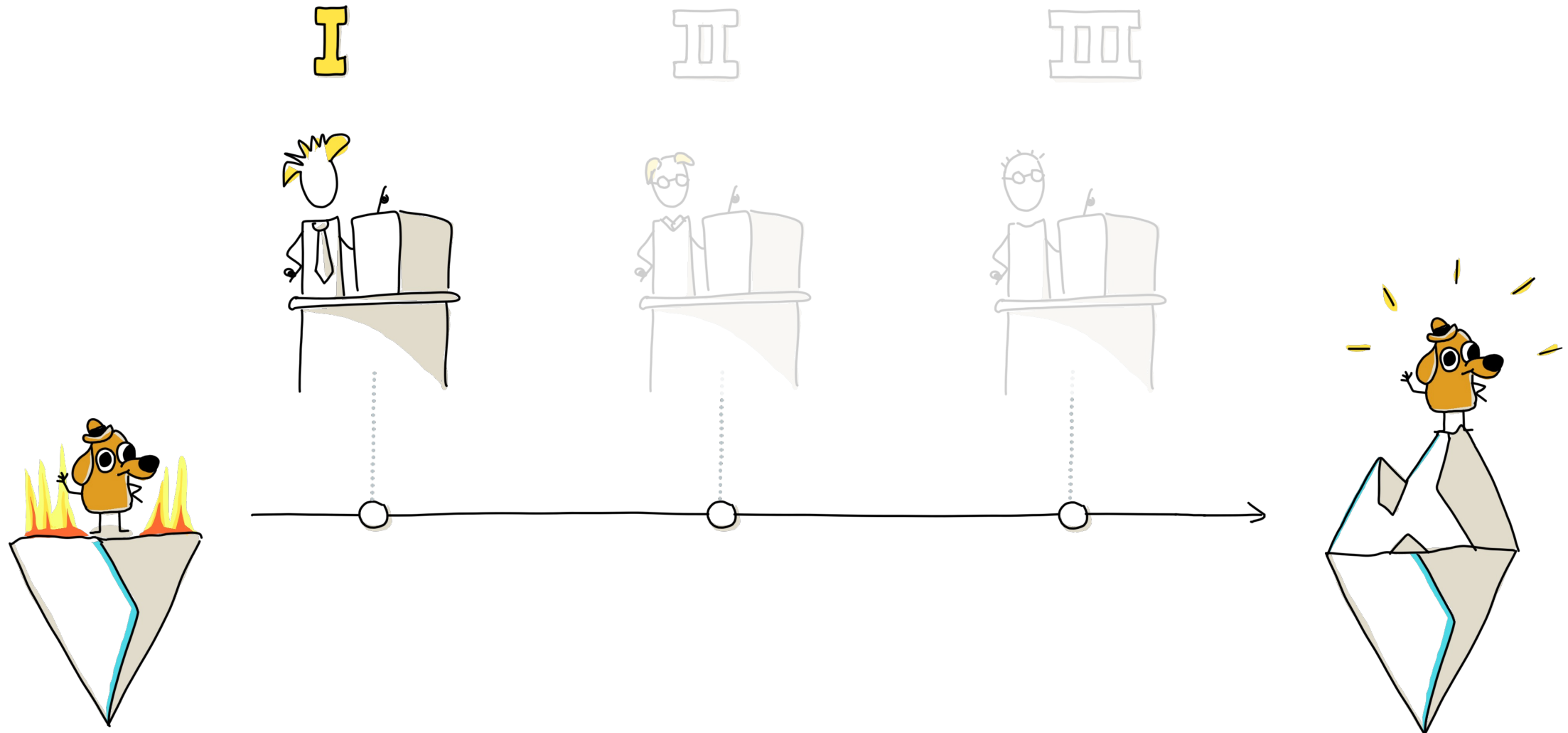
# MY JOURNEY TOWARDS VALUE FROM DATA



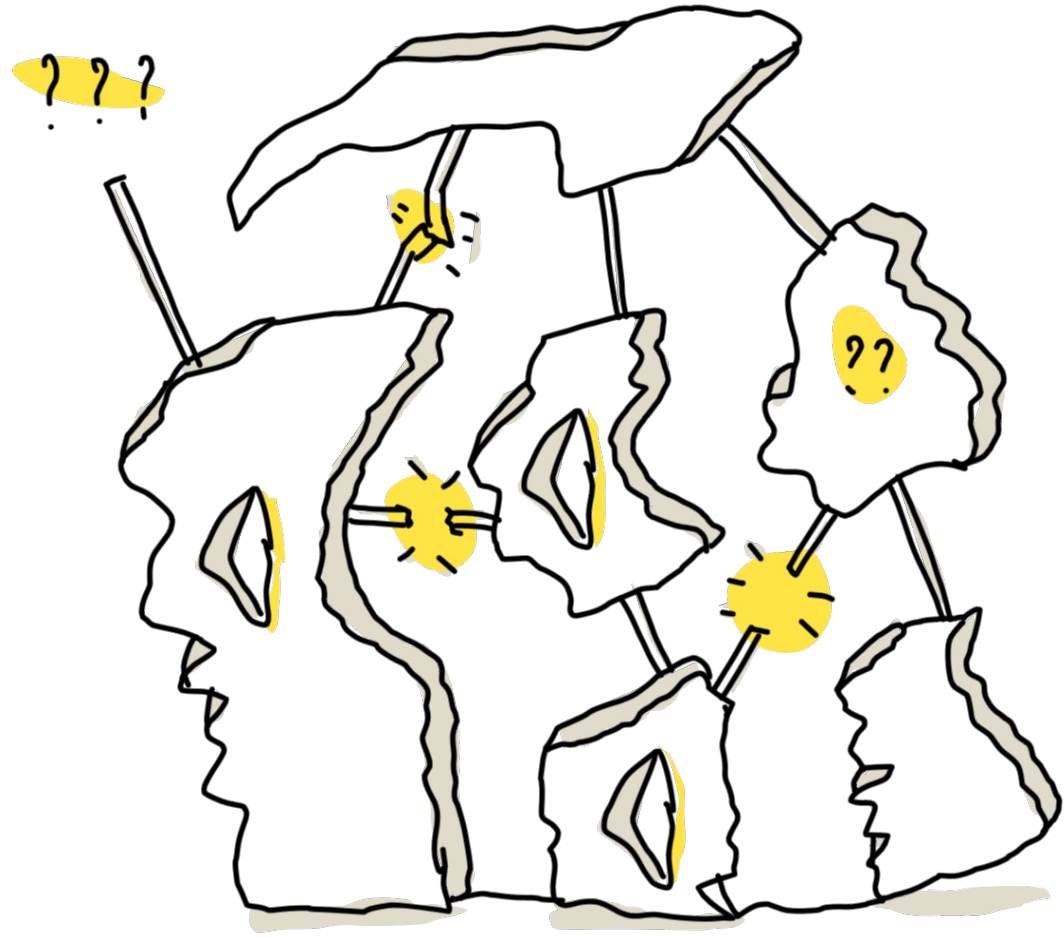
# MY JOURNEY TOWARDS VALUE FROM DATA

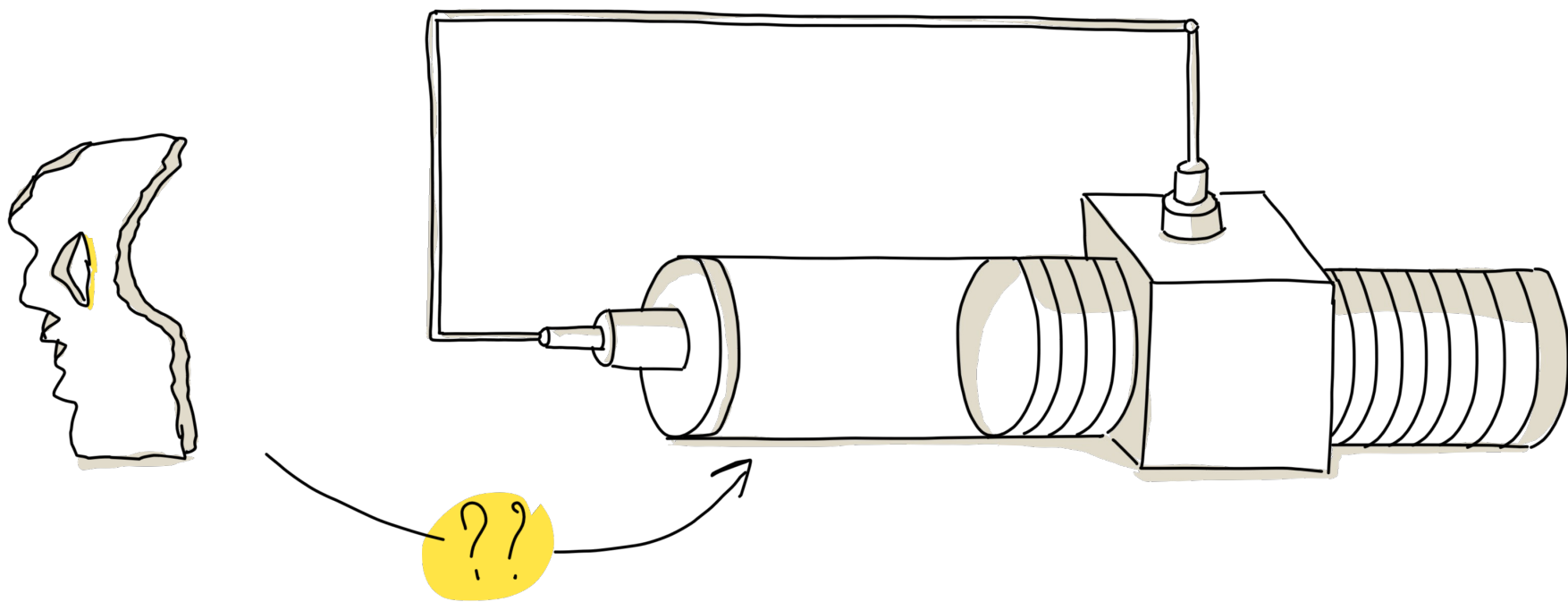


# THE DATA GOVERNANCE APPROACH



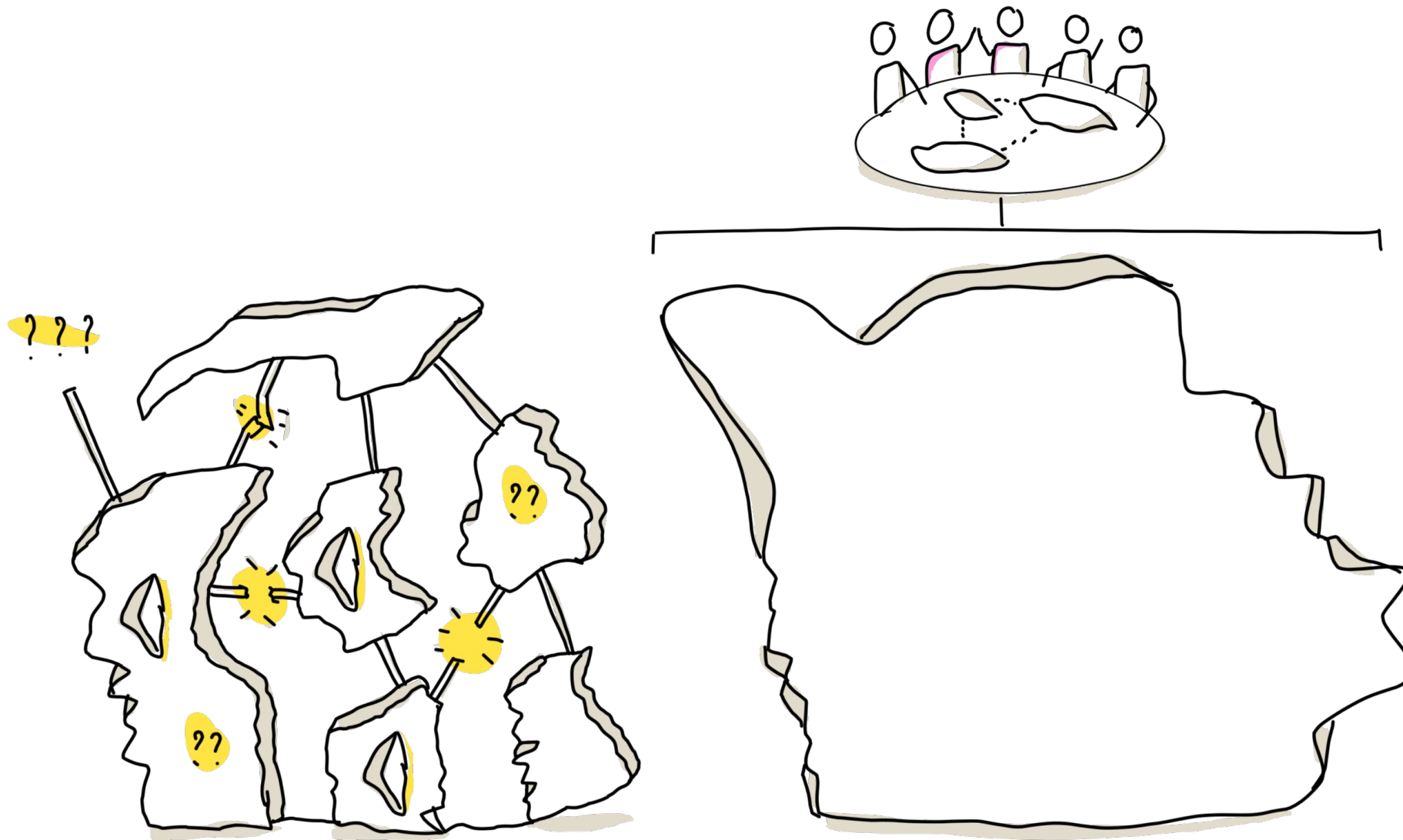






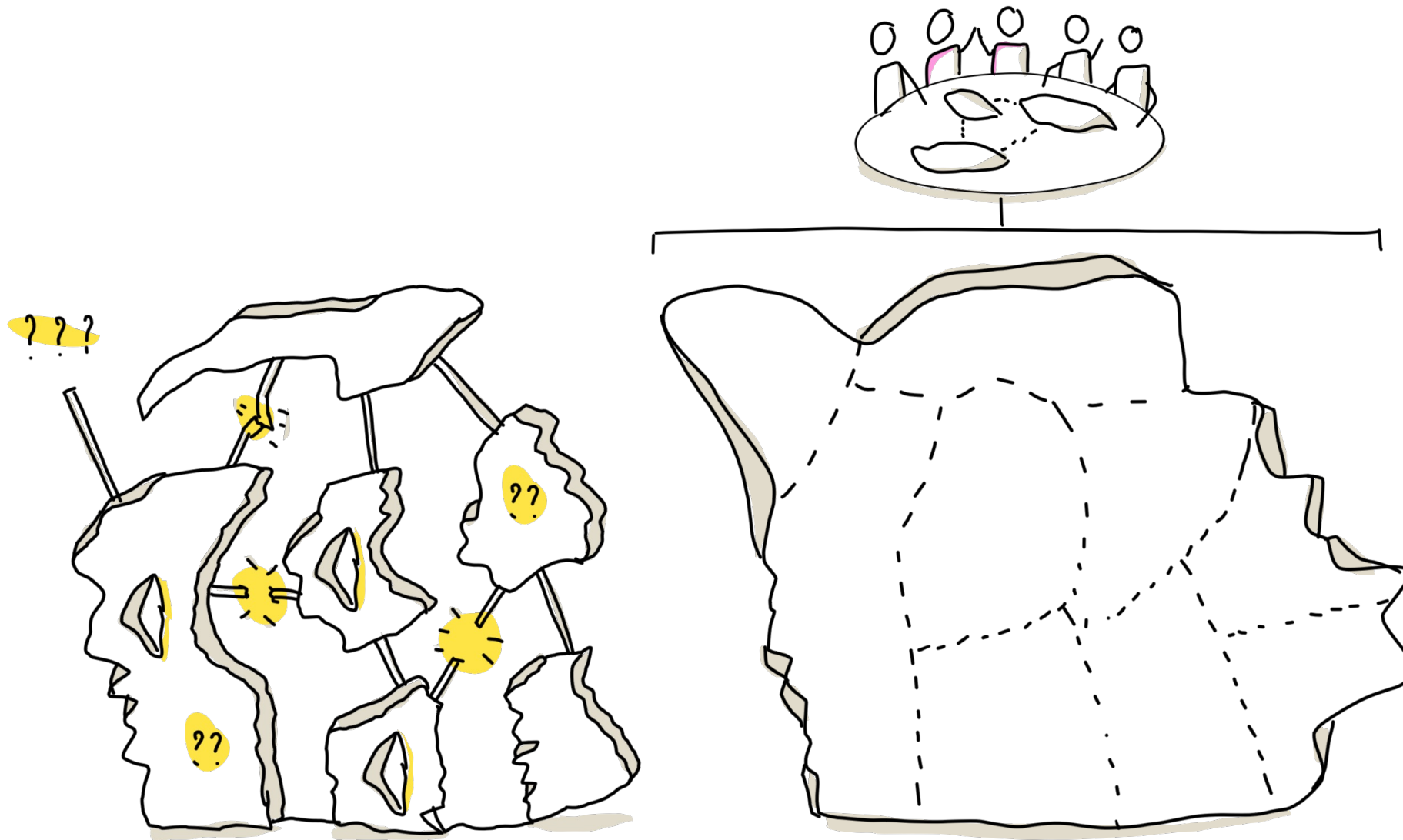
**DATA? WHICH DATA?**

**ENTER: DATA  
GOVERNANCE**



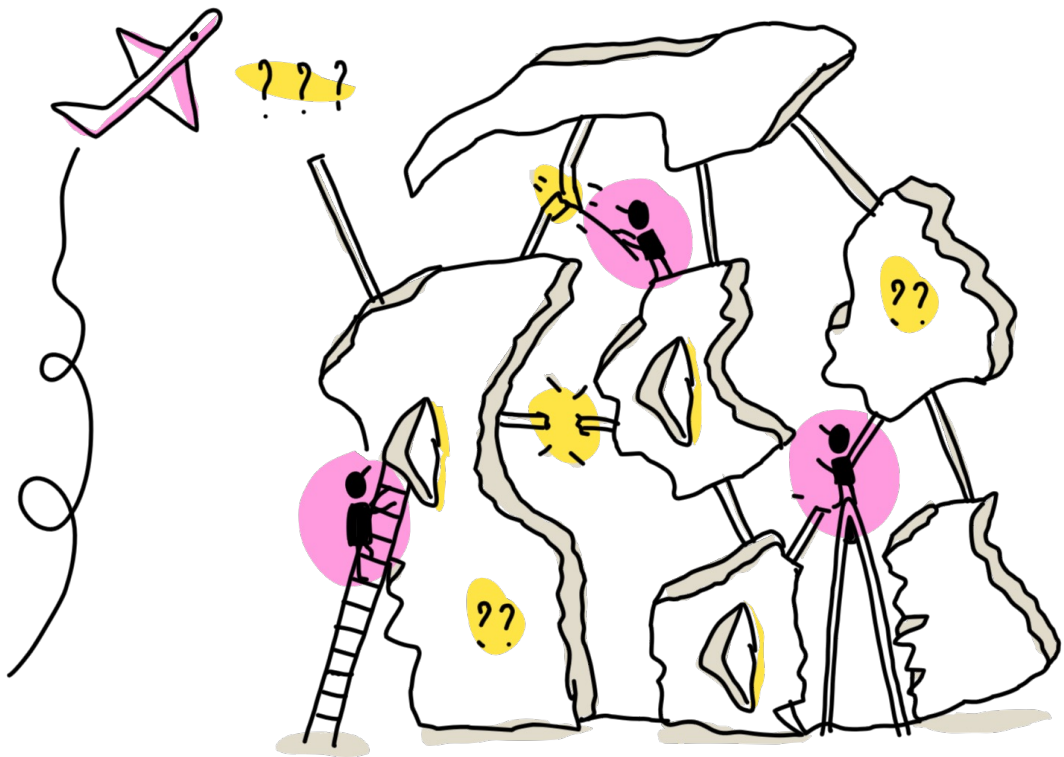
THE DATA

THE MODEL

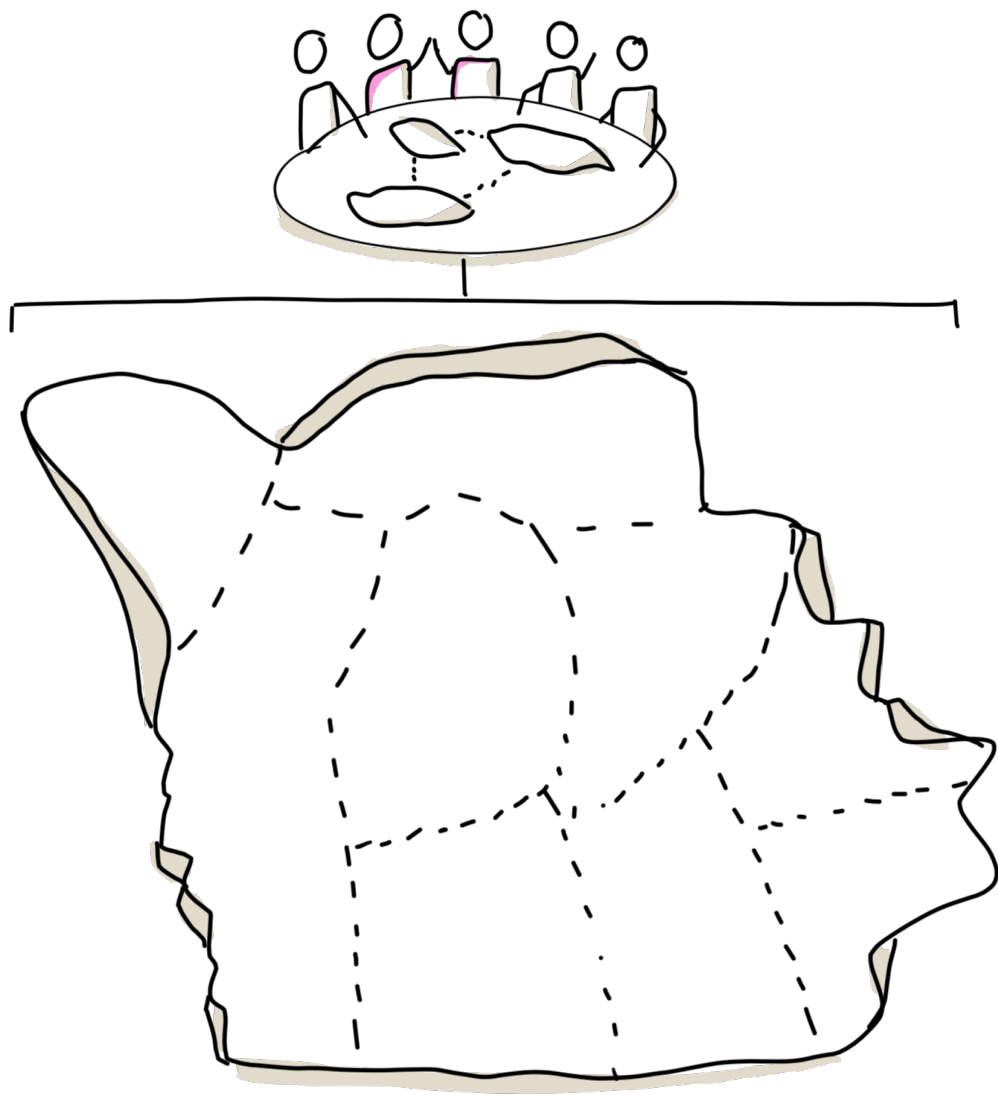


THE DATA

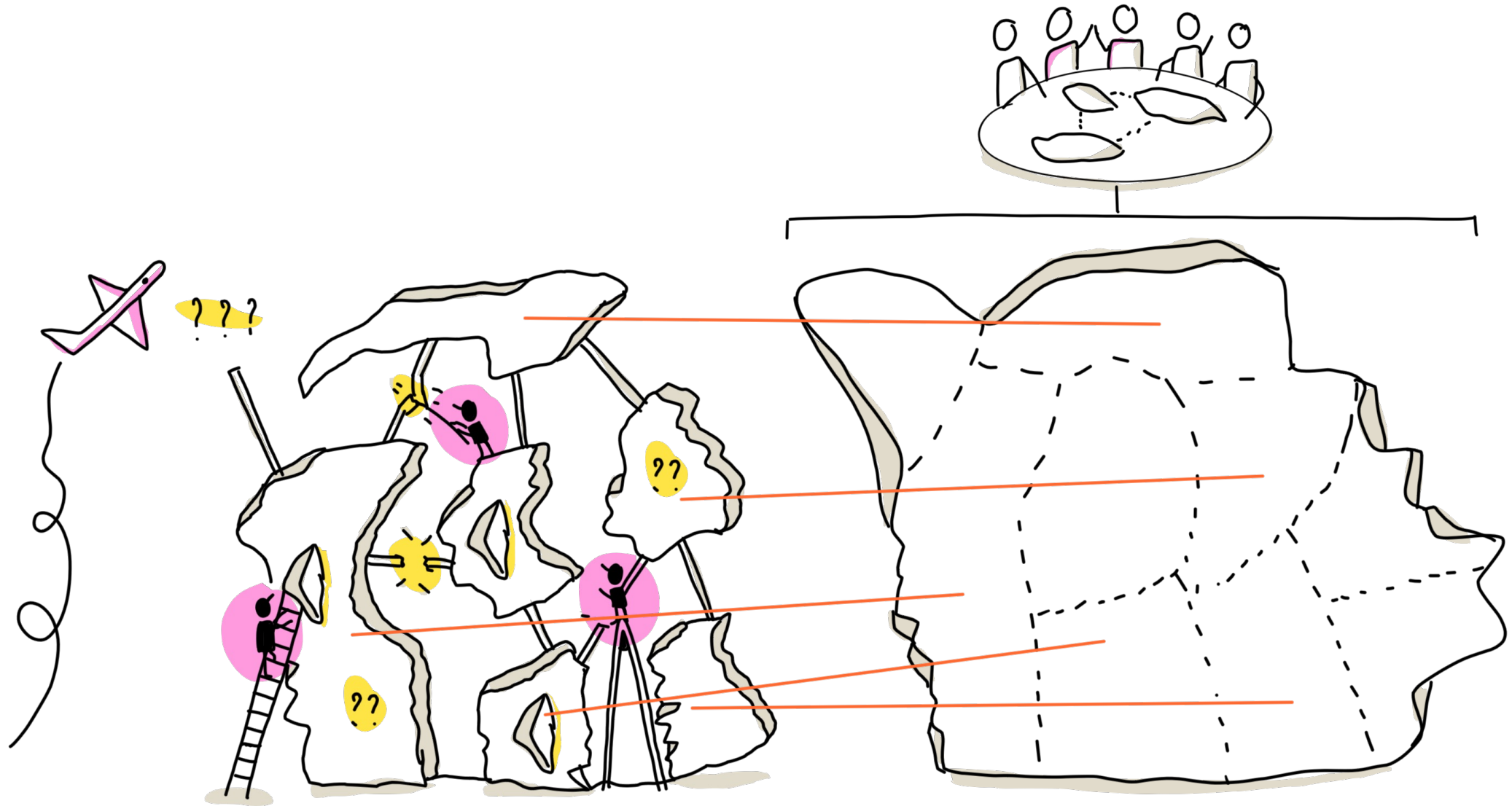
THE MODEL



THE ENHANCED DATA

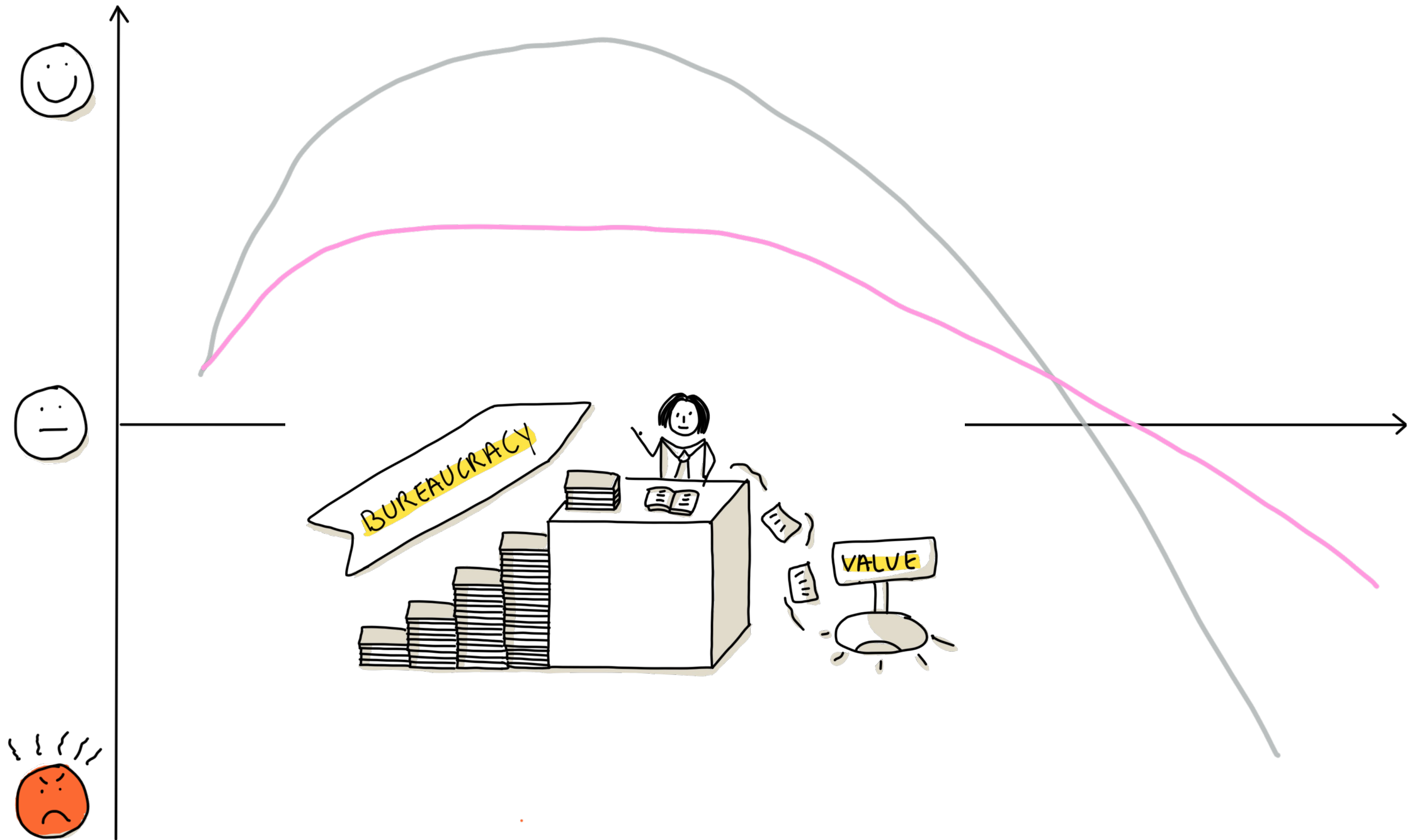


THE MODEL



THE ENHANCED DATA

THE MODEL

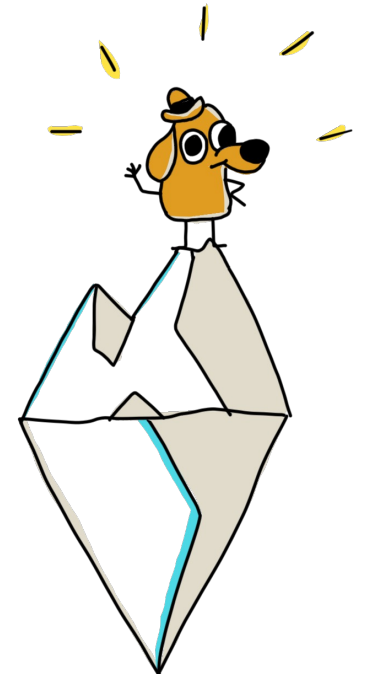
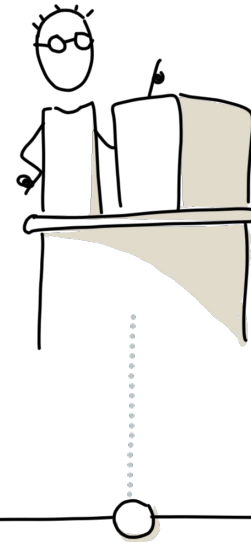
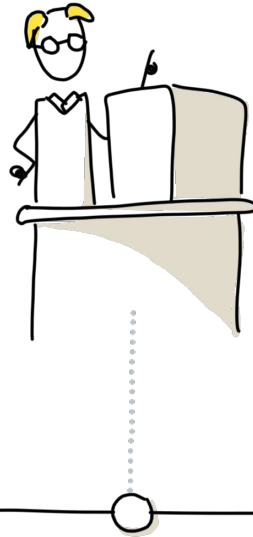


# MY JOURNEY TOWARDS VALUE FROM DATA

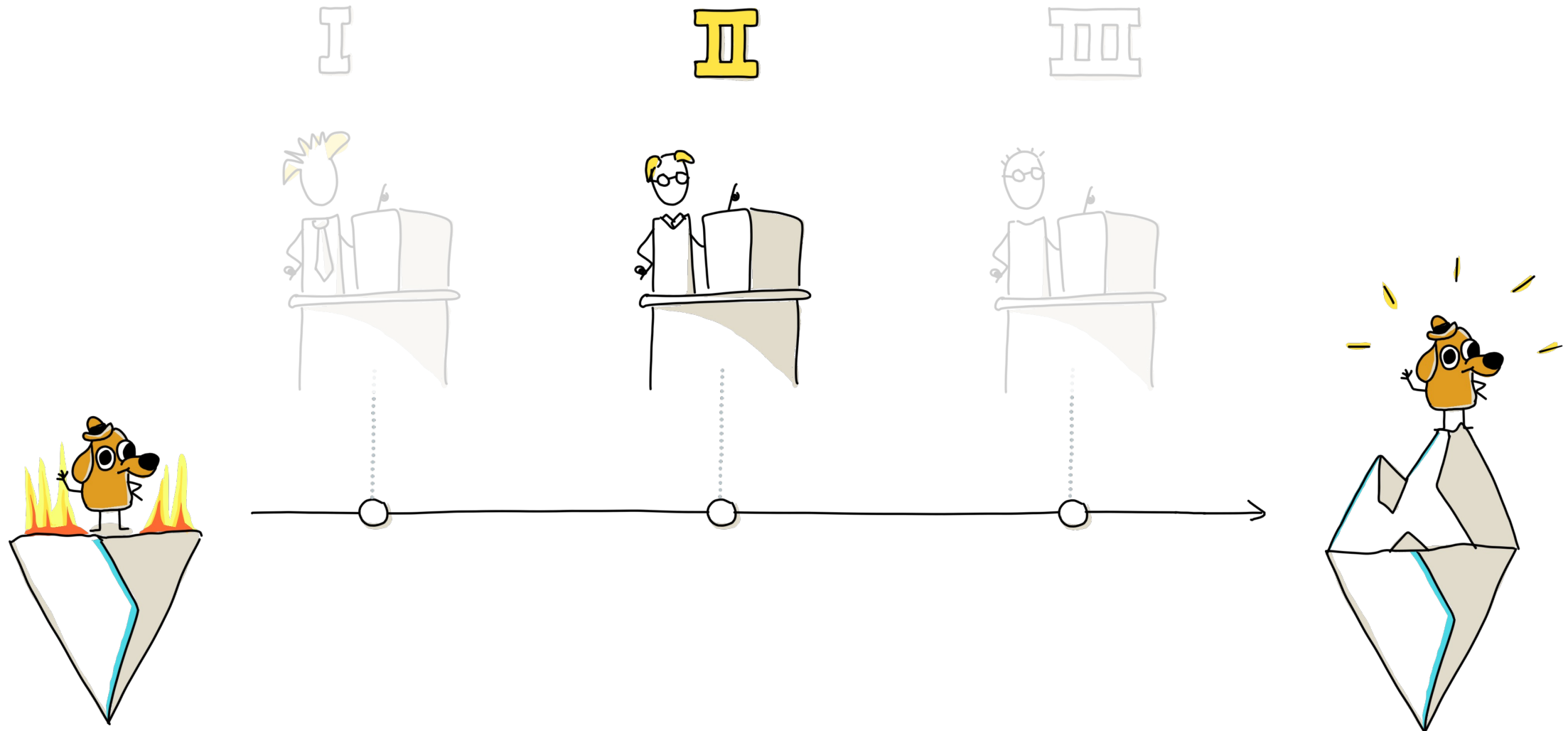
I ✓

II

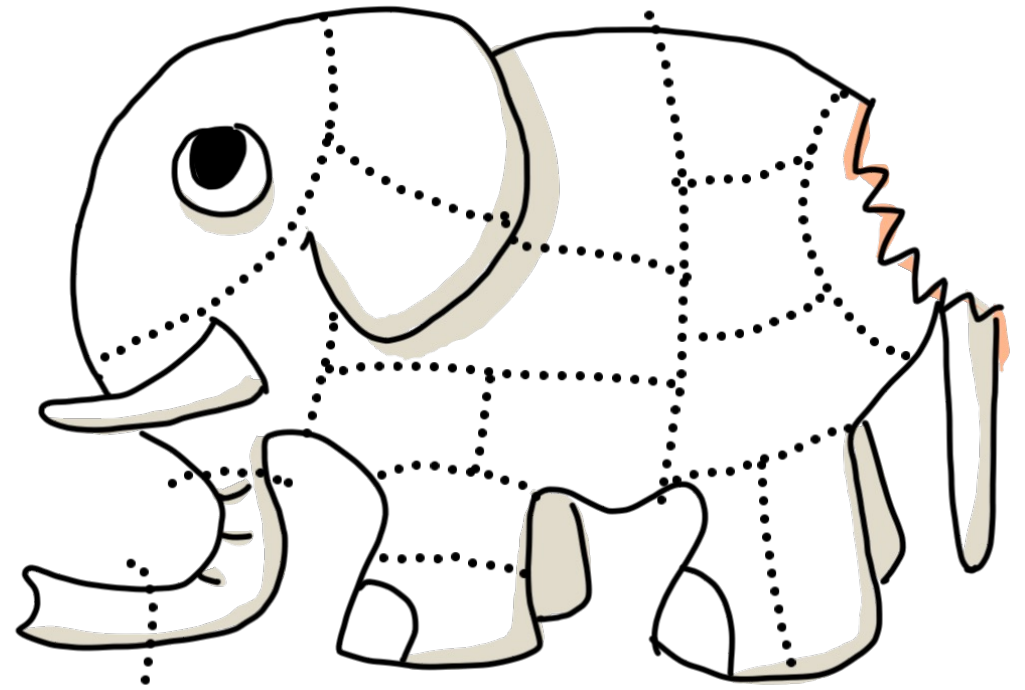
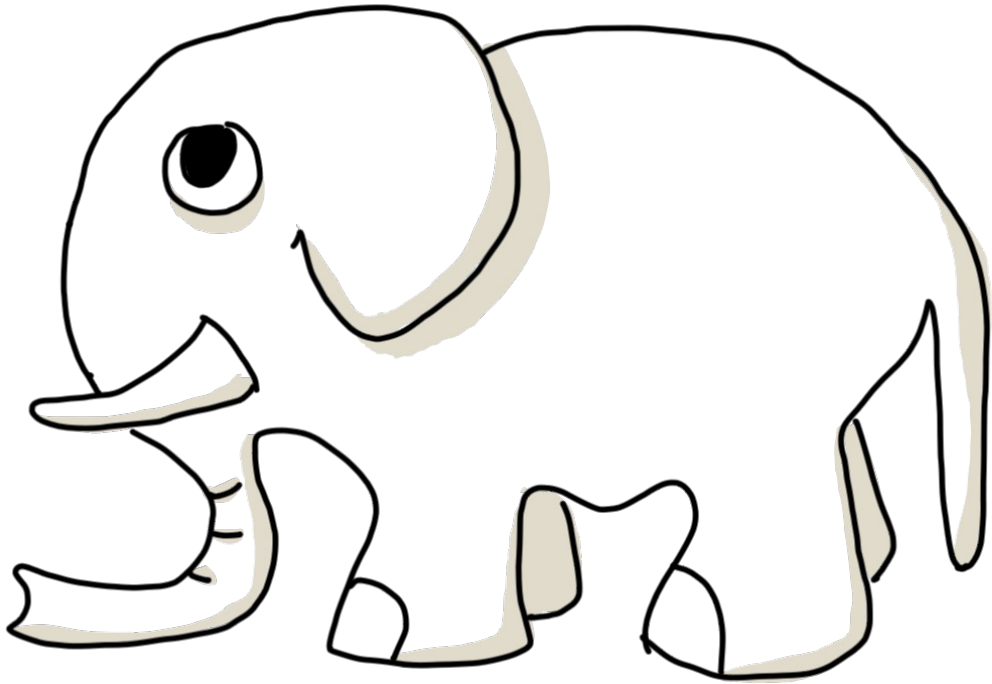
III



# THE DATA PRODUCT APPROACH

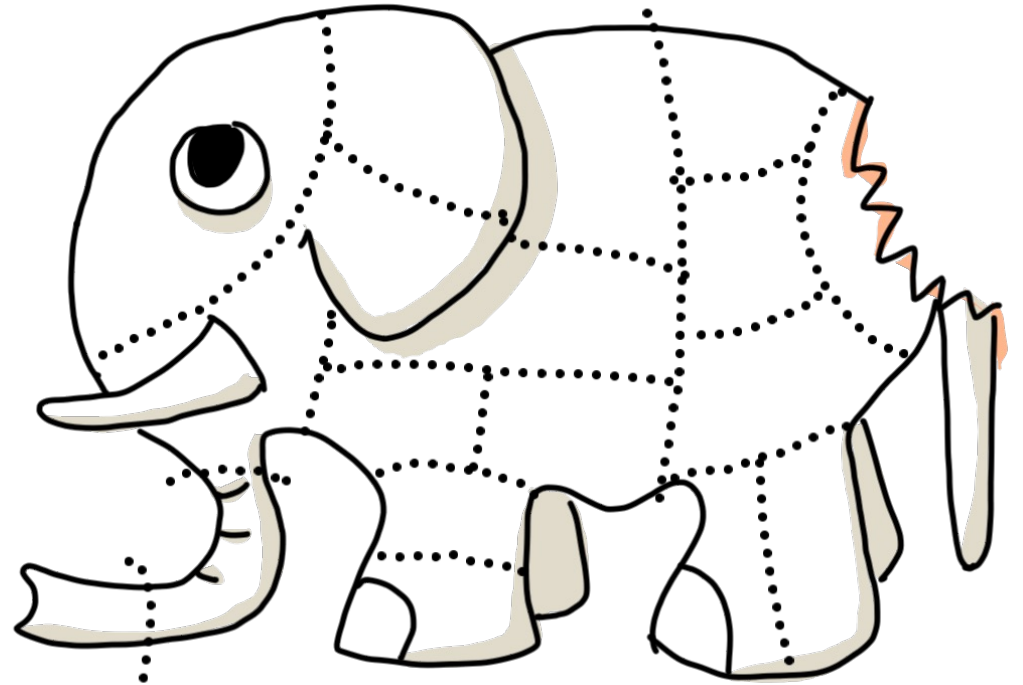
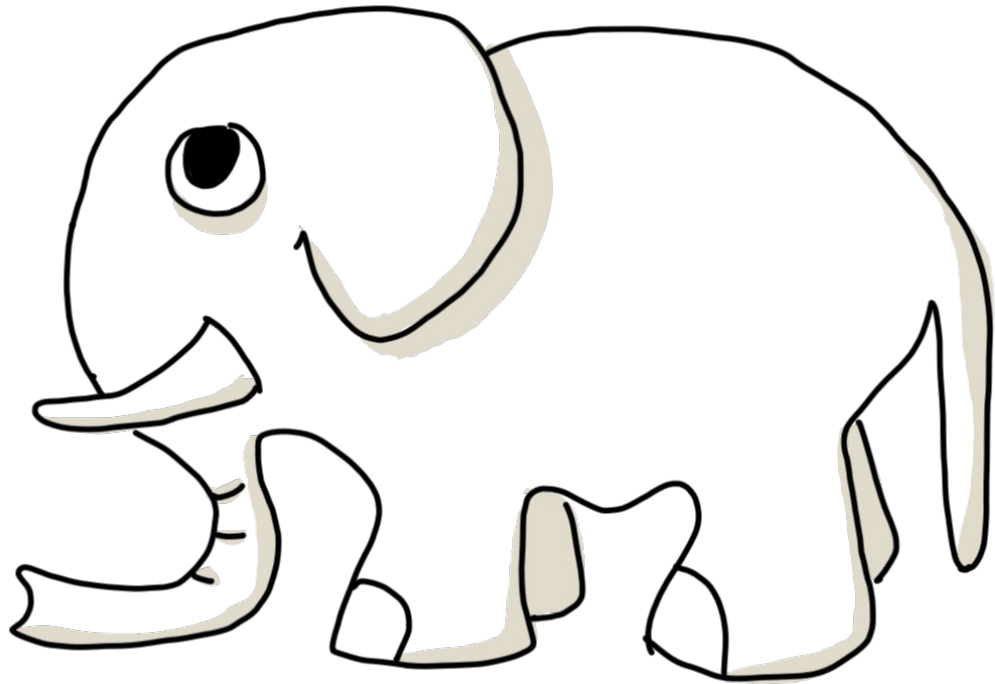


## How to Eat an Elephant?

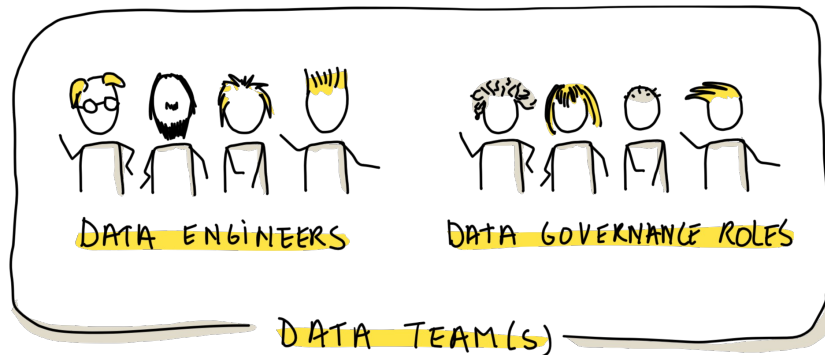
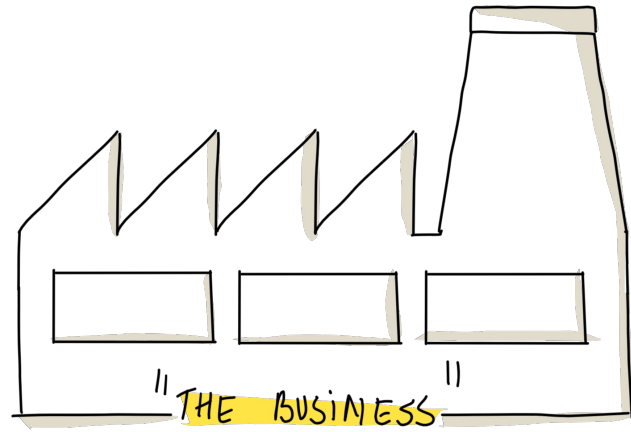


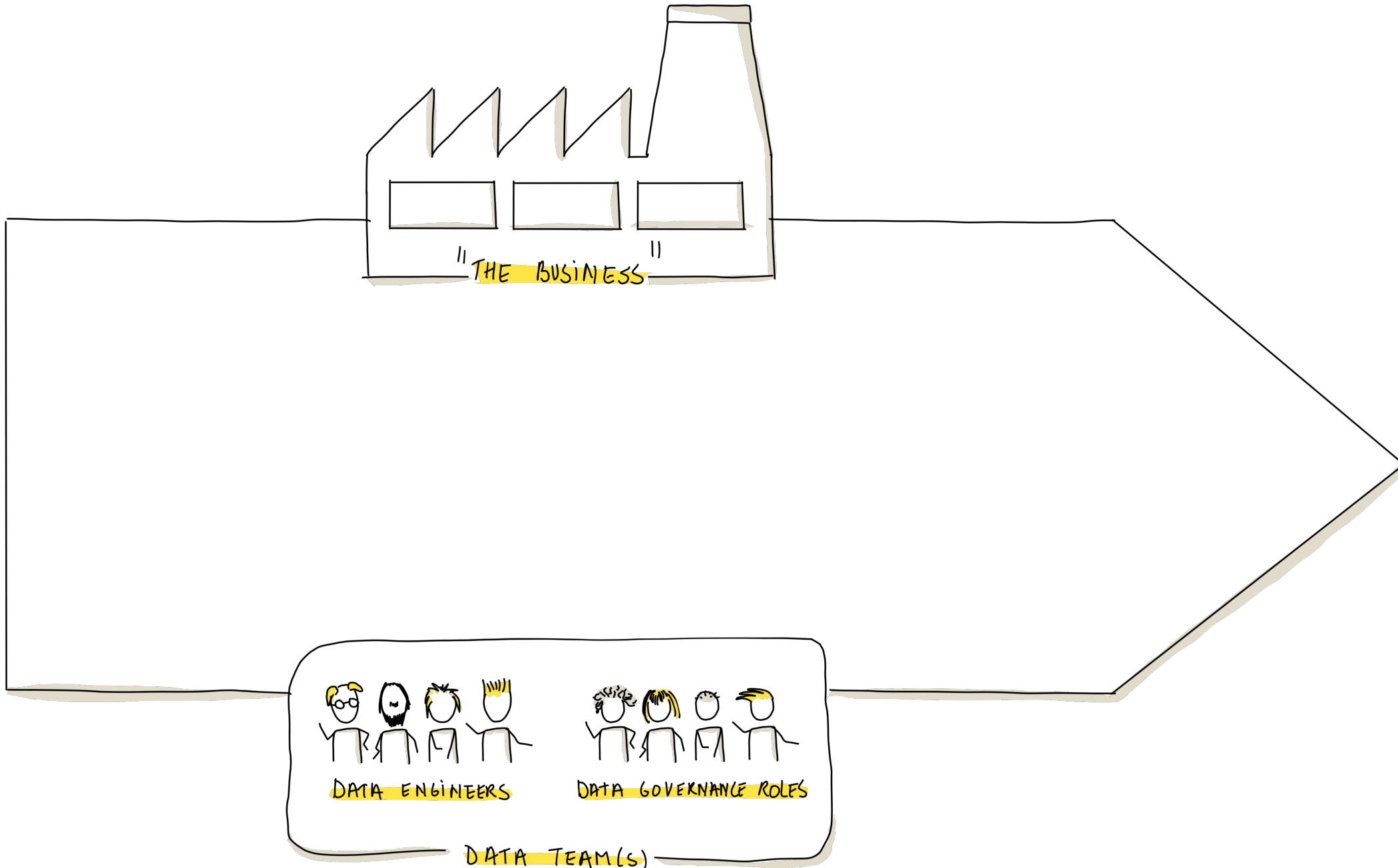
**One bite at a time**

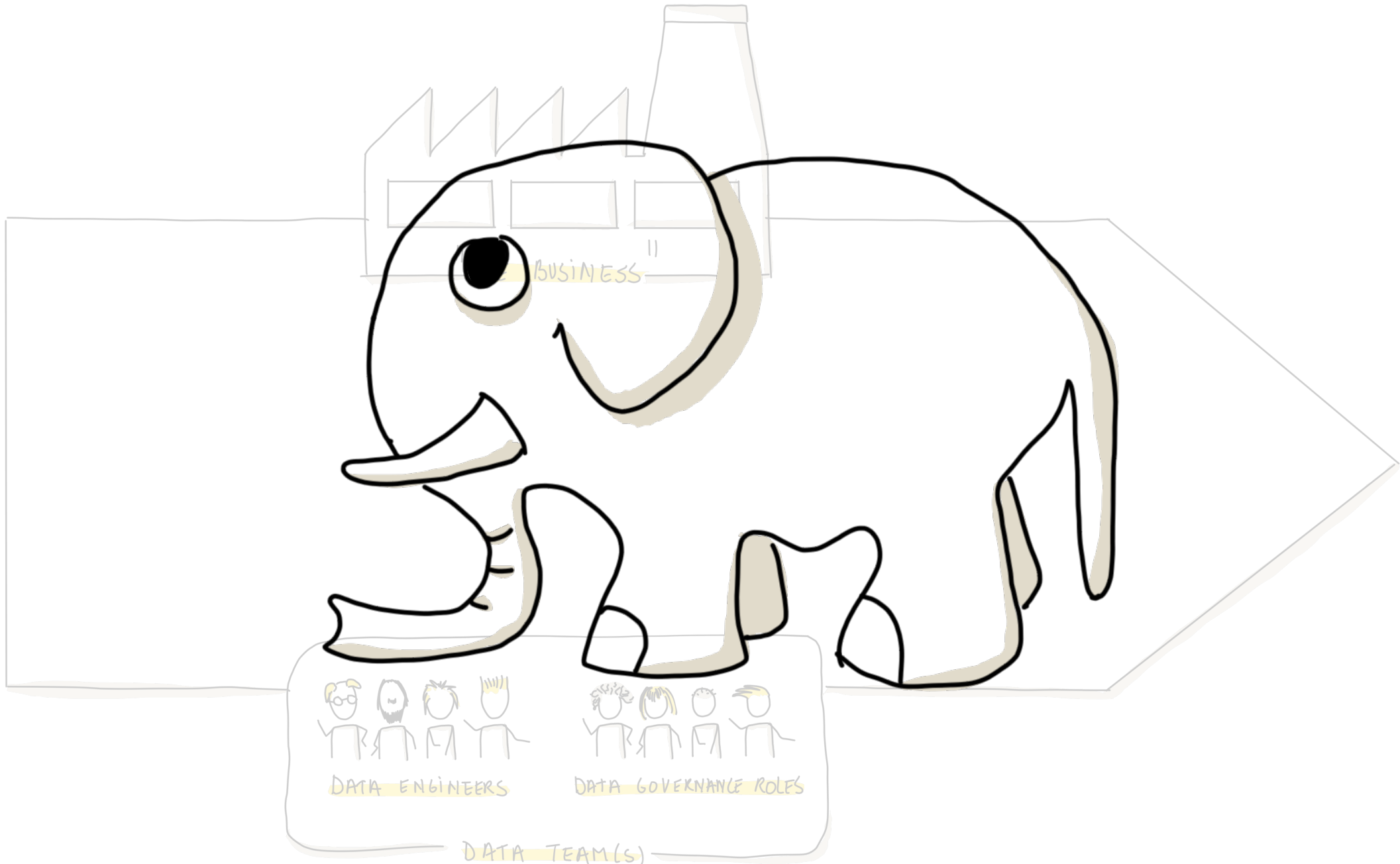
## How to start a **Data Governance Program?**

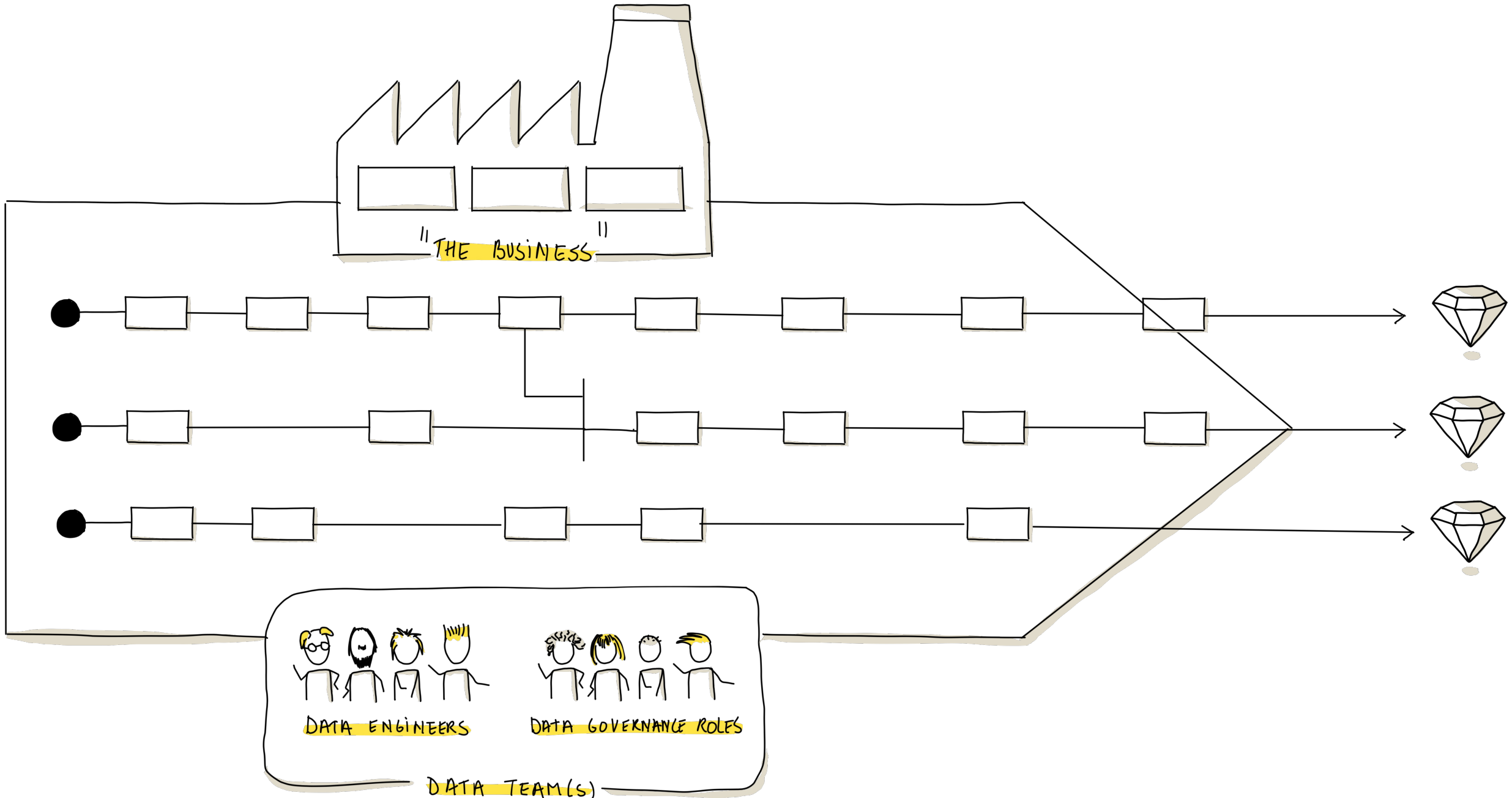


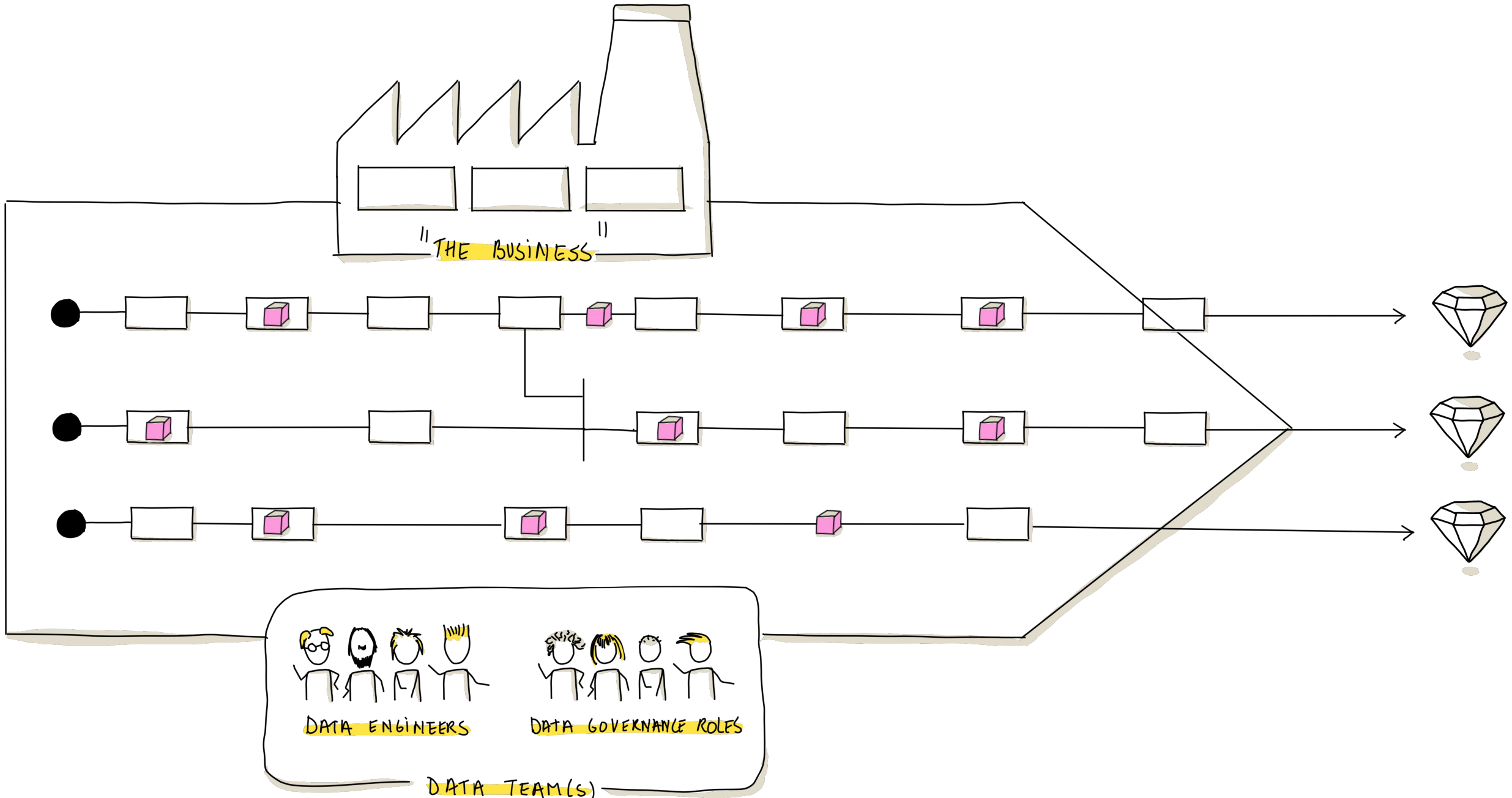
**Piece by Piece**

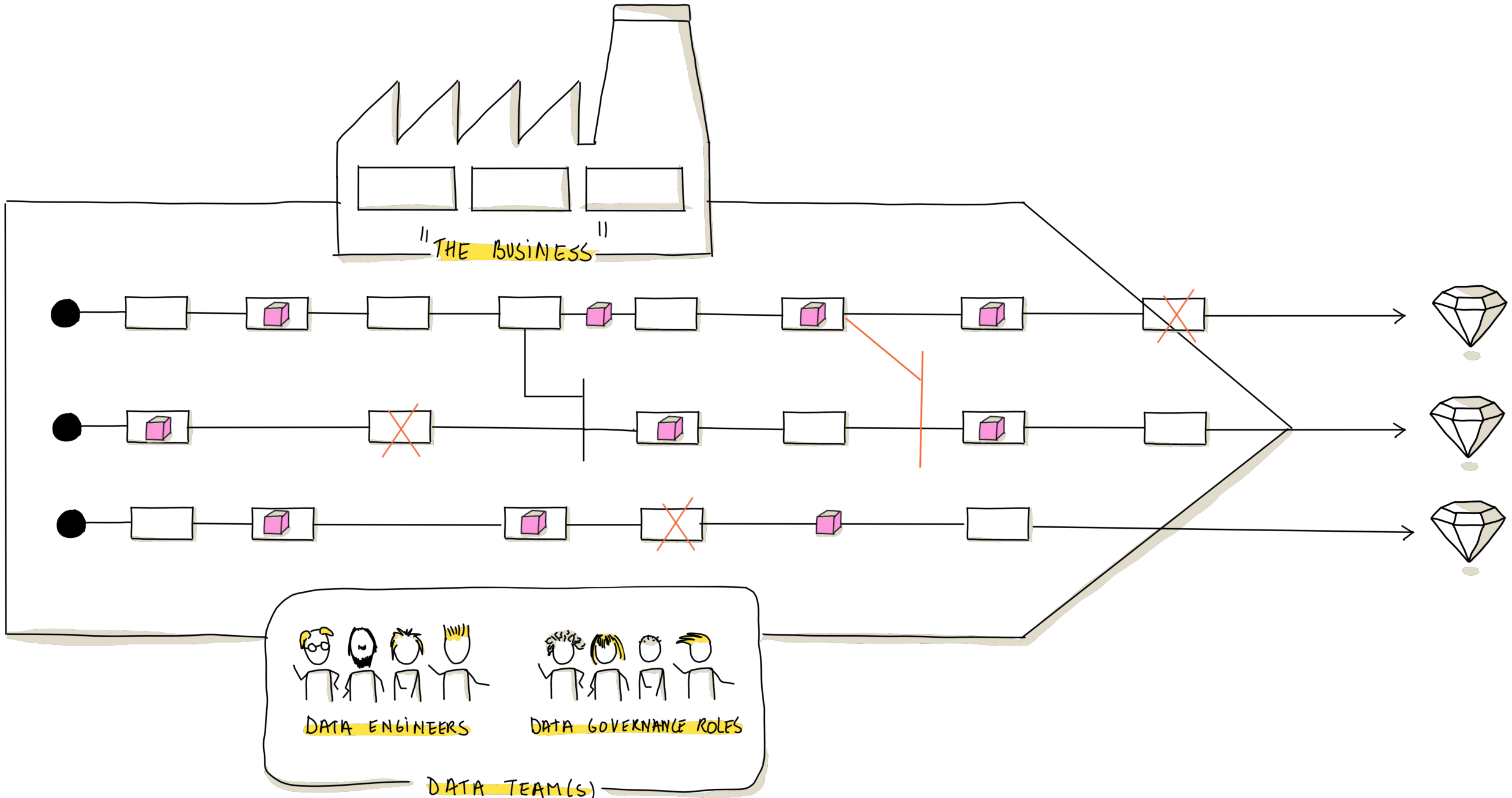


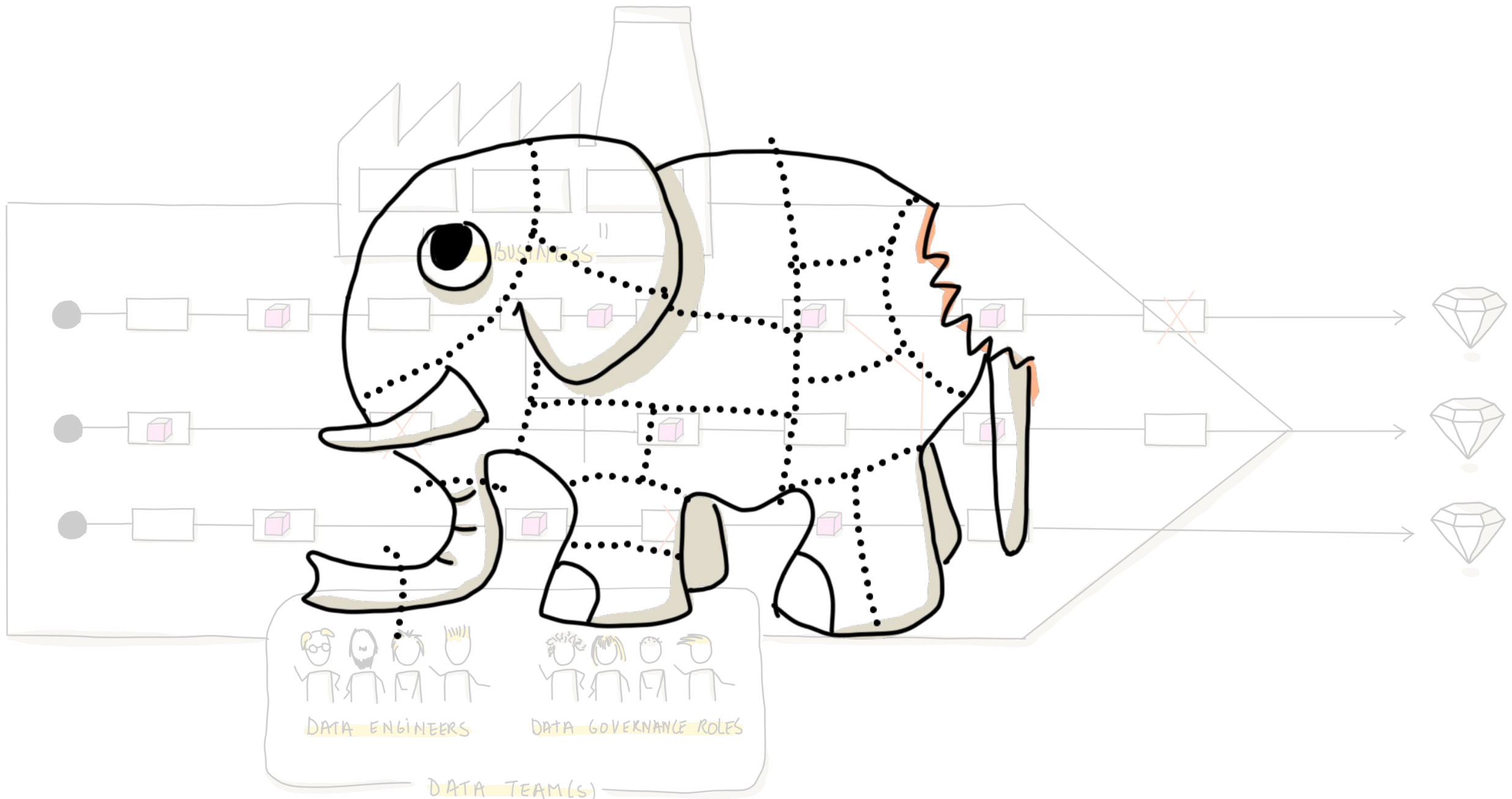


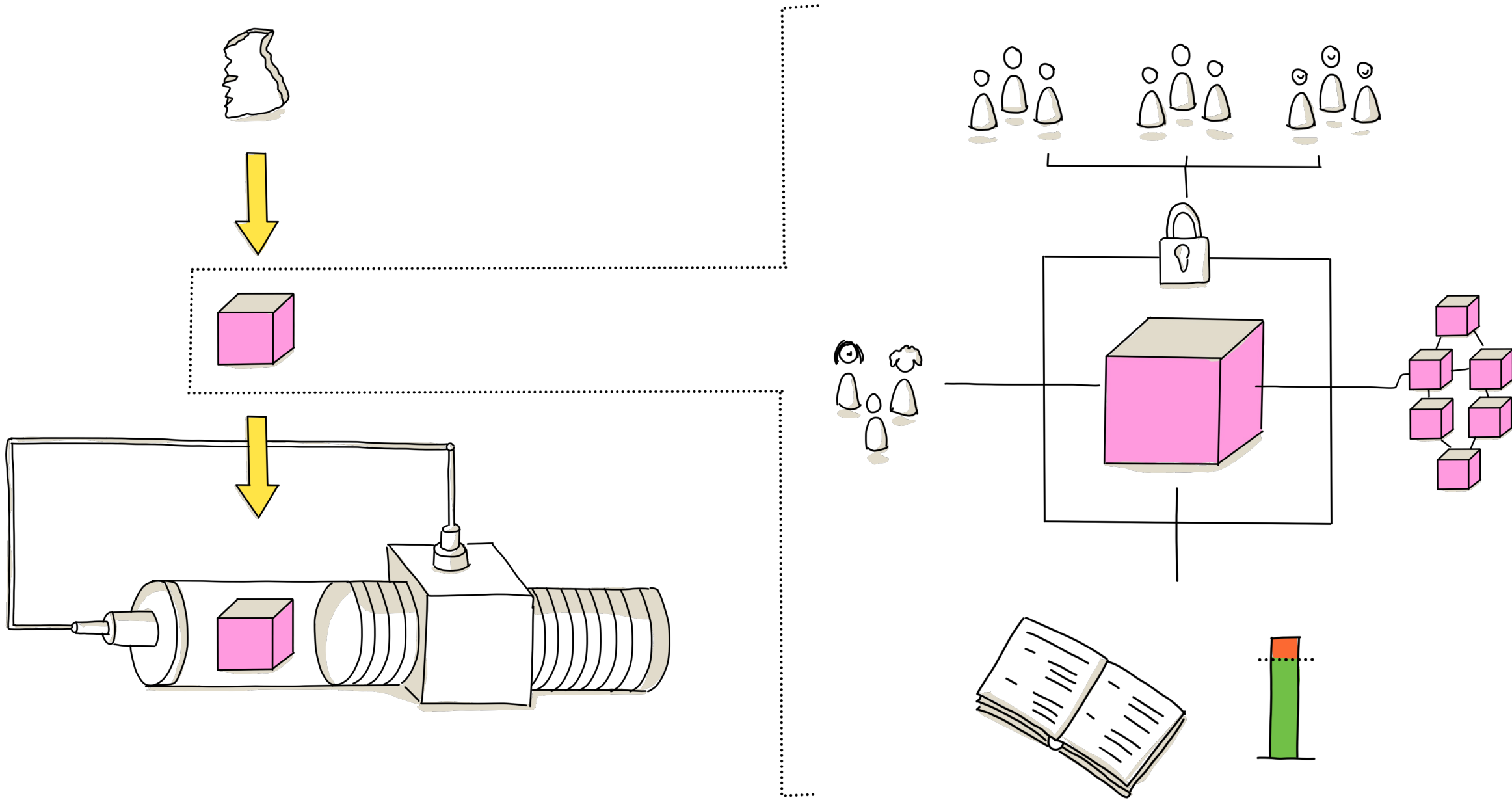


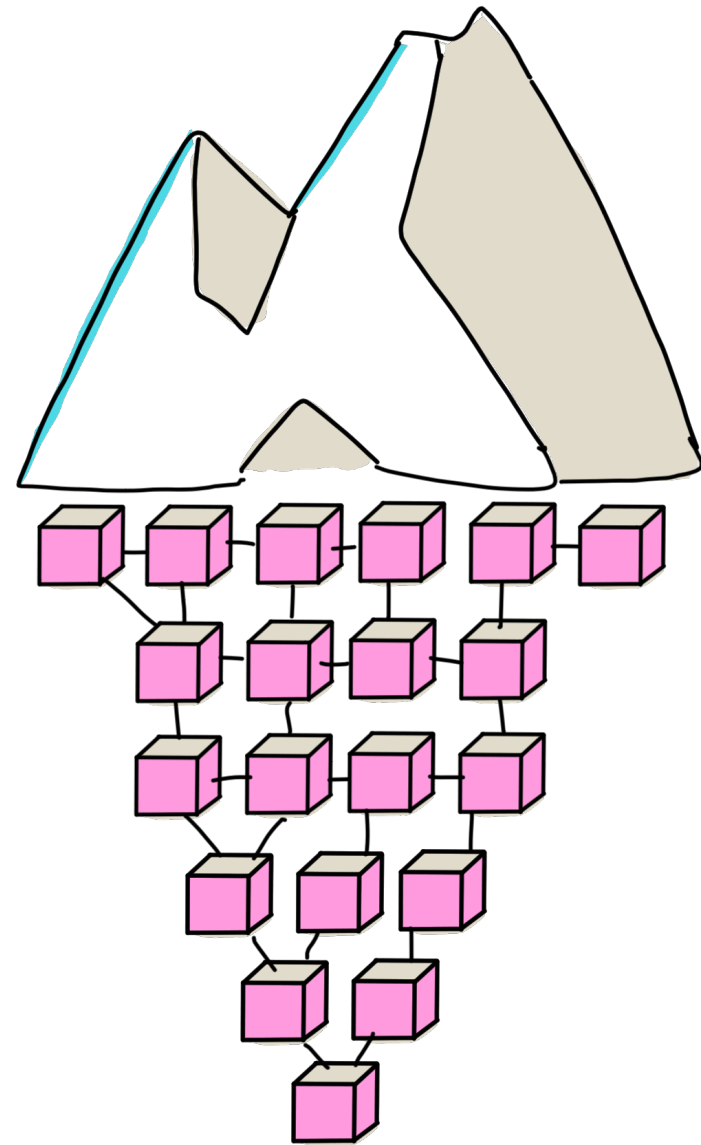
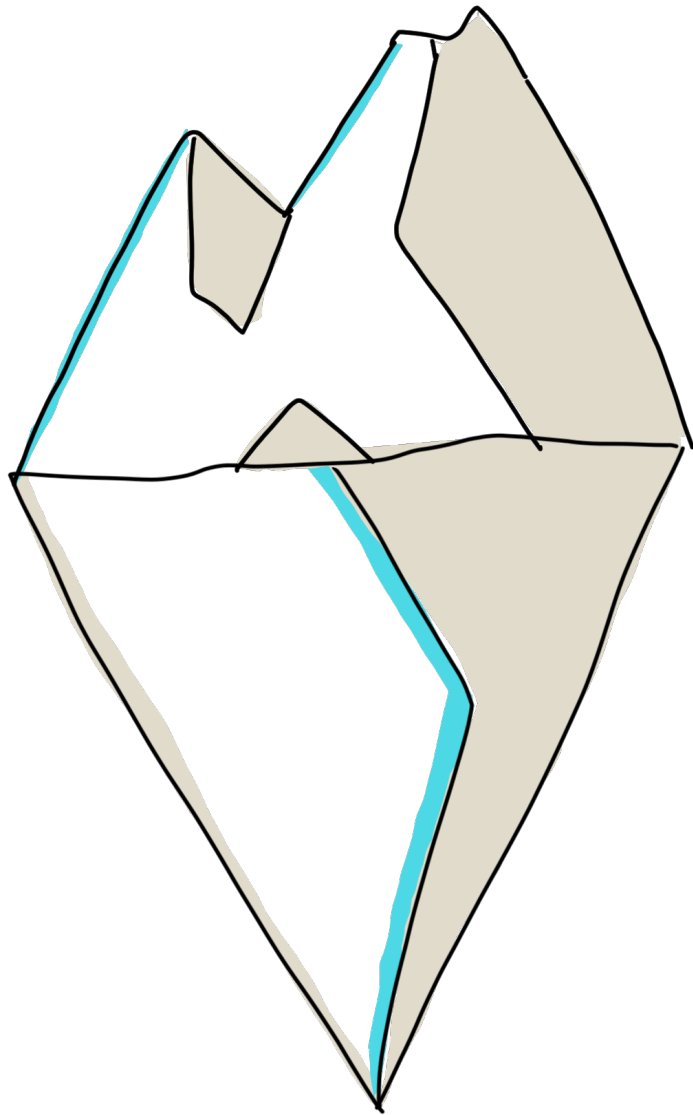












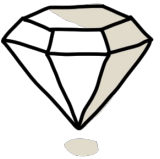
# DATA ROADMAP

## BUSINESS PRIORITIES

1



2



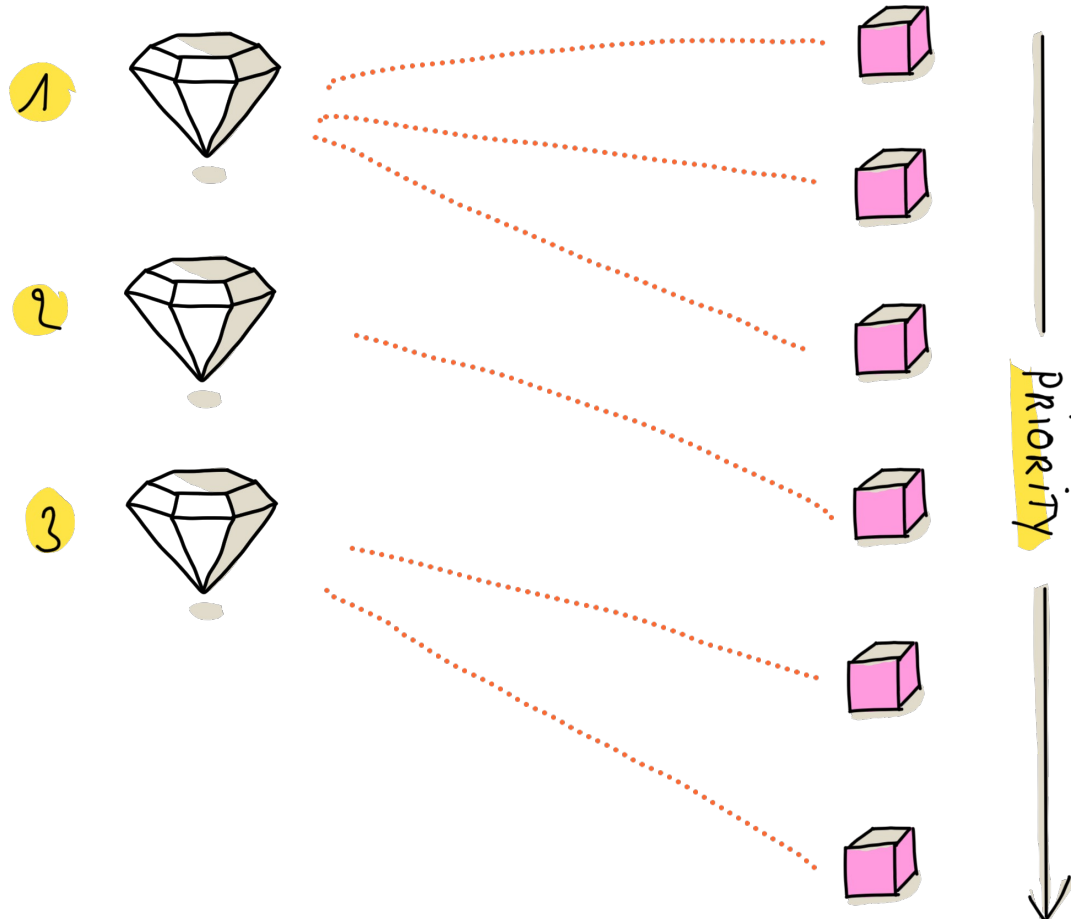
3



# DATA ROADMAP

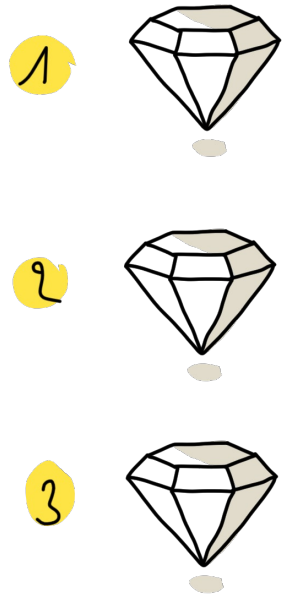
BUSINESS  
PRIORITIES

DATA  
PRODUCTS



# DATA ROADMAP

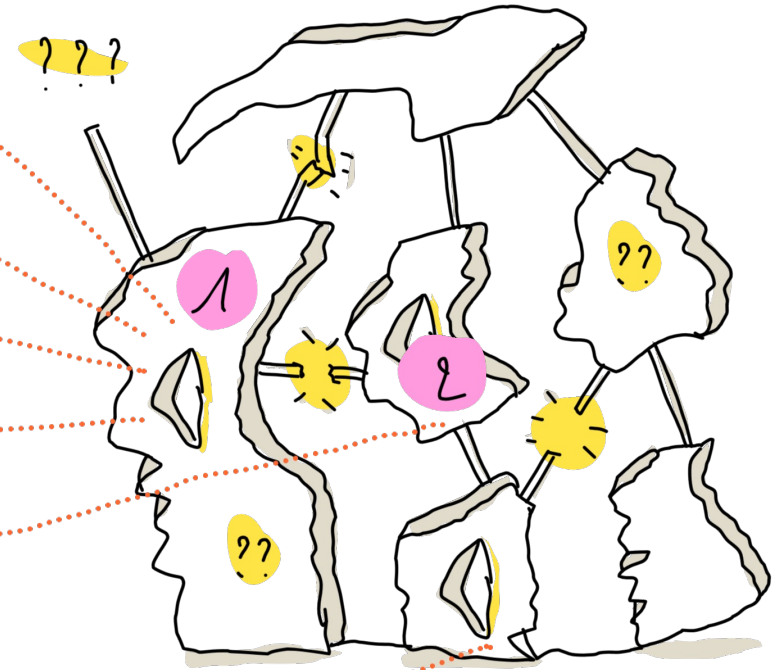
## BUSINESS PRIORITIES

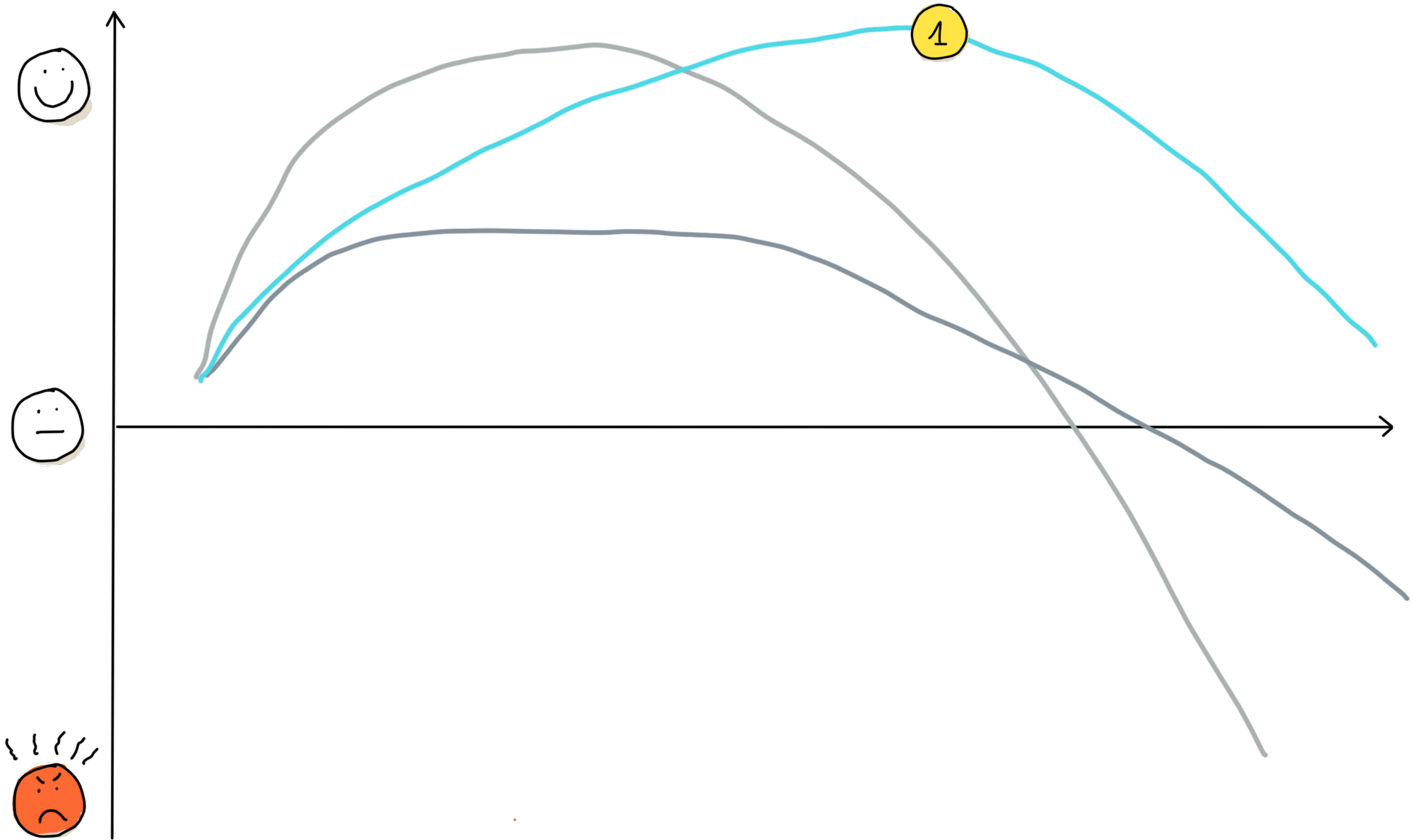


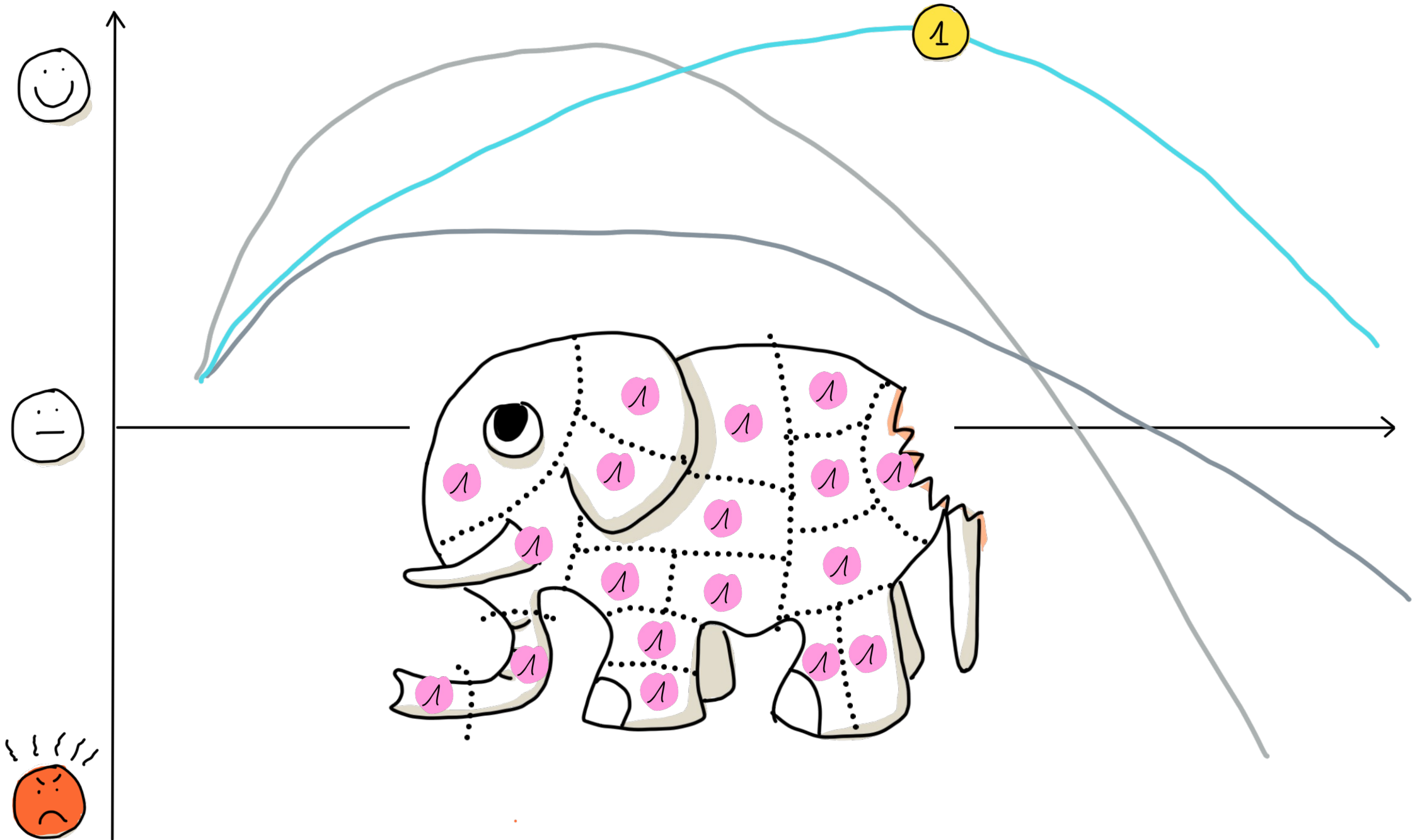
## DATA PRODUCTS



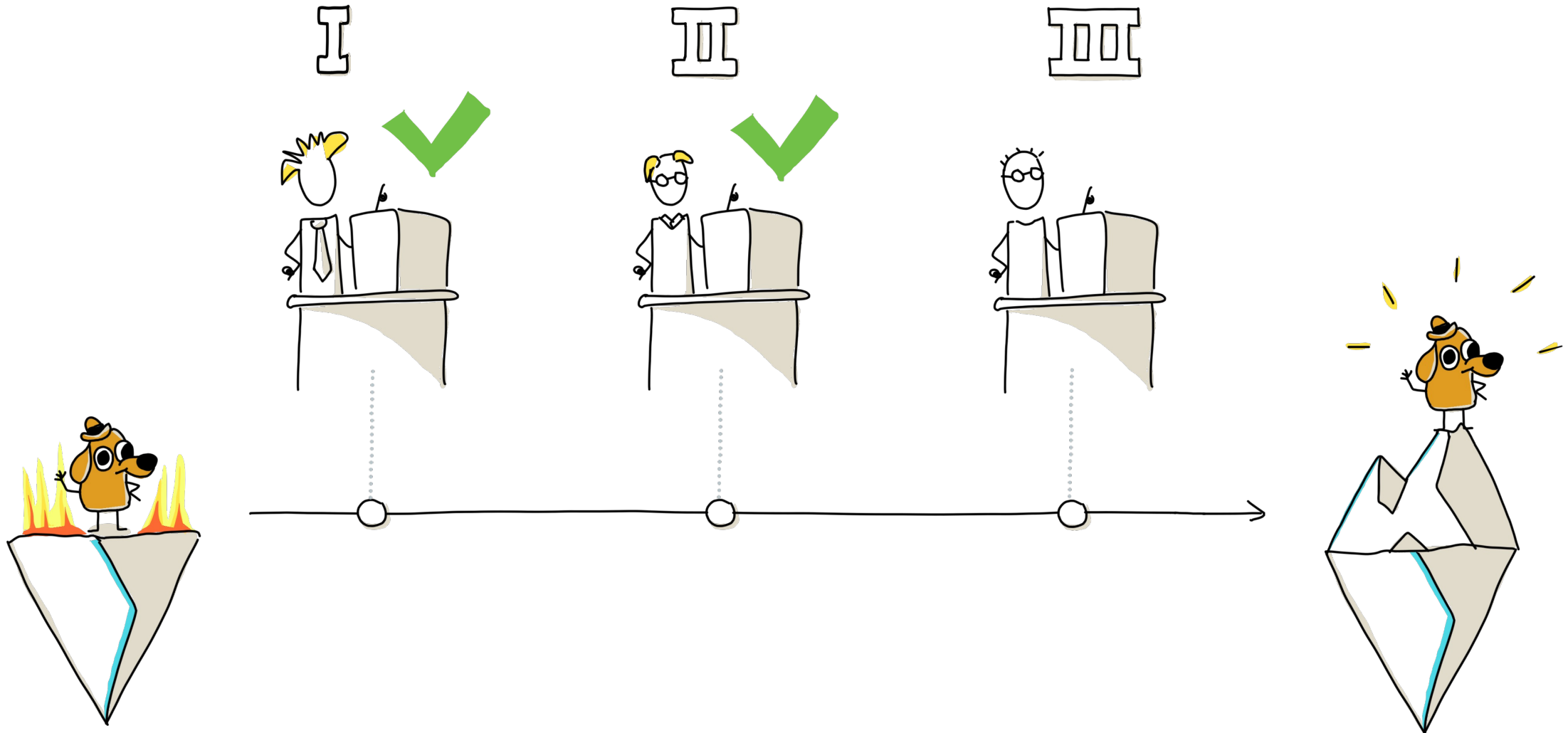
## DATA GOVERNANCE



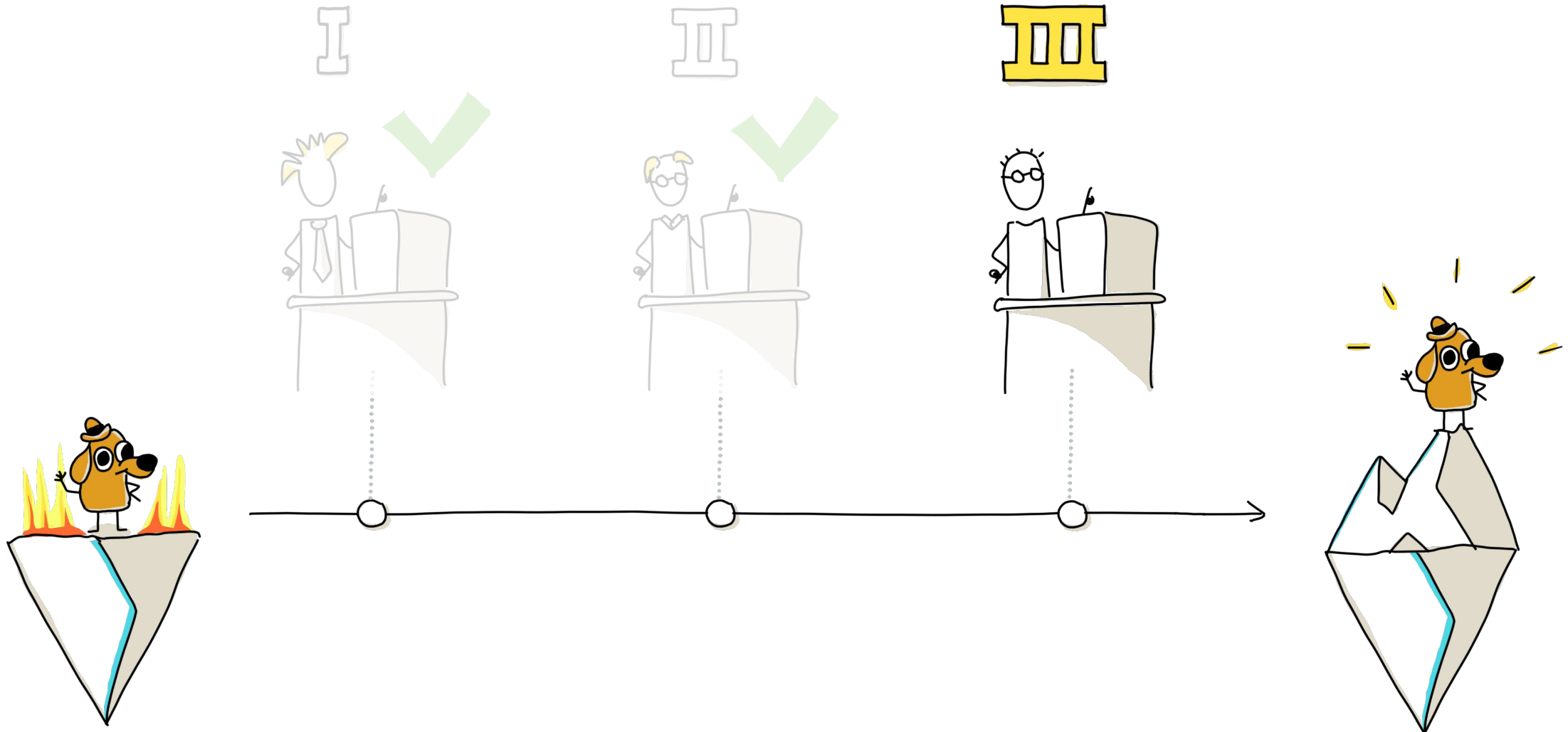




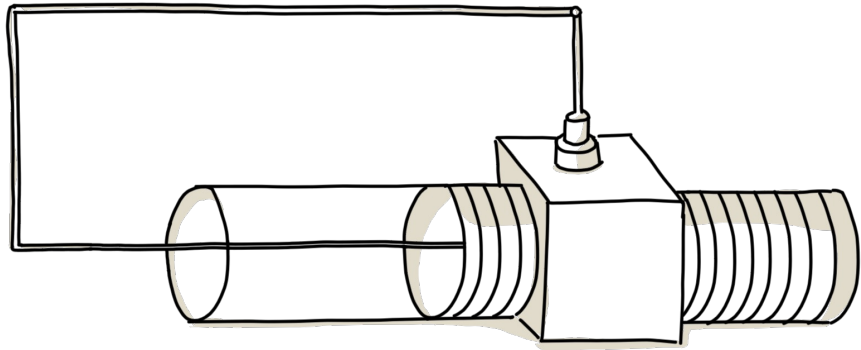
# MY JOURNEY TOWARDS VALUE FROM DATA



# THE DATA STRATEGY APPROACH



# LET'S SUMMARIZE FIRST



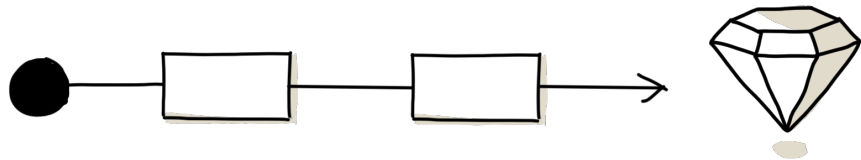
TECHNOLOGY



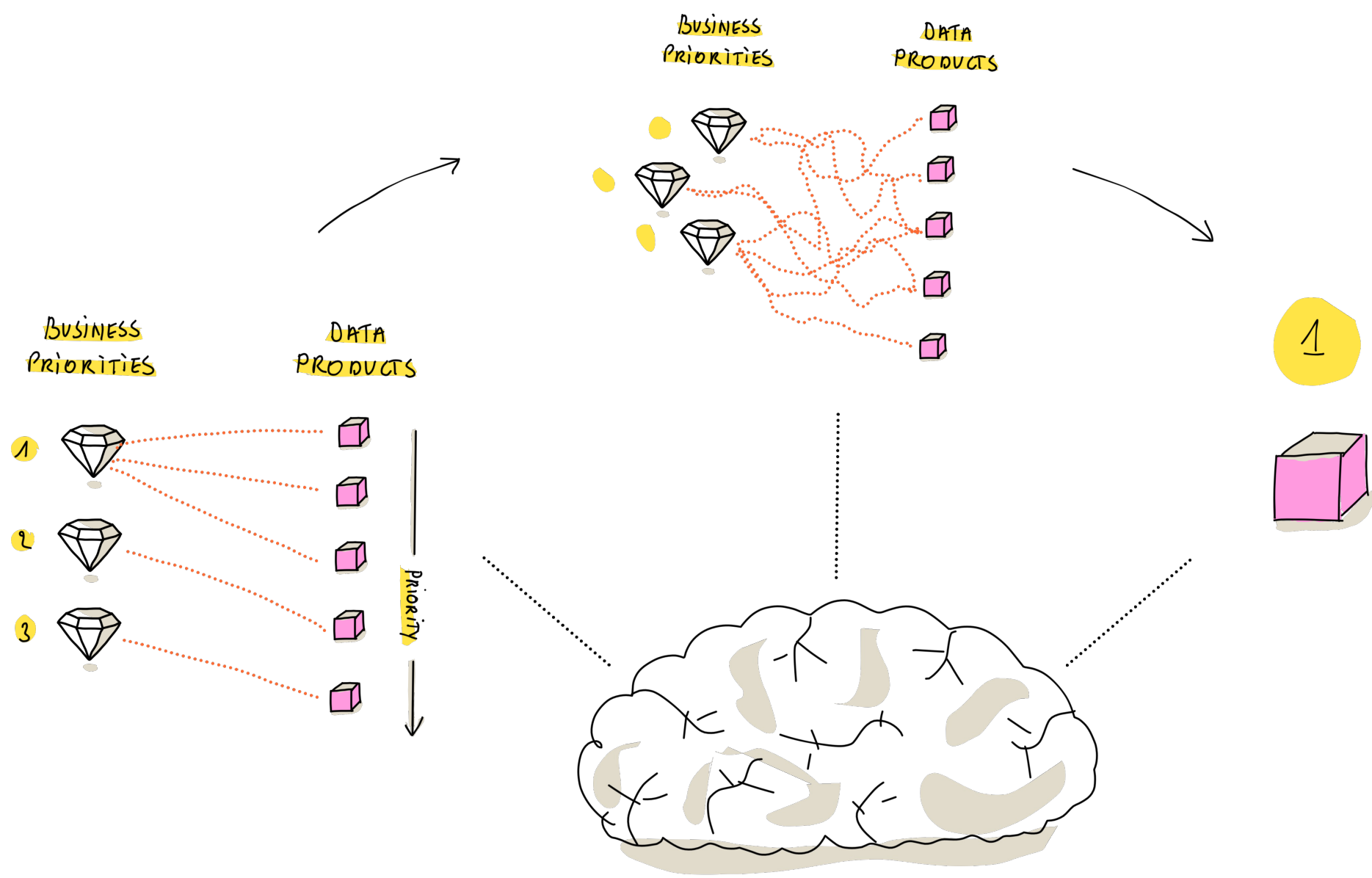
DATA



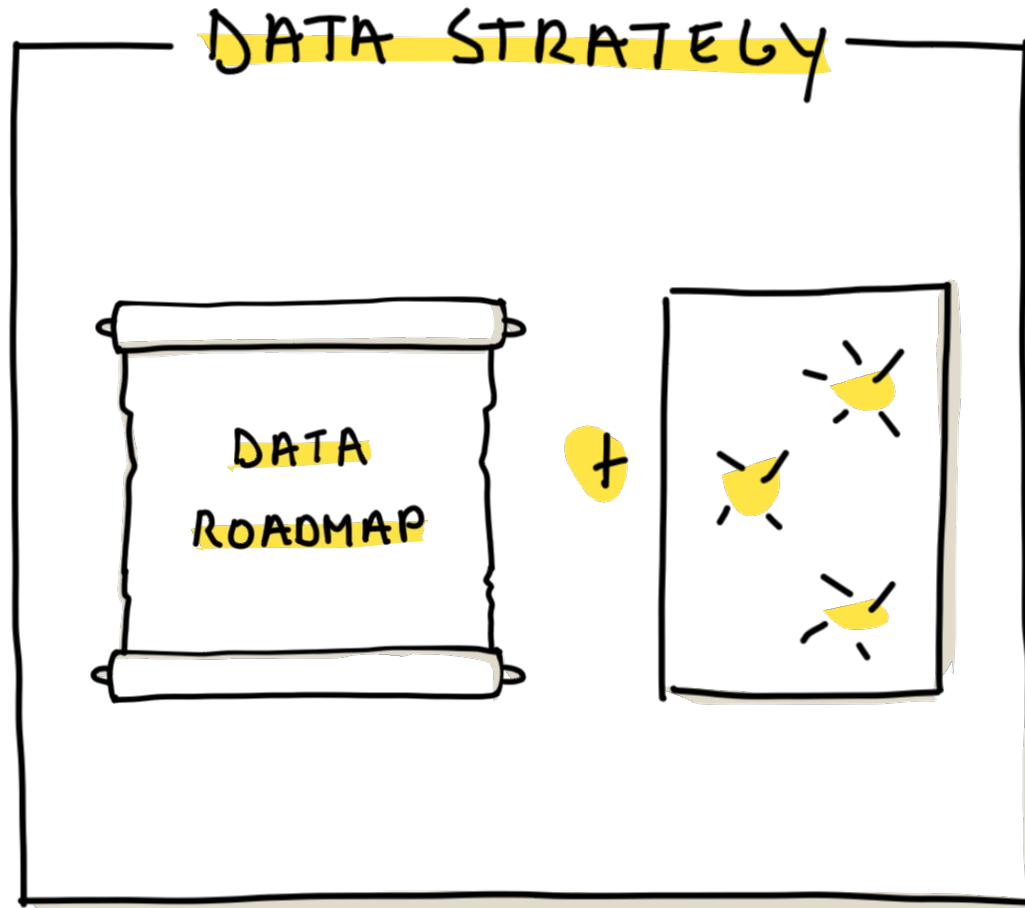
PEOPLE

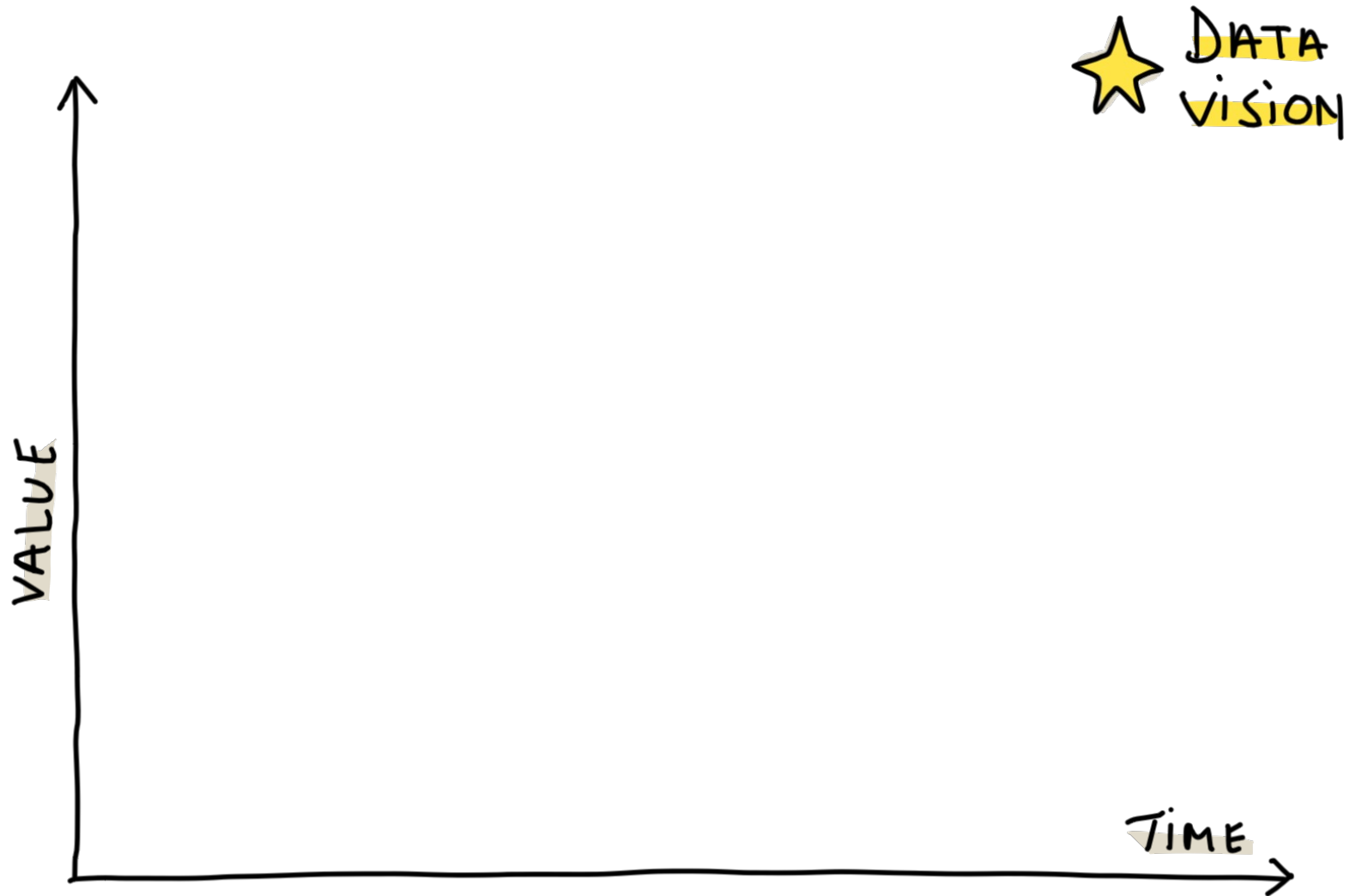


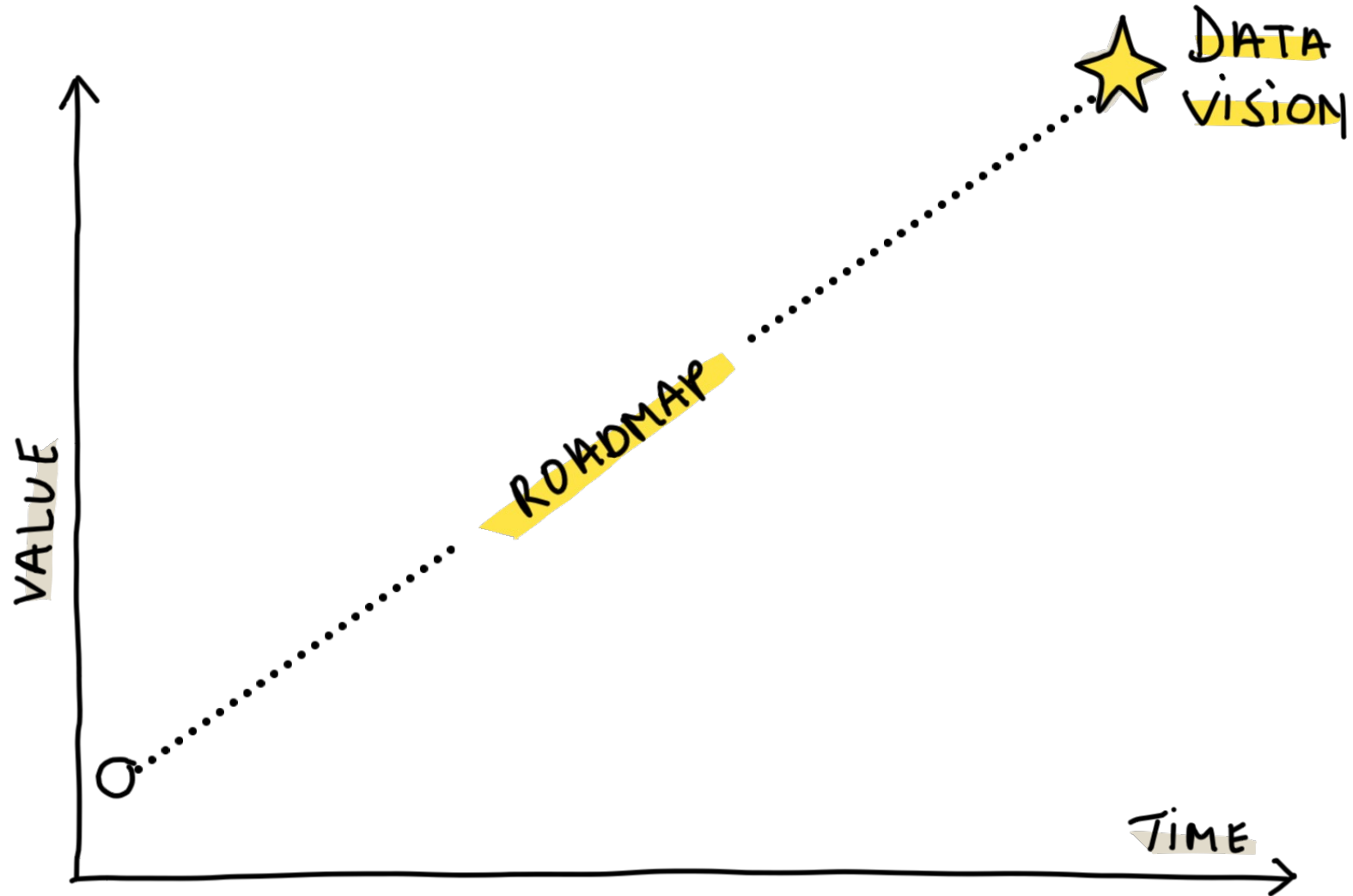
PROCESS

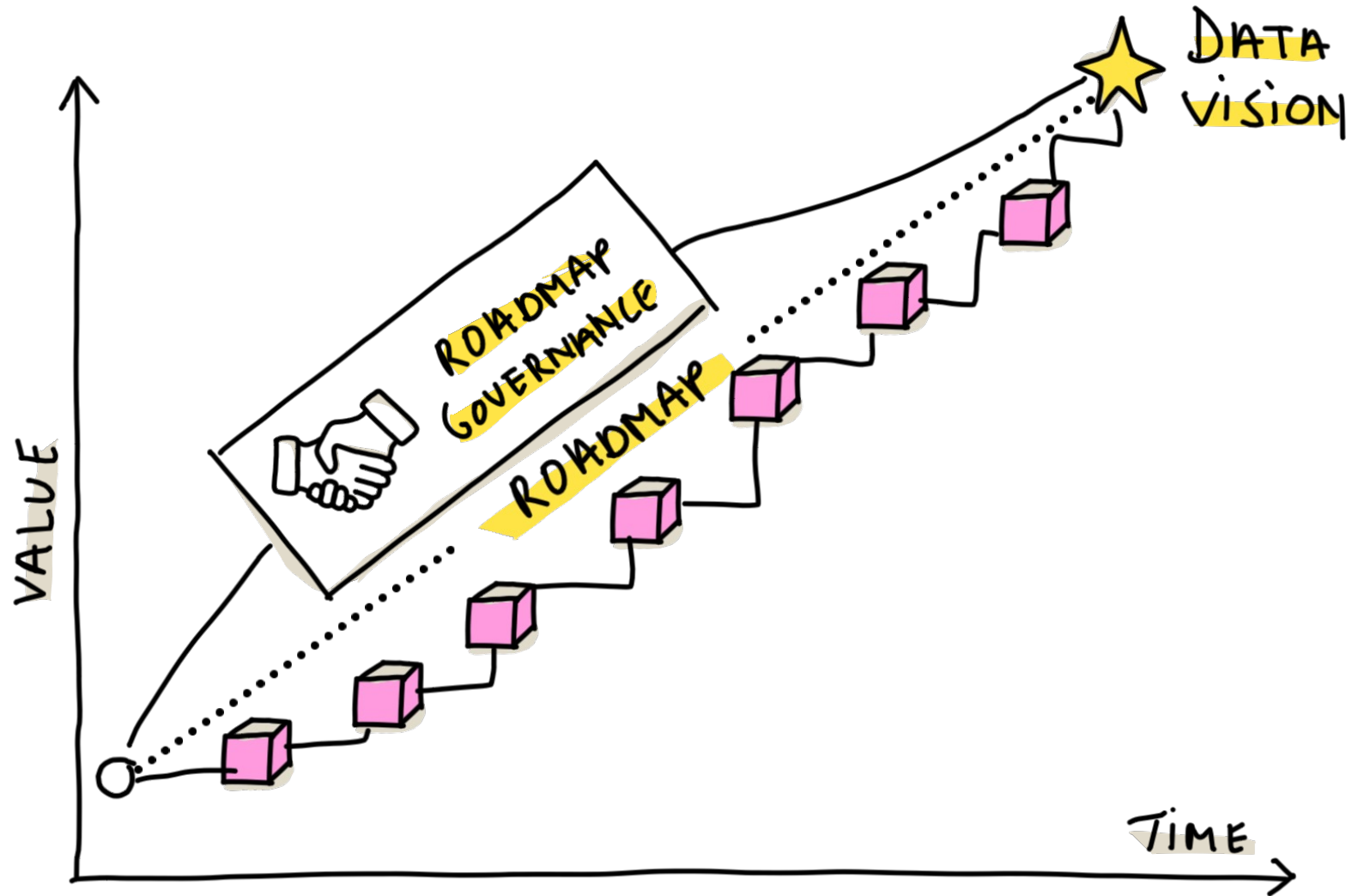


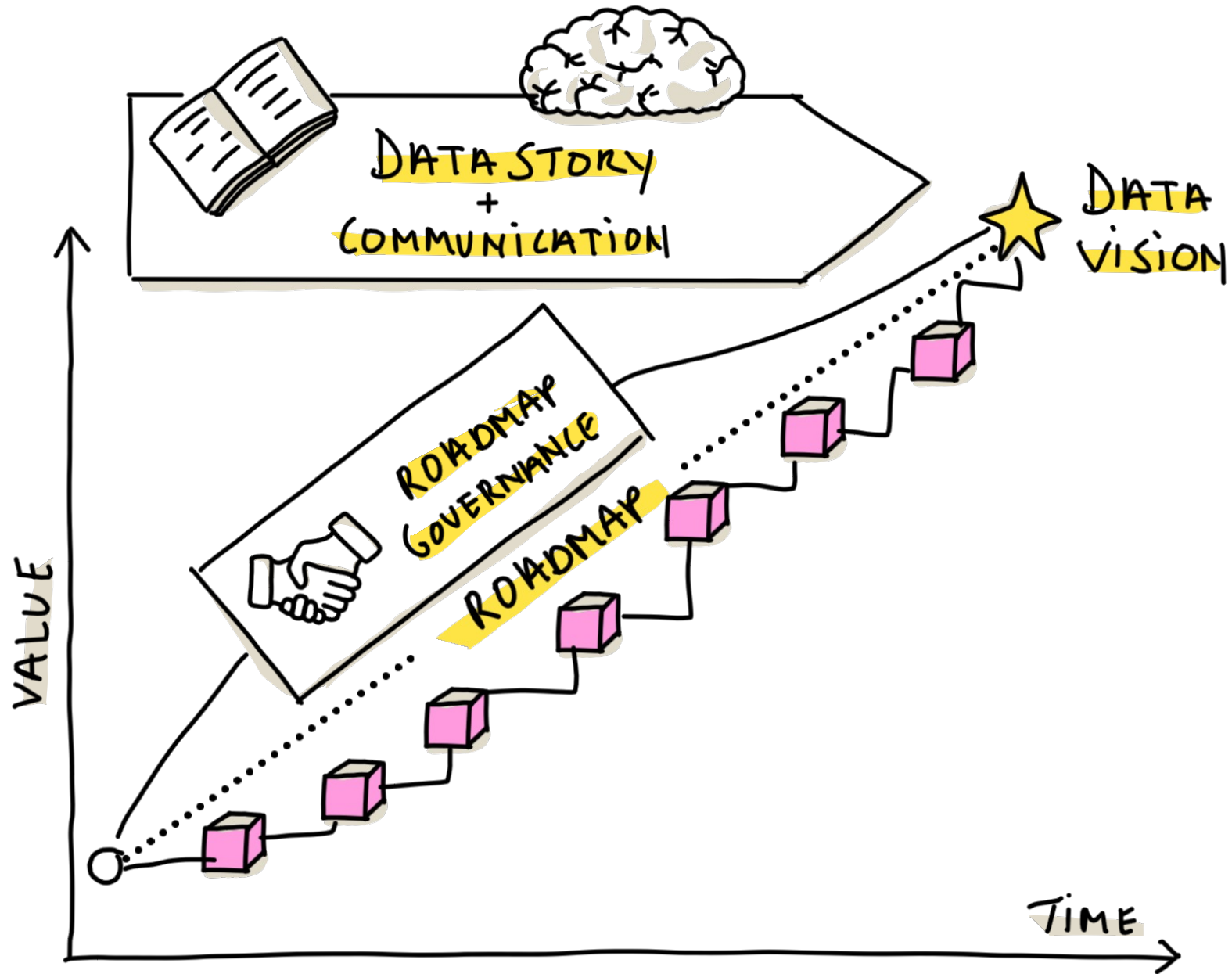
# WE NEED MORE THAN A DATA ROADMAP

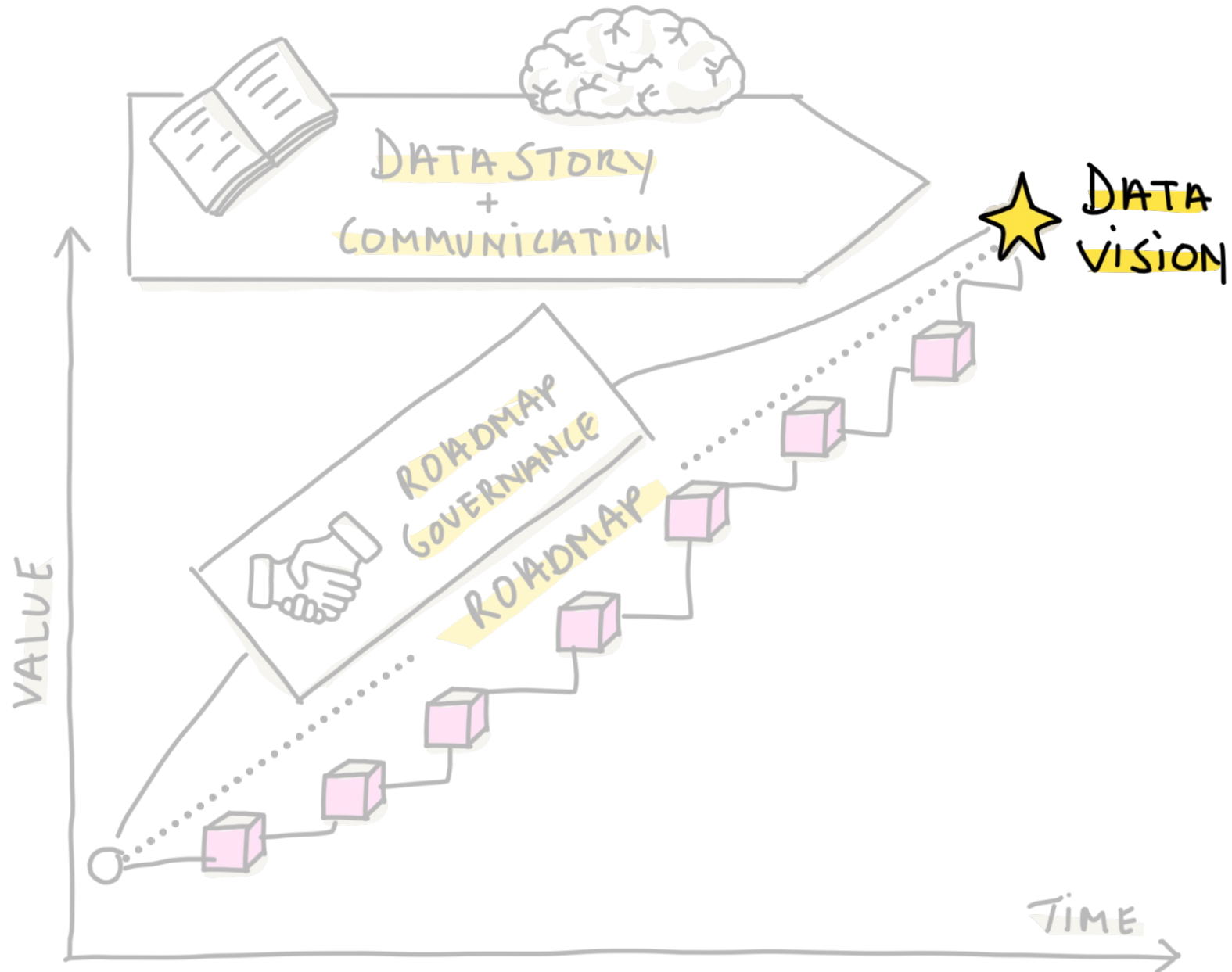




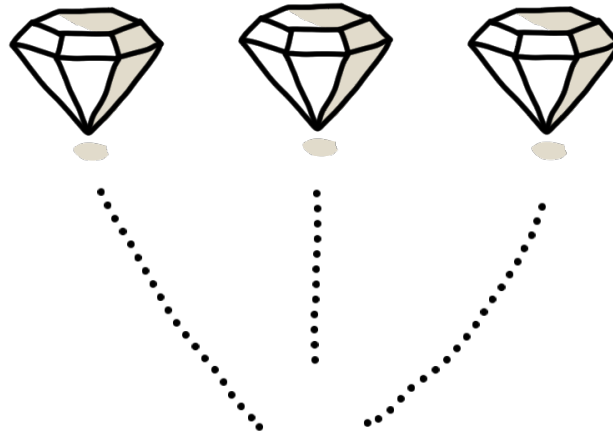




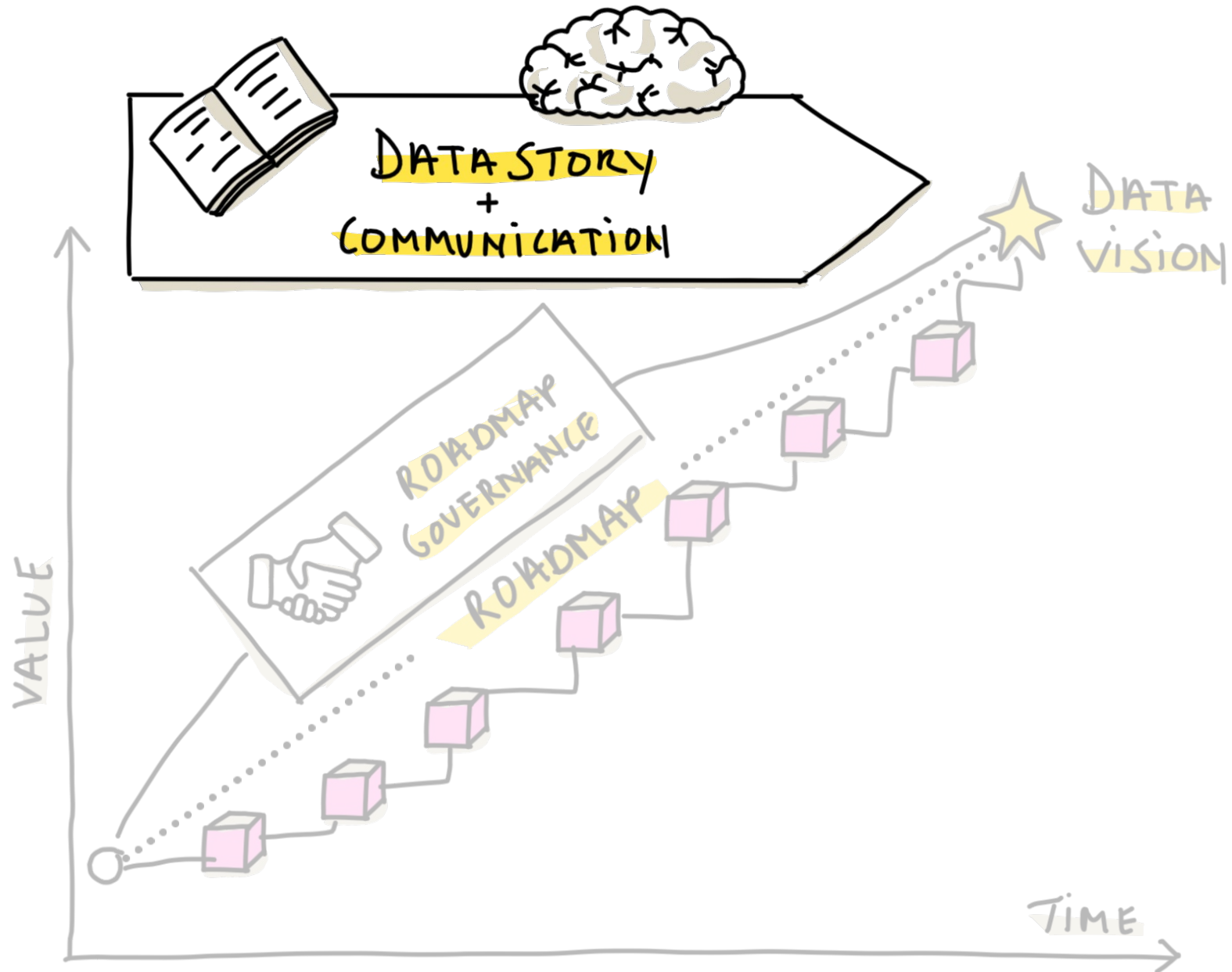




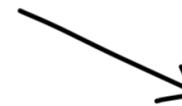
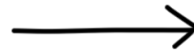
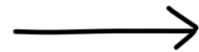
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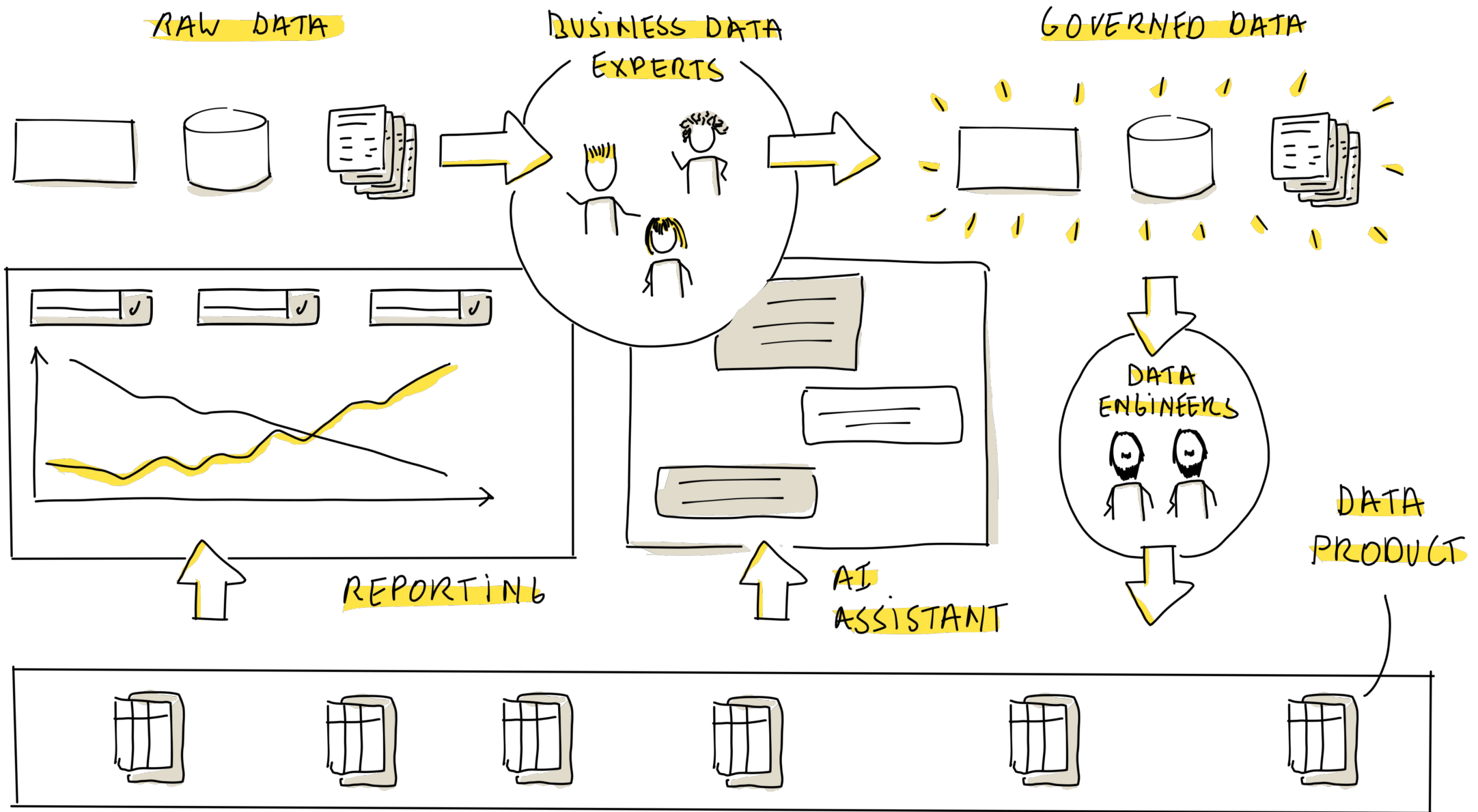


To harness the power of data and AI to drive **smarter, proactive decisions** that create lasting **competitive advantage** and a **future-ready business**.

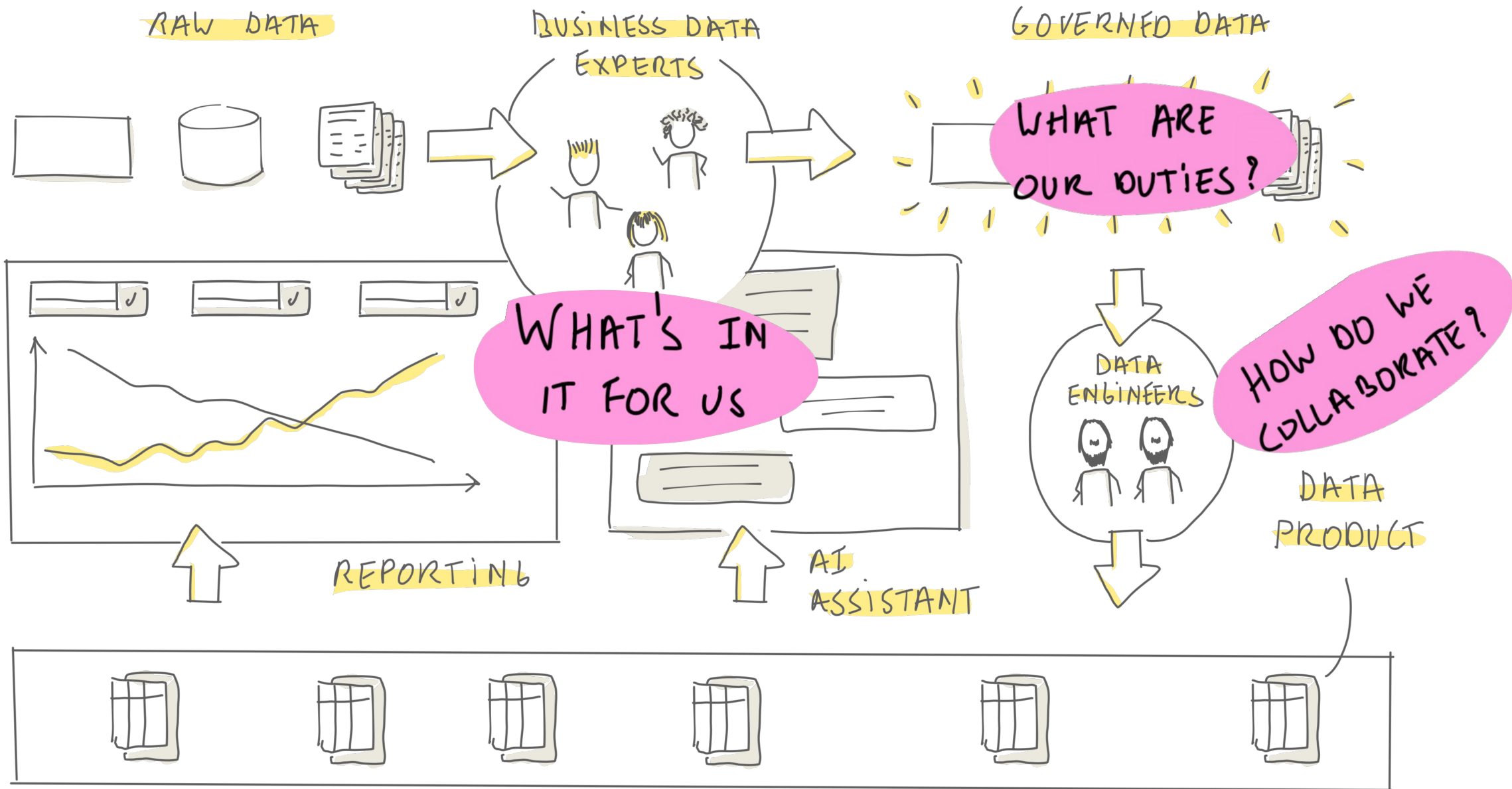


★  
DATA VISION

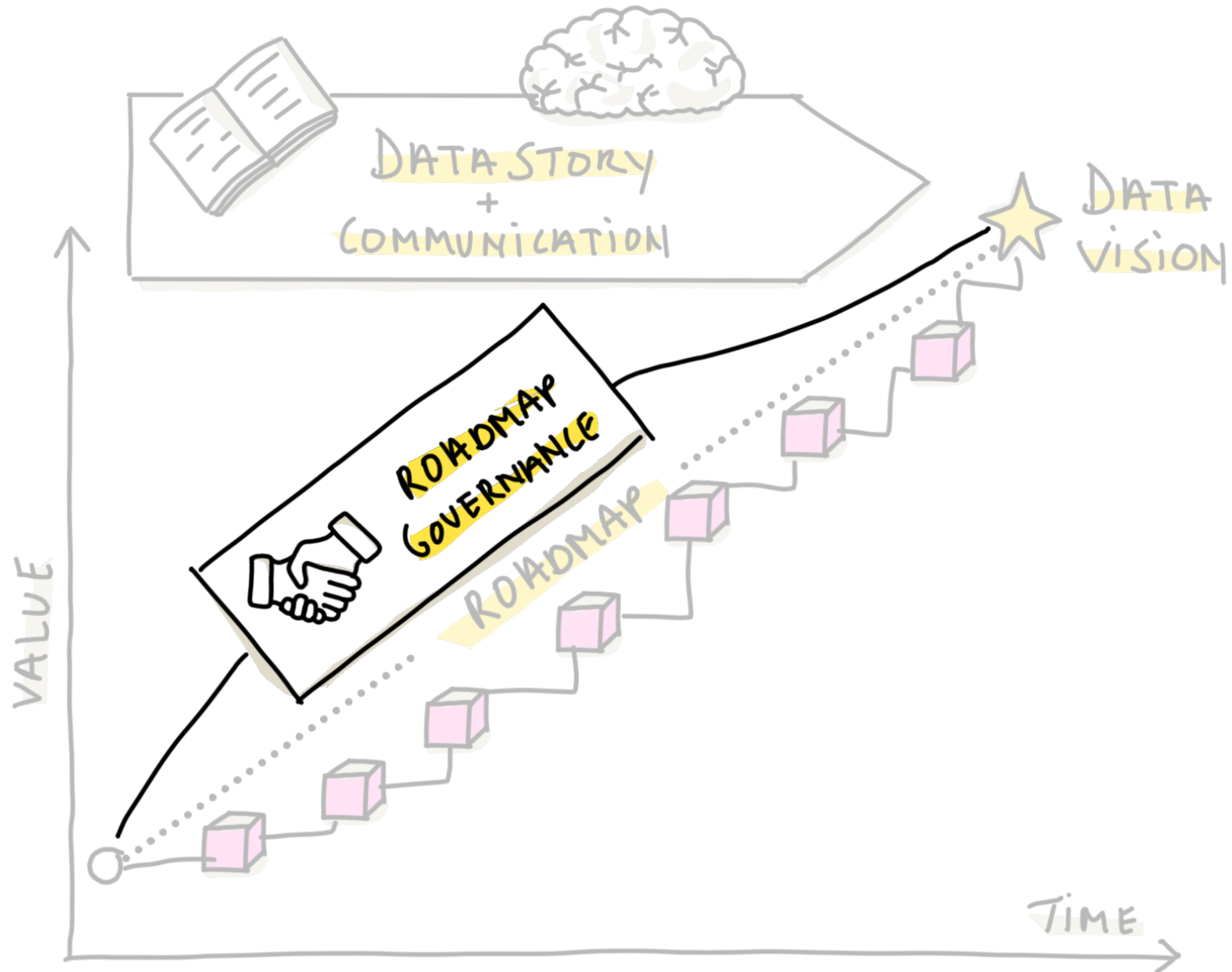


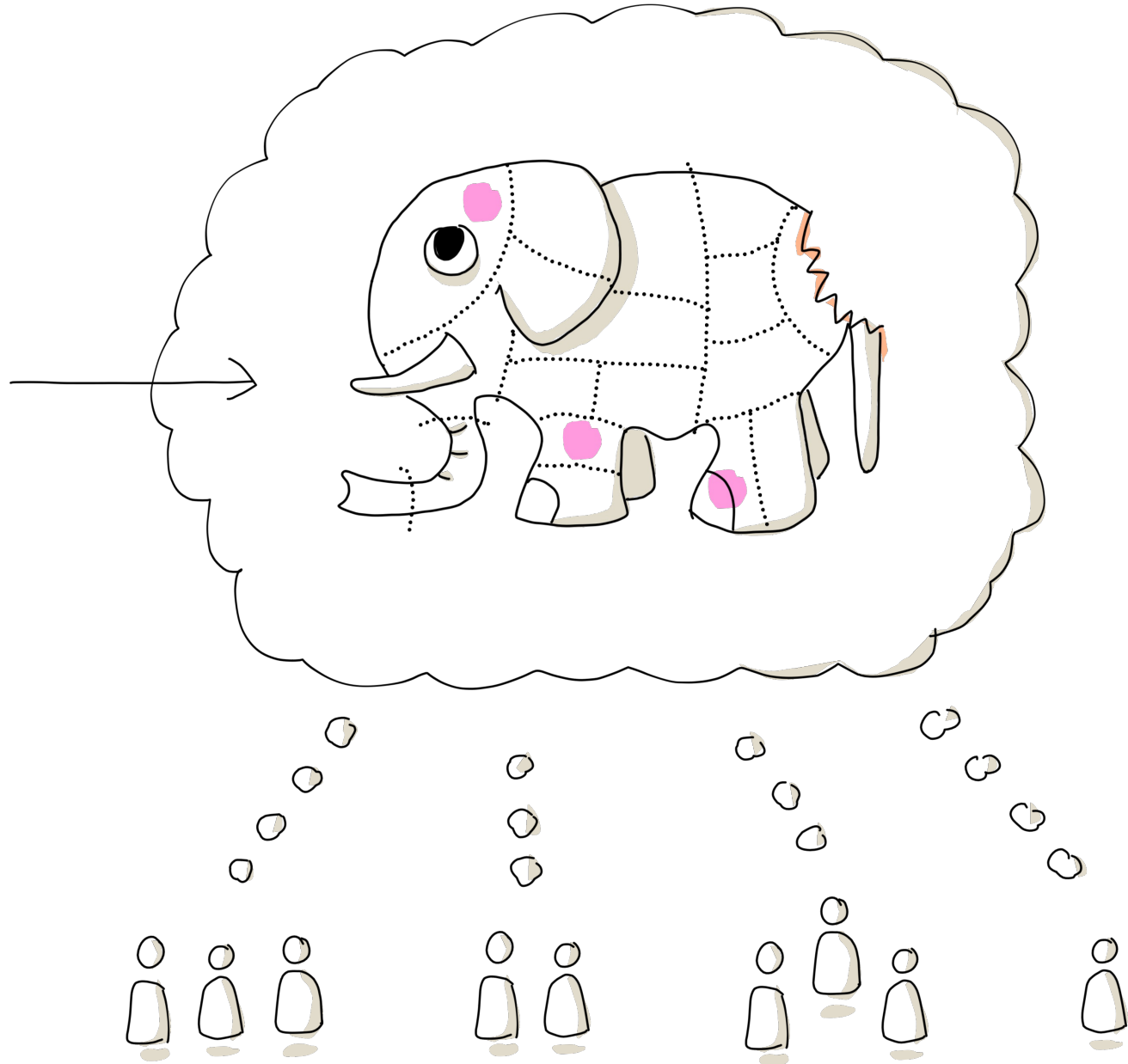
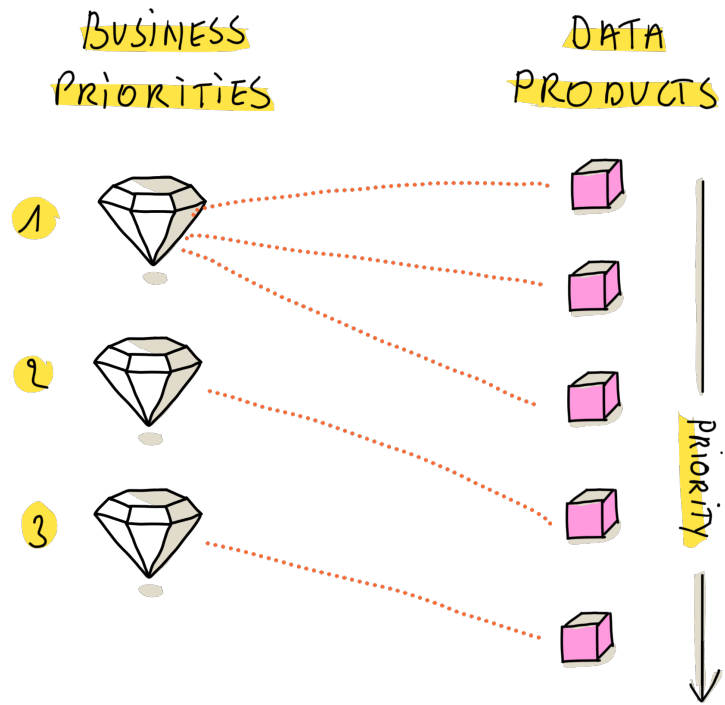


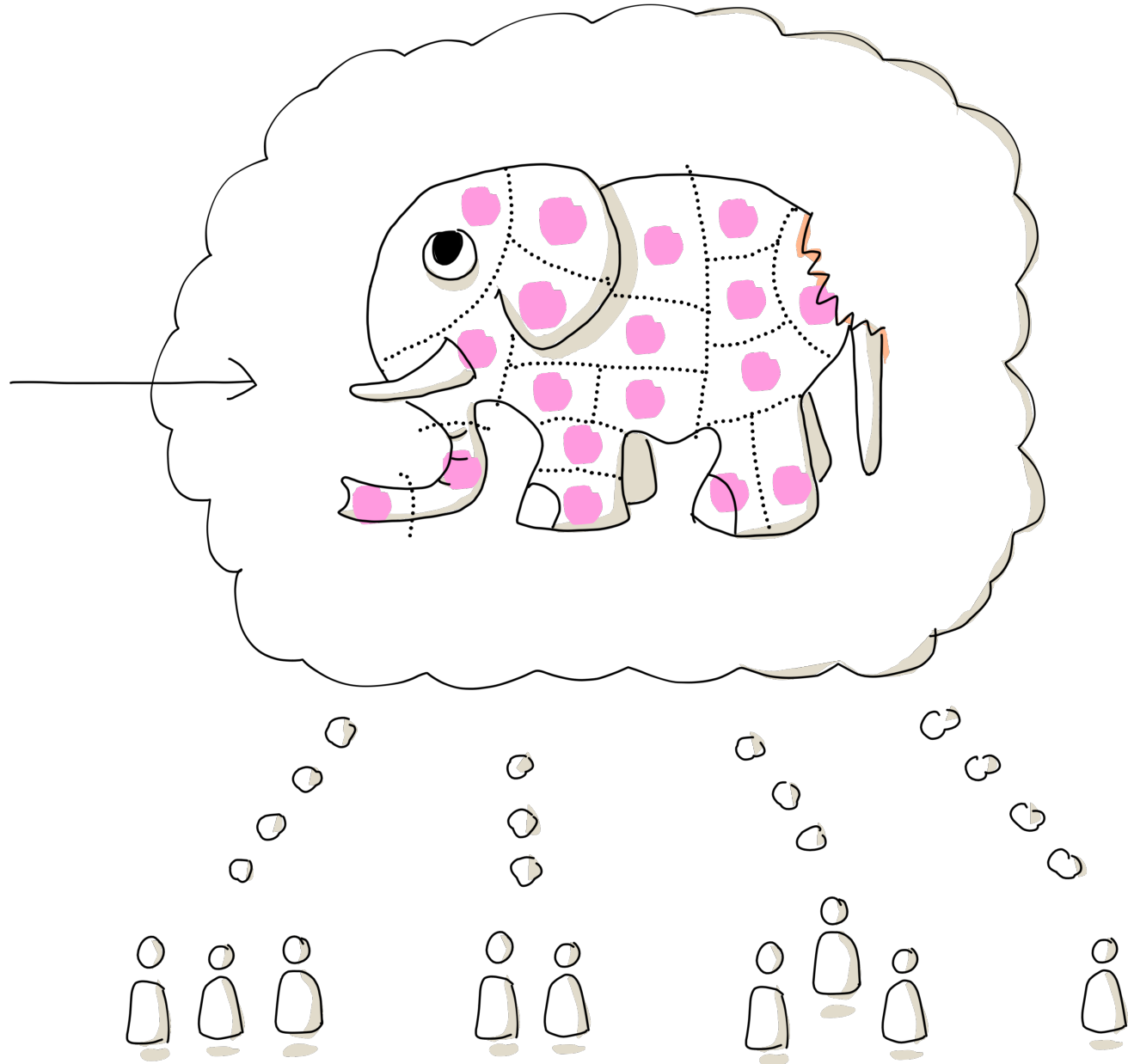
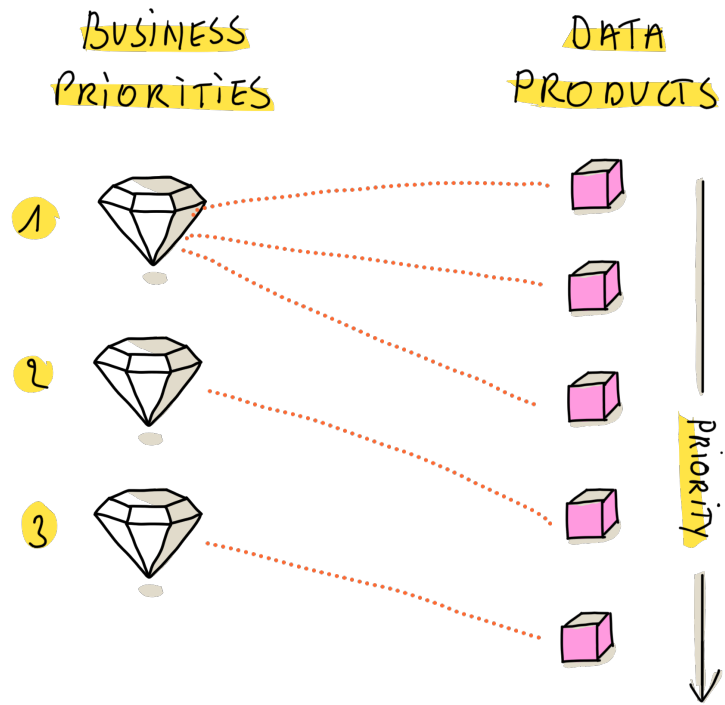
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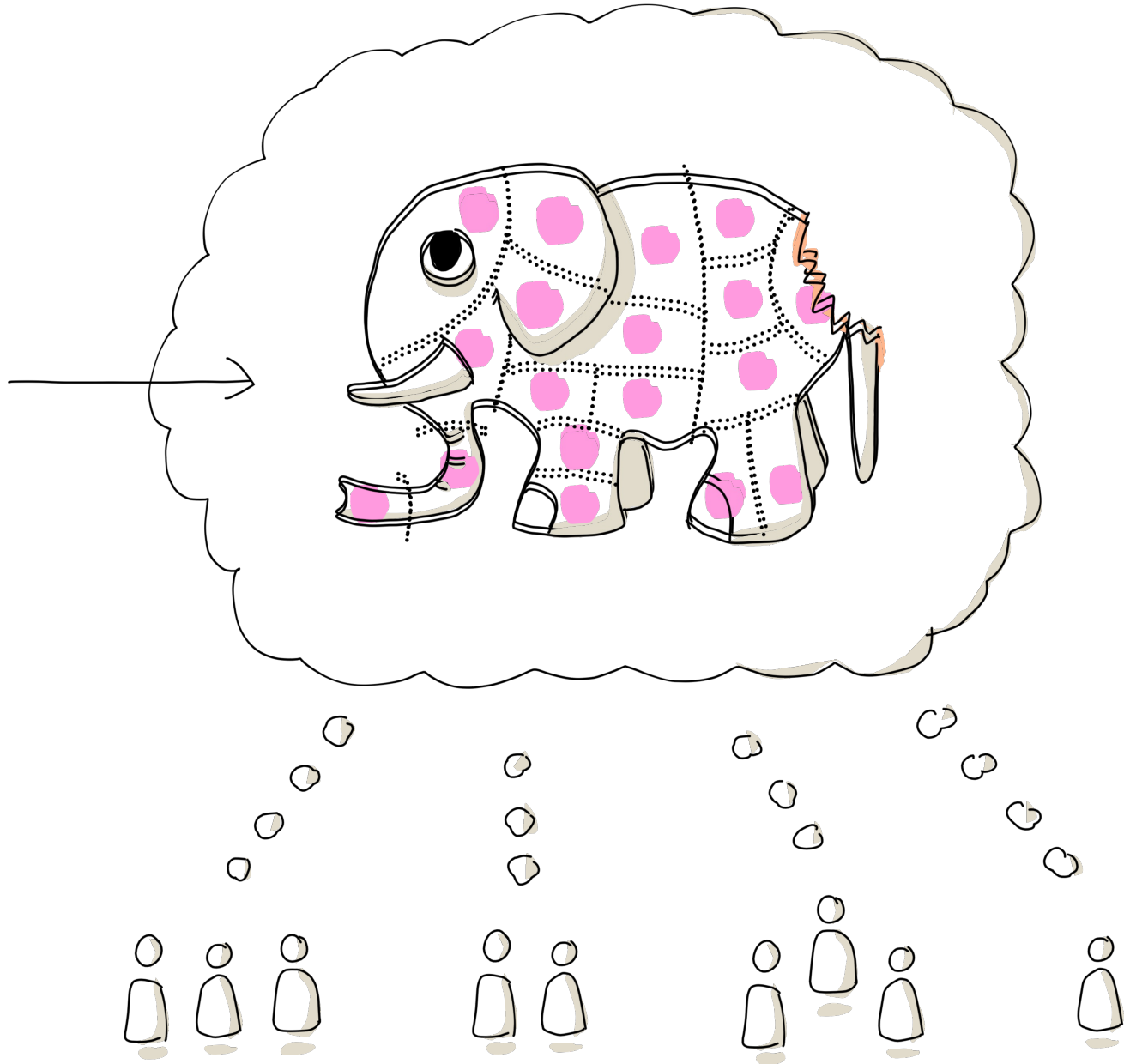
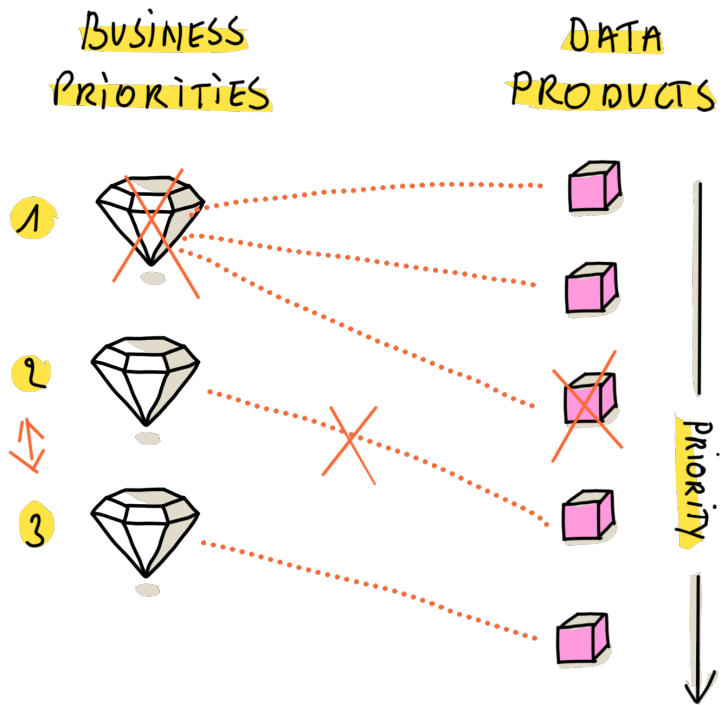


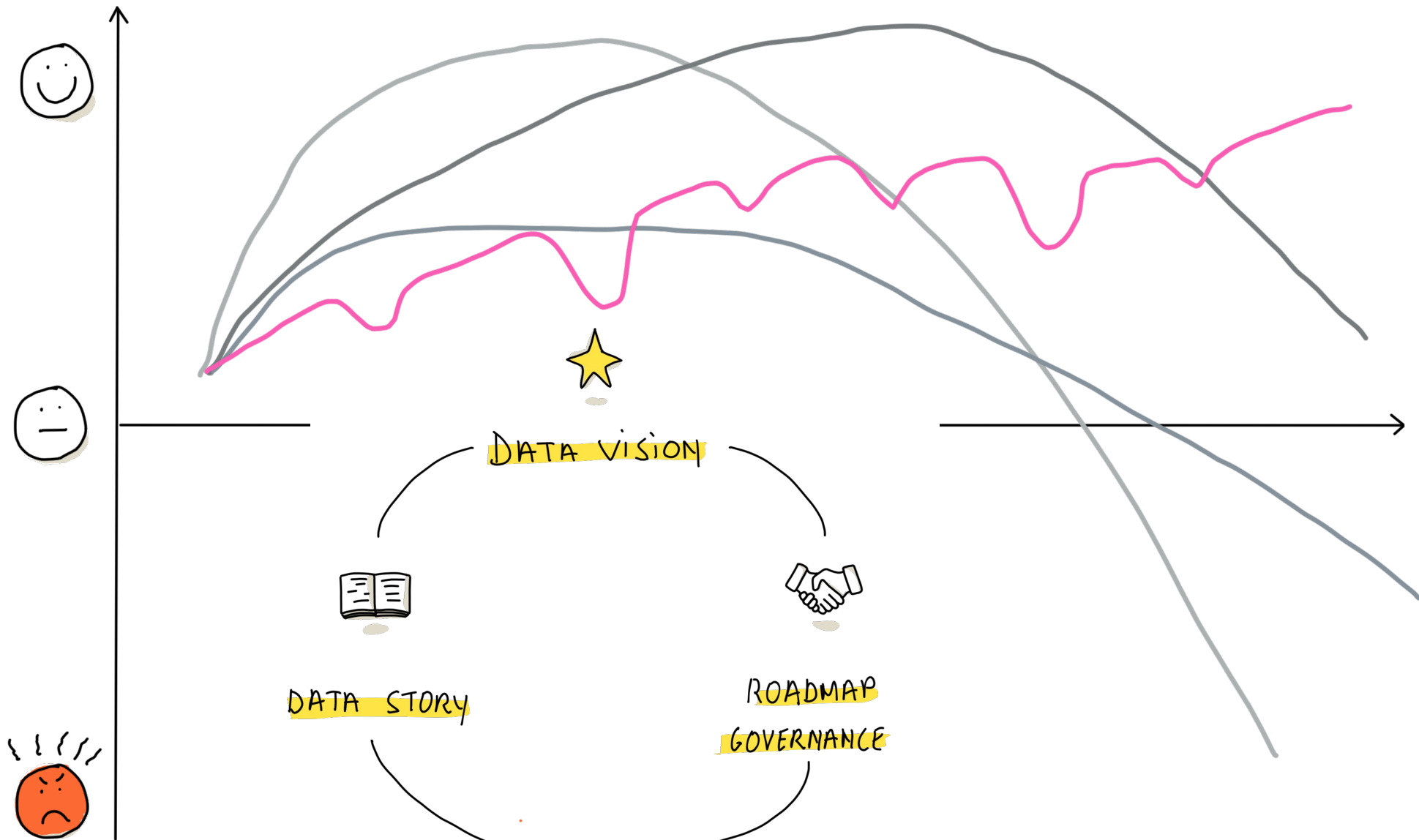
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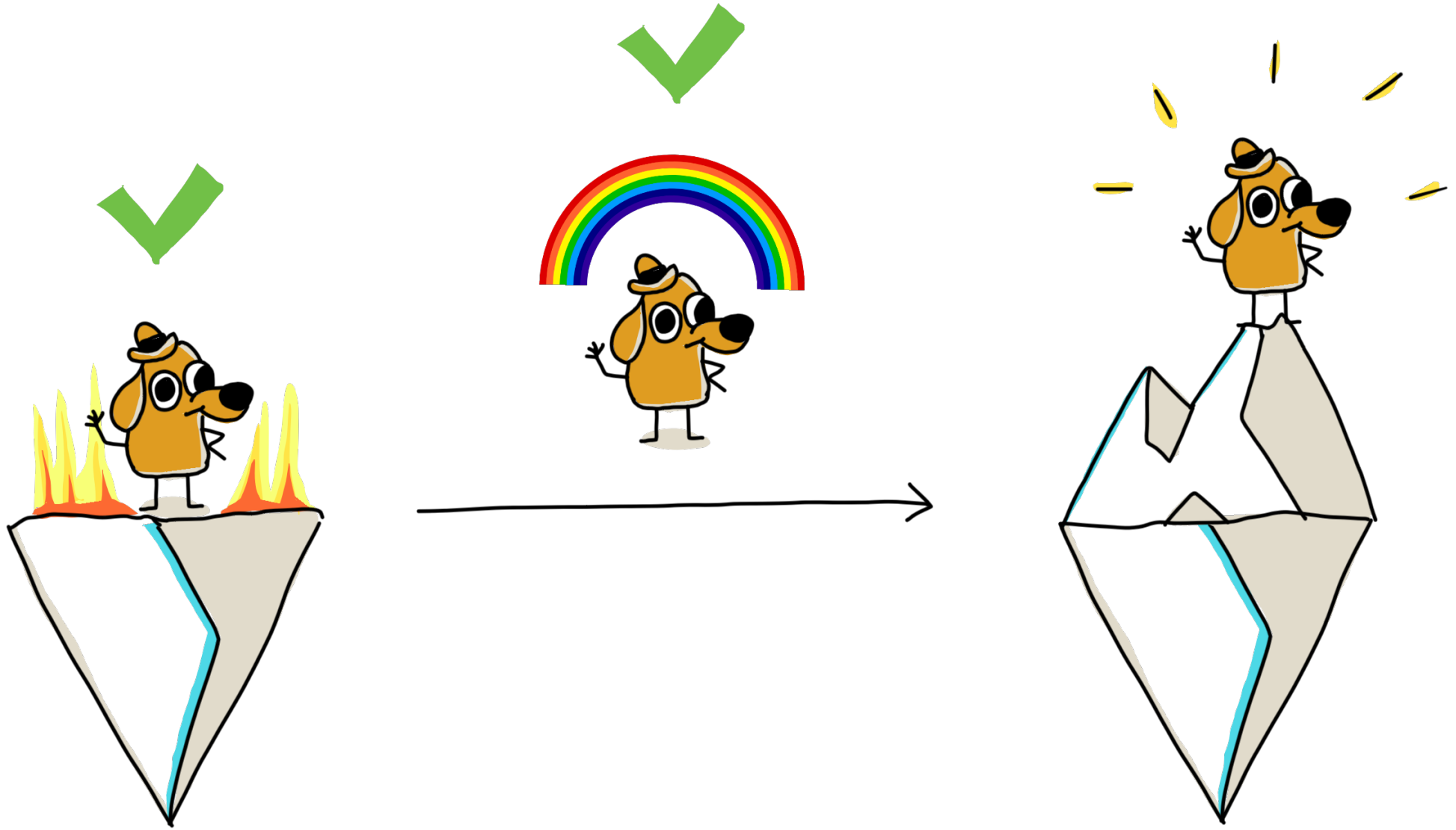


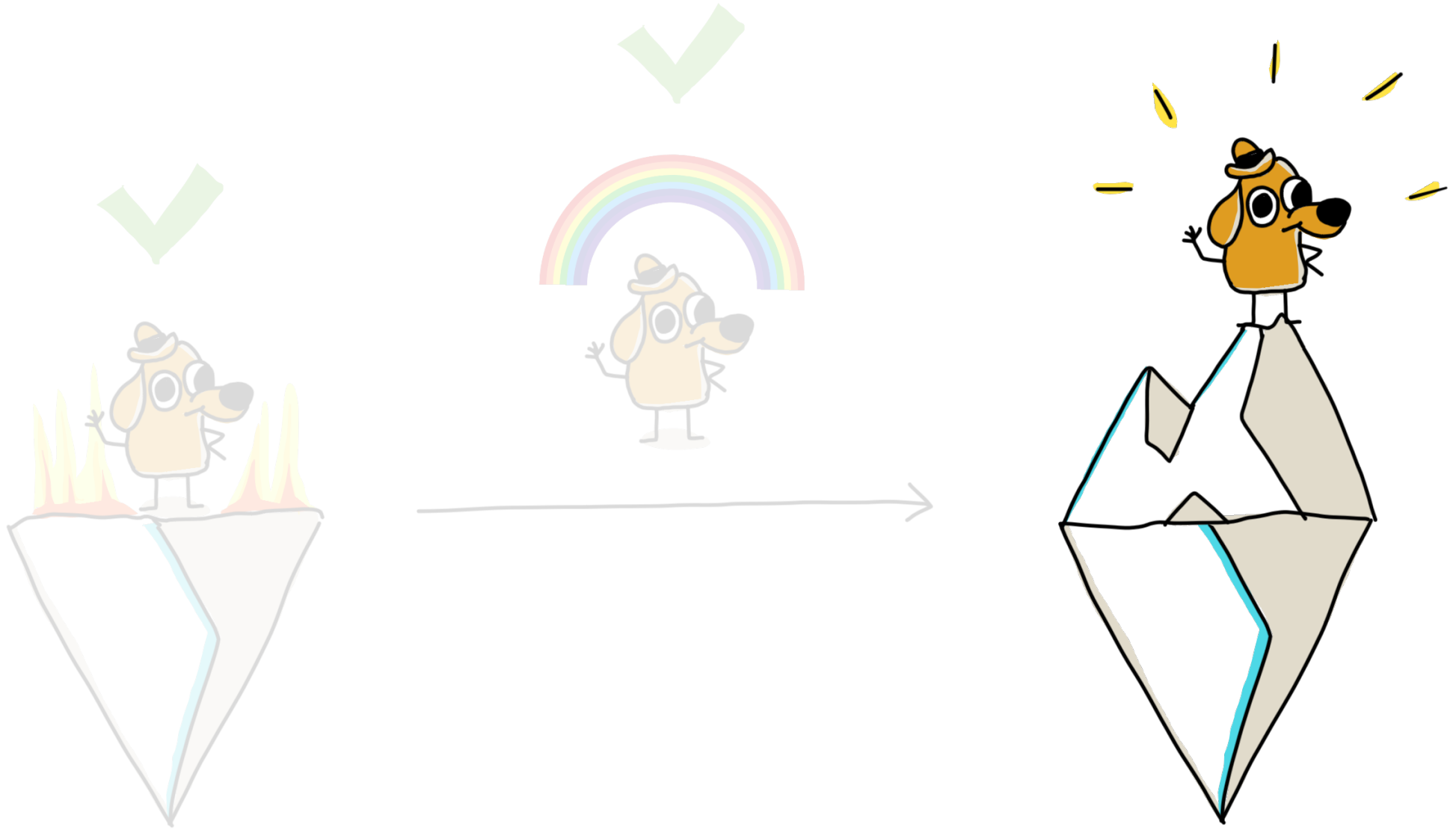






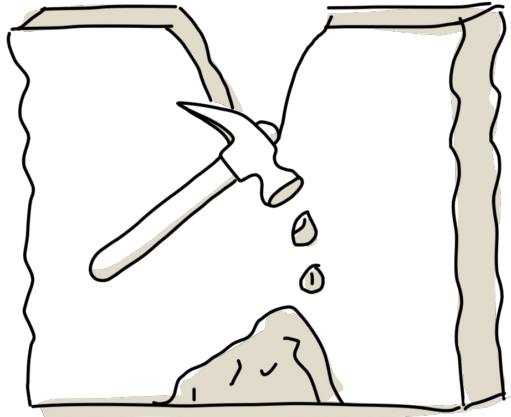




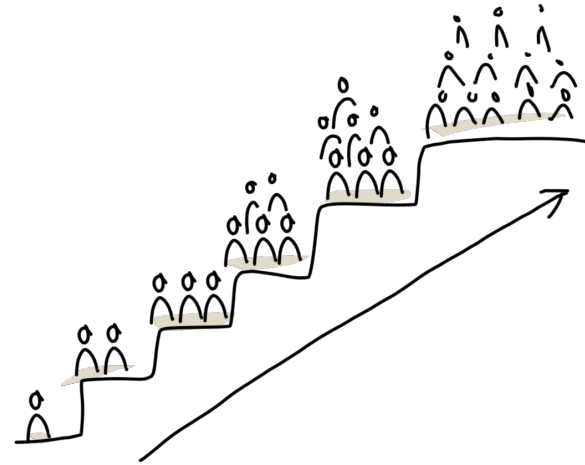


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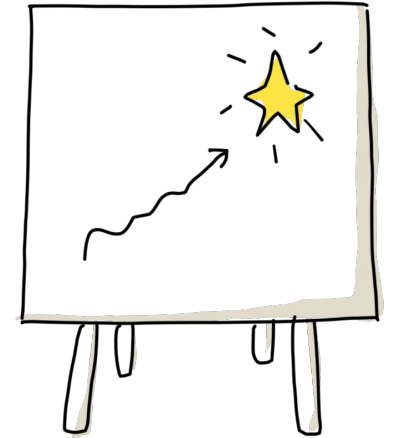
# DATA CULTURE



BREAKING SILO'S

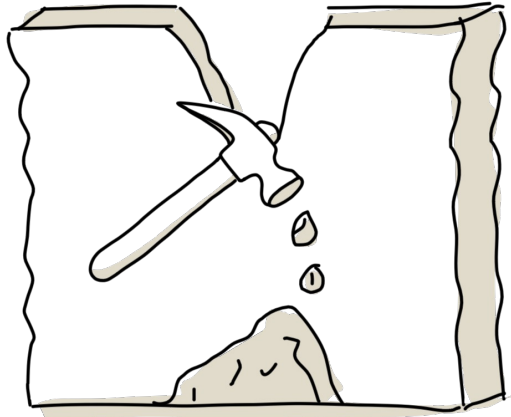


GROW TOGETHER

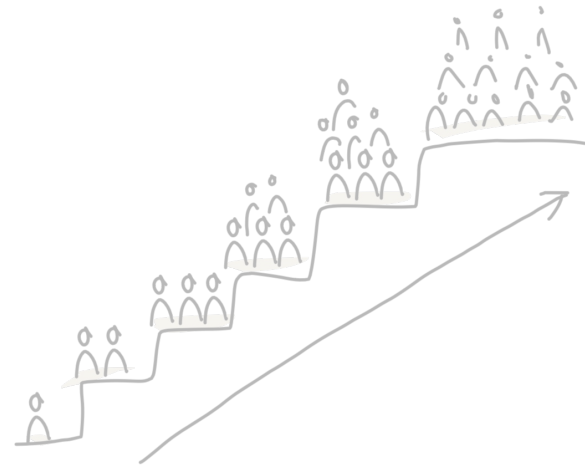


VISUAL THINKING

# DATA CULTURE



BREAKING SILO'S



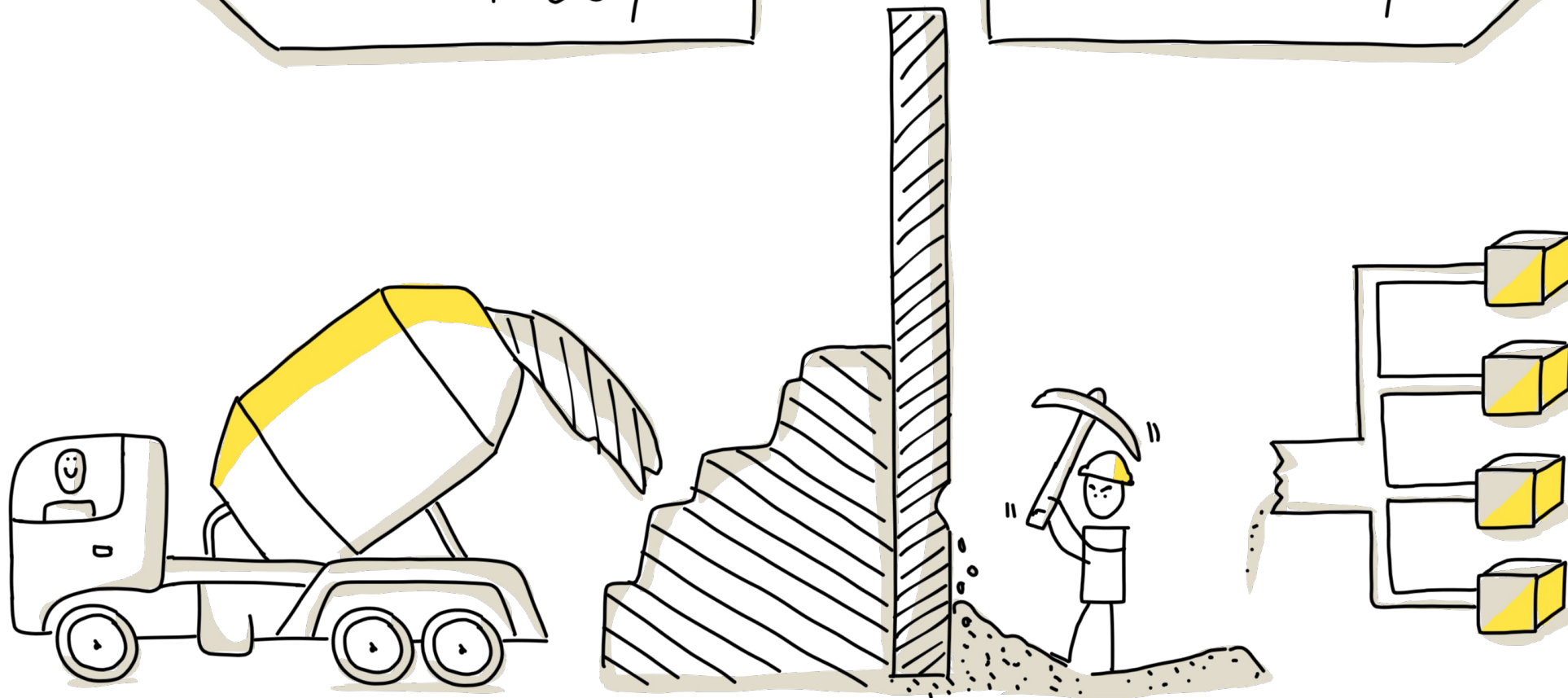
GROW TOGETHER



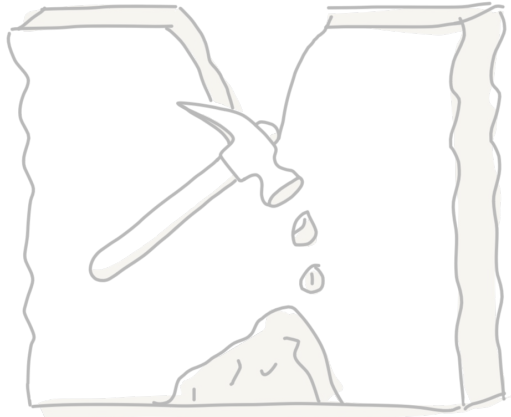
VISUAL THINKING

DATA PRODUCER  
STRATEGY

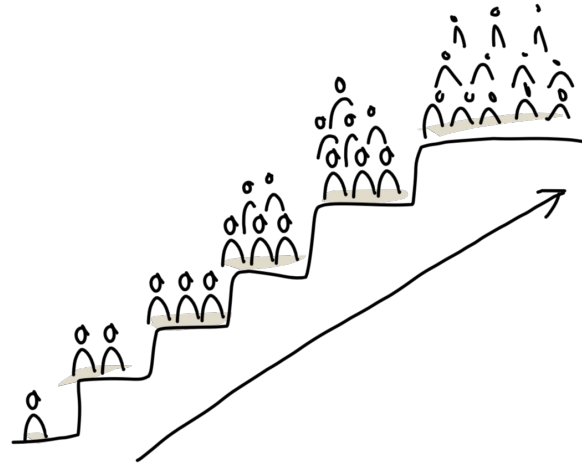
DATA CONSUMER  
STRATEGY



# CHANGING DATA CULTURE



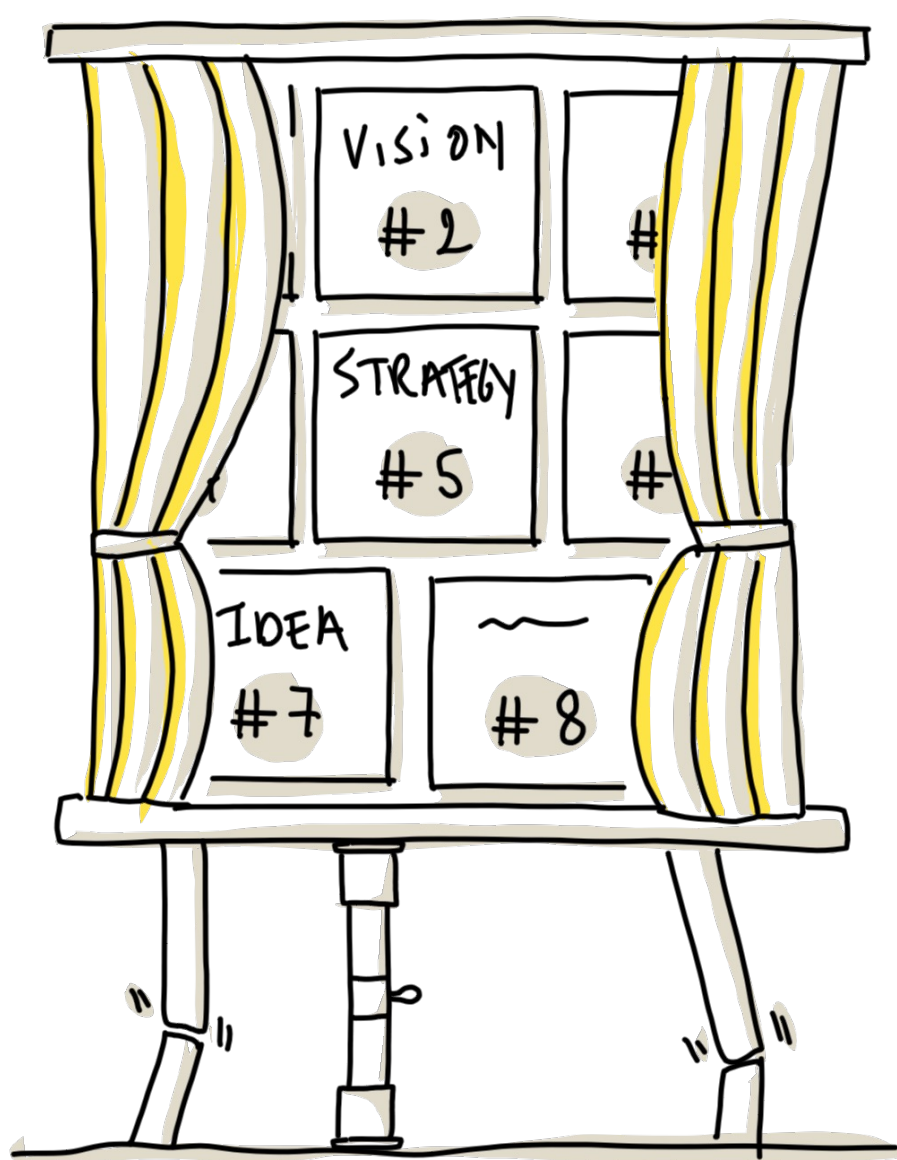
BREAKING SILO'S



GROW TOGETHER

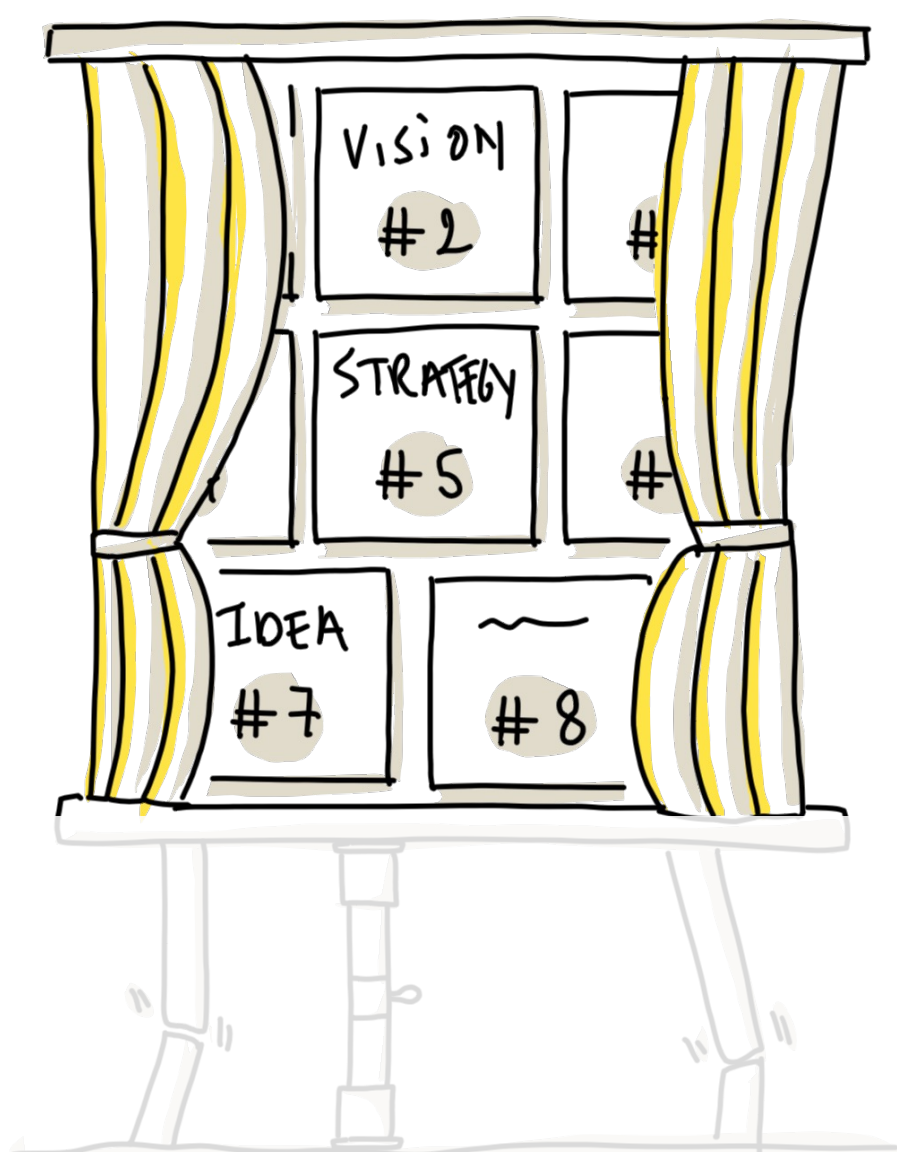


VISUAL THINKING



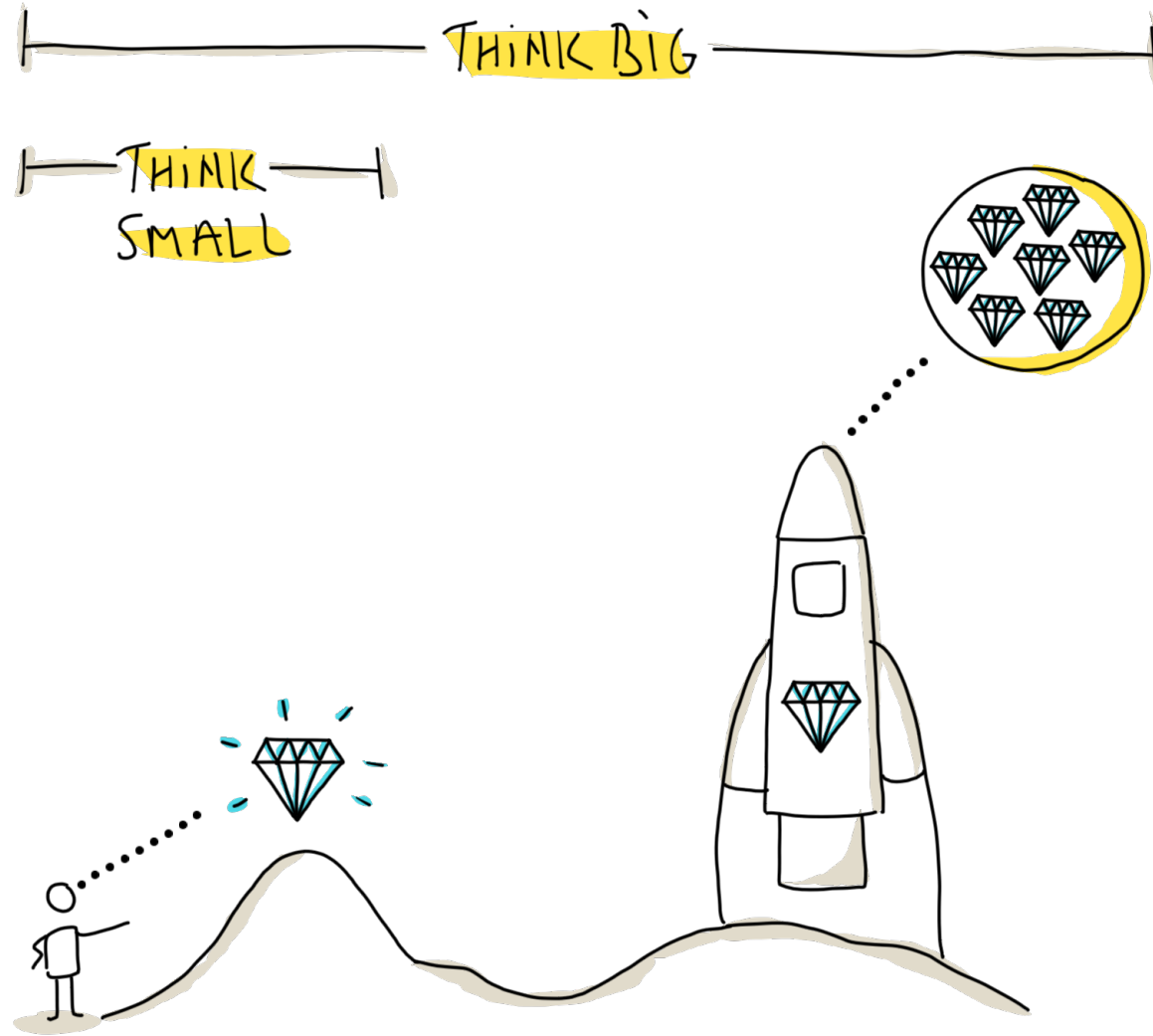
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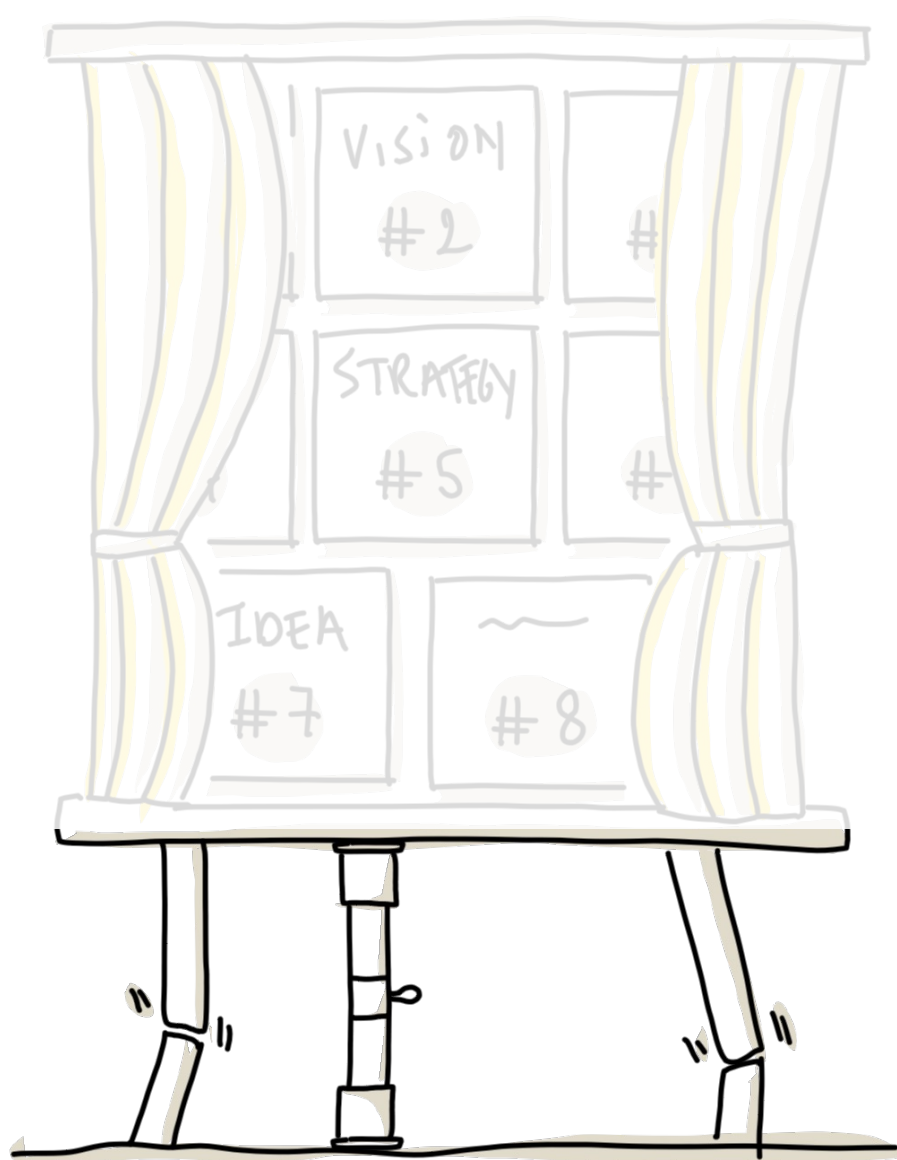
DATA & AI  
FOUNDATIONS



SLIDES

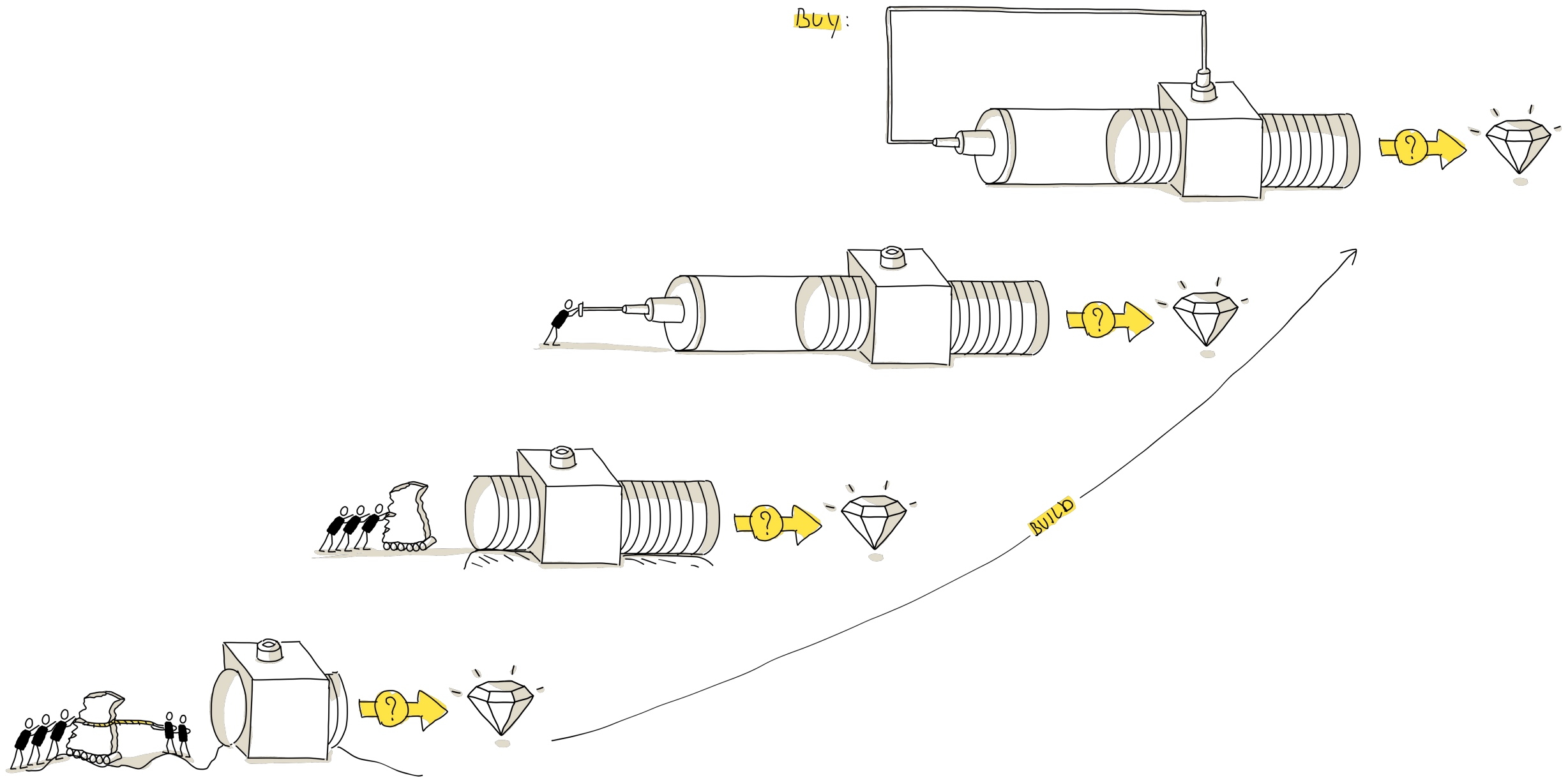
DATA & AI  
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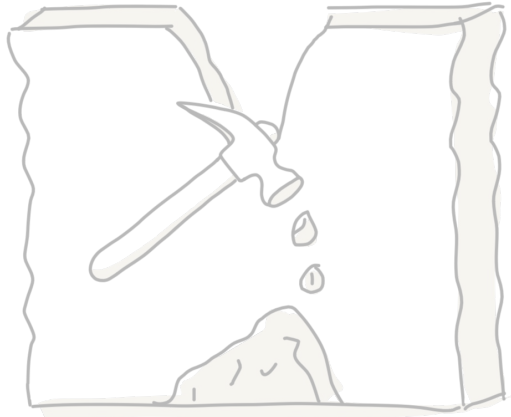


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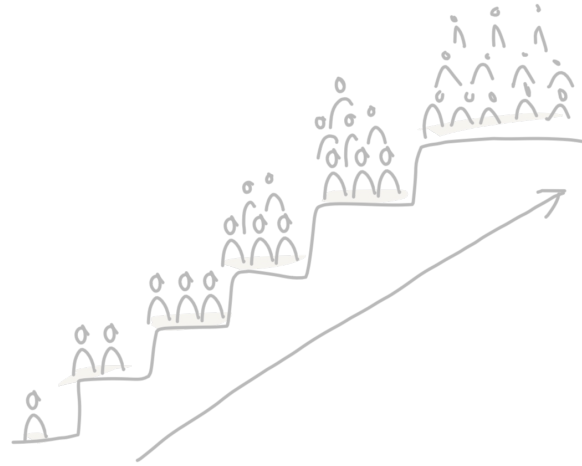
DATA & AI  
FOUNDATIONS



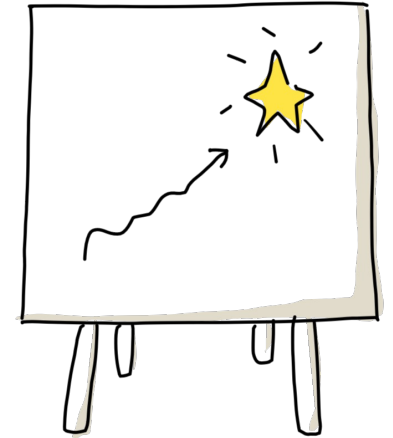
# CHANGING DATA CULTURE



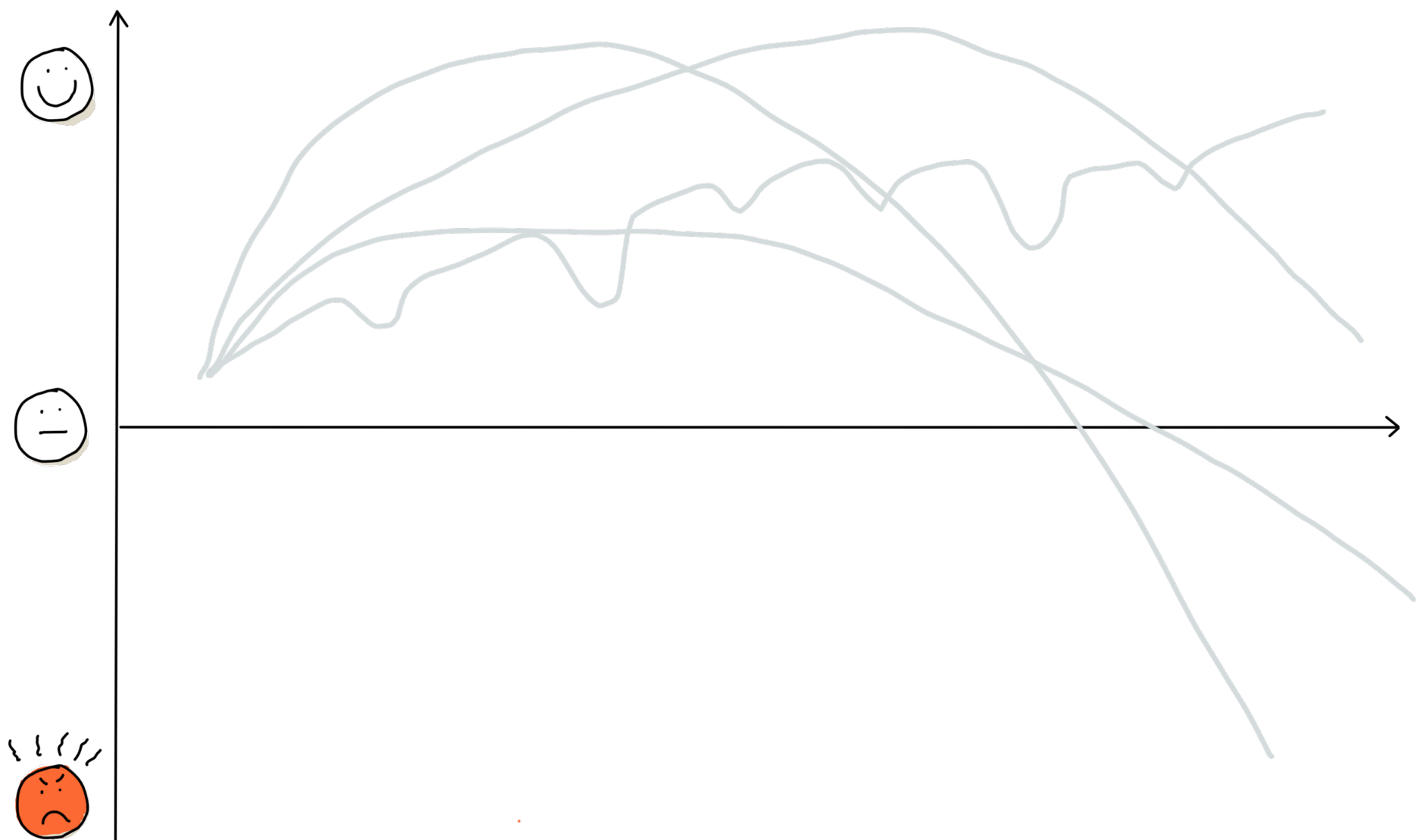
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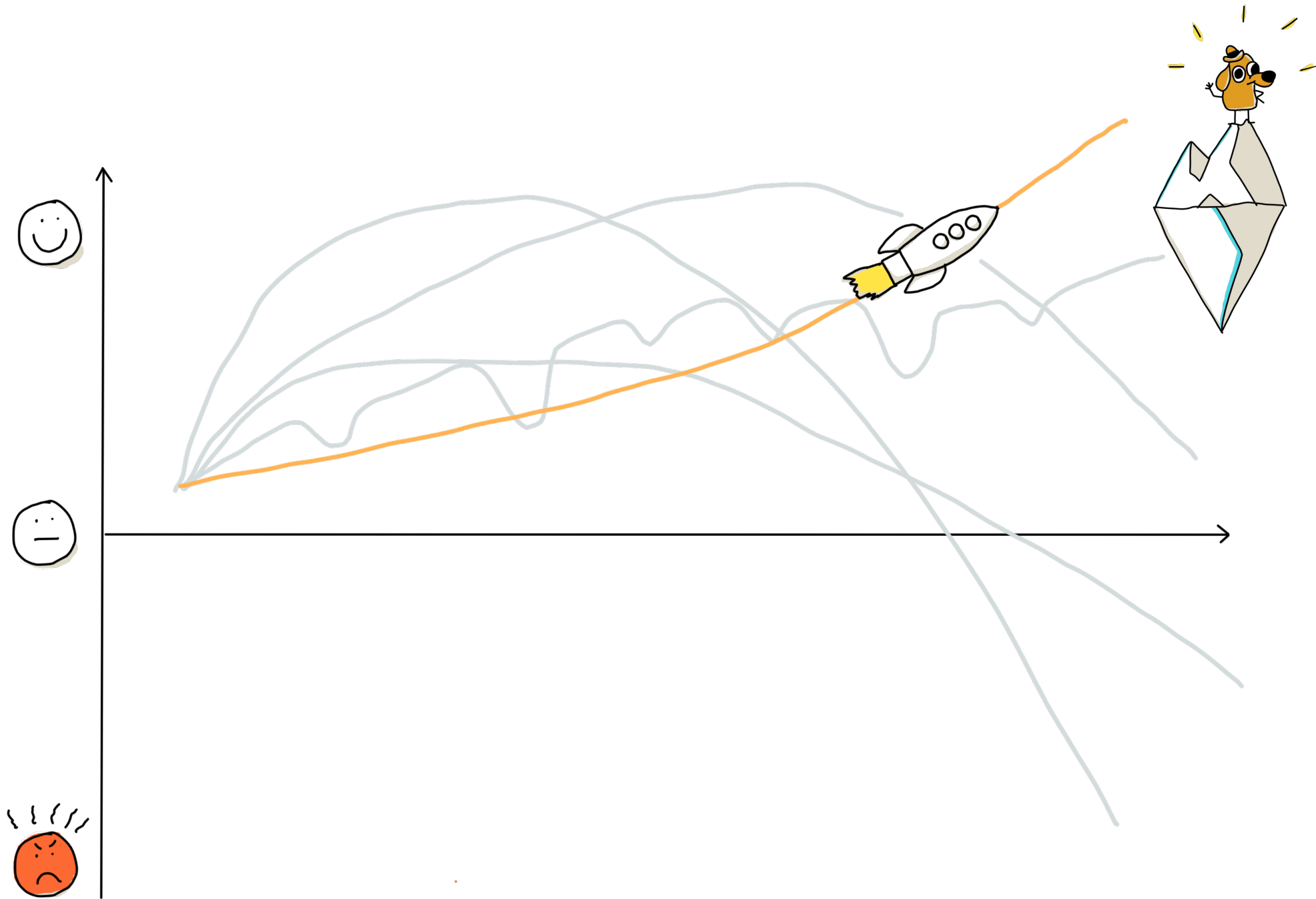


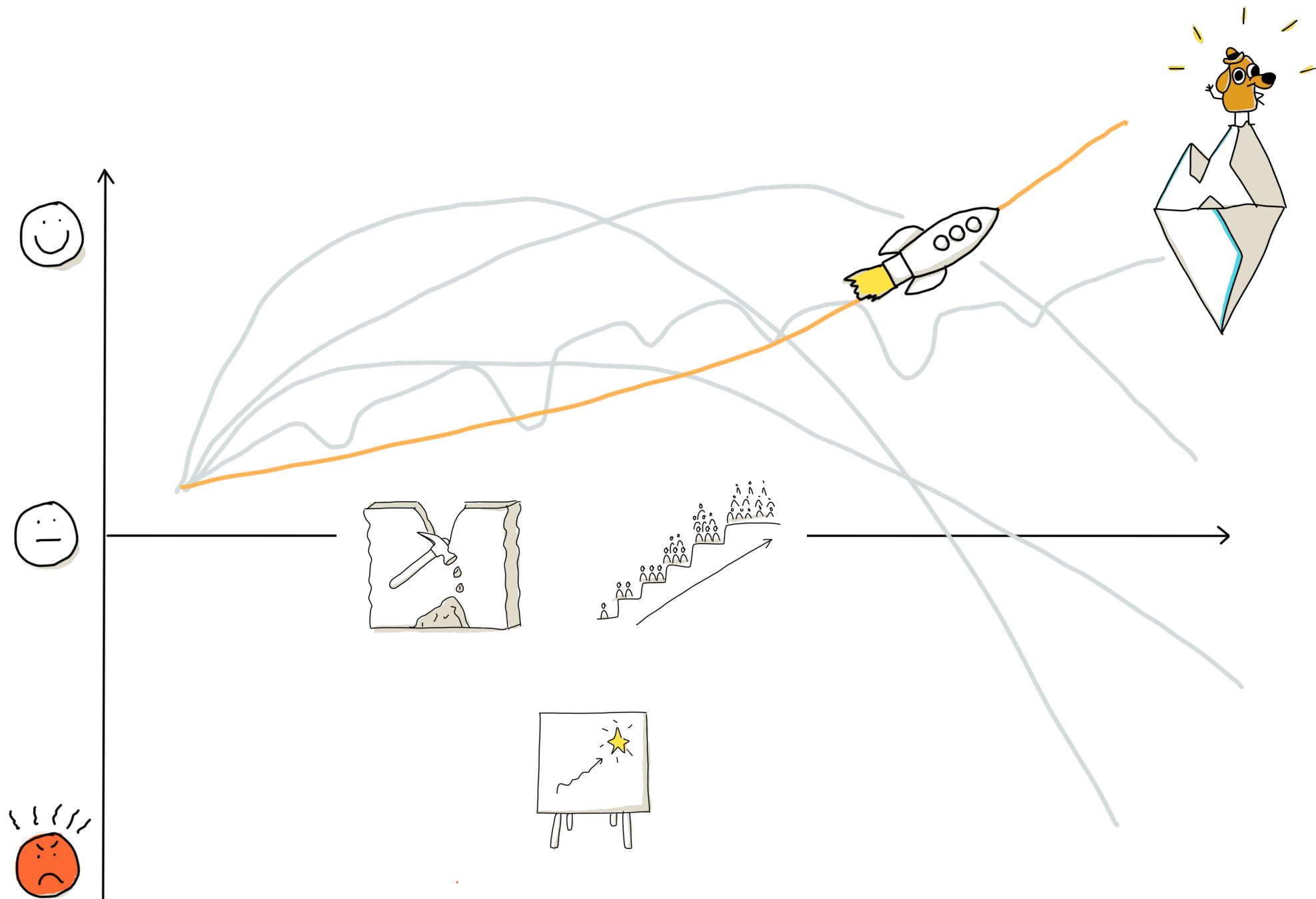
GROW TOGETHER



VISUAL THINKING



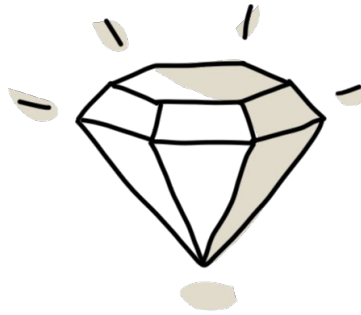




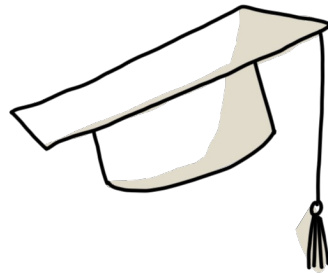




# Jan Meskens



Data and AI Strategy  
Consultant



Keynote Speaker,  
Lecturer and Trainer



Founder and Manager  
of Sievax

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## Questions?



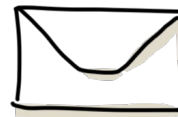
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