

your

# DATA & AI

Solution Provider

pmOne

*Start smart and become a digital leader*

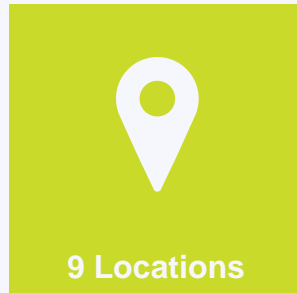
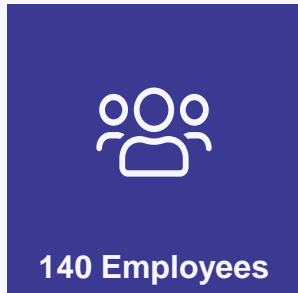
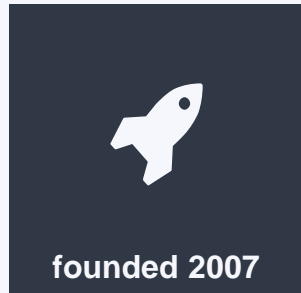


# DATA STRATEGY ASSESSMENT

THE FUTURE OF YOUR DATA AND PROCESSES

# DATA driven. AI based. PEOPLE minded.

Your Data & Analytics Partner  
in Germany, Austria and Switzerland



# LET'S MAKE THE BEST OUT OF YOUR DATA!

Full-Stack Data & Analytics Partner. Überall wo Daten sind, unterstützen wir Sie!

Customer Analytics | Industrial Analytics | Finance Analytics

## Data Management



- Data Integration
- Data Warehouse
- Data Lake
- Cloud DWH
- MDM

## Modern BI



- Custom BI
- Reporting
- Self-Service BI
- Dashboarding
- Visualisierung

## Data Science



- Advanced Analytics
- Predictive Analytics
- Prescriptive Analytics
- Machine Learning
- Artificial Intelligence

## CPM



- IFRS
- Disclosure Management
- Group Consolidation
- Corporate Planning
- Driver Analysis

Data & IT Strategie



- /Administration
- /Human Resources
- /Legal
- /Accounting
- /Finance
- /Marketing
- /Publicity
- /Promotion
- /Research
- /Business
- /Development
- /Engineering
- /Manufacturing
- /Planning



## DATA STRATEGY ASSESSMENT

Take me to the clouds above...

# DATA STRATEGY ASSESSMENT

Das Potenzial Ihrer Daten erkennen und nutzen!

## Summary

- In the company of the future, your processes and data play on the same team. The right strategy helps you stay on top of the game and set your products and business models up to win!
- On the way to becoming a data-driven company, there are hurdles to overcome before the value of data can be monetized.
- The pmOne & Microsoft team helps you to evaluate your current state of digitalization, to survey the requirements of your departments and works with you to develop a roadmap for your data-driven future!

## Deliverables

- An assessment of your data strategy & maturity level detailed final report
- A roadmap tailored to your needs!
- Cost-benefit evaluation of the next steps and use cases

## Facts & Figures

- Implementation period: 4 weeks
- Your time commitment: 4 half-day workshops & individual discussions
- Qualitative and quantitative analysis of the requirements of your departments
- Contribution of best practices by pmOne

**price : 10.000 €**



# DATA STRATEGY ASSESSMENT

## Overview

### Kick-Off



Introduction to the world of modern data platforms and digital processes

Identification of your needs and requirements for a modern data platform

Initial recording of your IT landscape and status quo of data management

### Capture



Requirements analysis through qualitative interviews with the business units  
→ Basis for use cases

Technical deep-dives with the IT managers (skill-up)

Providing "best practices" and insights into modern data tools

### Concept



Assessment of requirements for technical complexity and ROI potential

Development of a target architecture, identification of processes and employee qualifications

Cost estimation with regard to implementation & operation

### Conclusion



Presentation of the results with cost-benefit consideration

Discussion of next steps and creation of a roadmap

Involvement of further experts from



# PROJEKTBLAUF

---

Ready, Steady, Go!

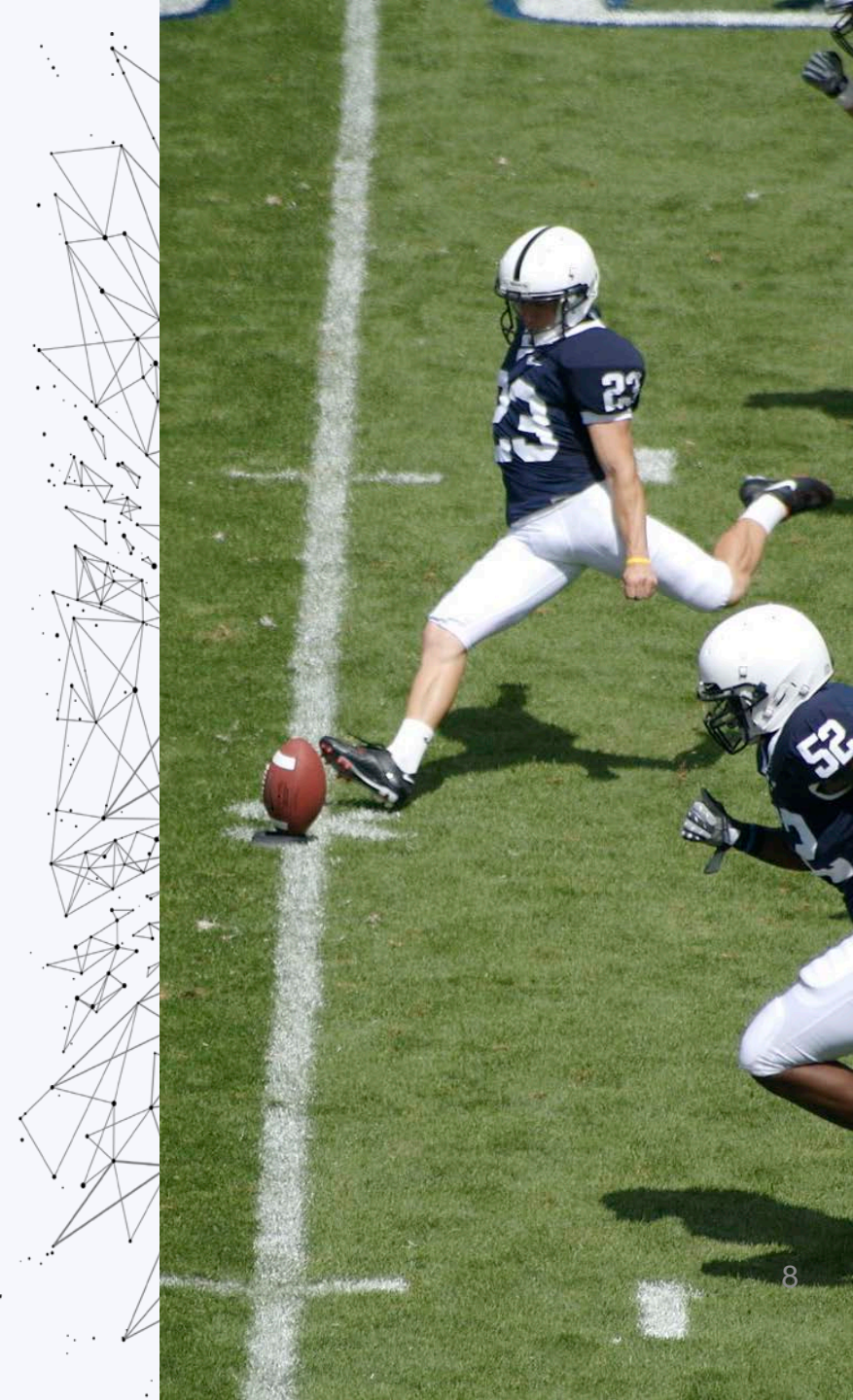


## Kick-Off Workshop

- Elaboration of your status quo in data management
- Presentation of your current IT landscape and current influence on your business model
- Technical introductions to modern data platforms (e.g. Azure Synapse Analytics).

### Methodology:

- Half-day workshop with all responsible persons
- Brainstorming Sessions
- Open group discussions







## Capture

- Analysis of the current status in the areas of data availability, quality, security, and protection
- Identification of potential use cases from the business units
- Initial review of your data and source systems (e.g., using Power BI dashboards)

### Methodology:

- Structured survey of departments
- Small group coaching for the technical deep dives
- Data screening by our data specialists





## Concept

- Evaluation and concretization of the captured use cases (technical complexity vs. ROI)
- Highlighting the technological requirements of the use cases
- Derive a possible target architecture, processes and future required staff qualifications or partnerships, if applicable.
- Estimation of costs for implementation & operation


### Methodology:

- Application of the Cloud Adoption Framework from Microsoft
- Weaving in "best practices" (e.g. Azure Well-Architected Framework) and pmOne's extensive experience
- First ROI estimates





## Conclusion

- Presentation of results
- Obtaining further expert opinions through  Microsoft
- Joint prioritization of the use cases
- Development of a roadmap
- Feedback of the process

### Methodology:

- Half-day workshop with all responsible persons
- Open group discussion



# DATA STRATEGY ASSESSMENT

With relevance for your company

- To be able to professionally implement the **digital transformation** of your company, you need a clear strategy as well as cross-departmental organizational implementation.
- pmOne's experts support you in the development and implementation of a successful **data strategy**.
- This enables you to meet the special requirements of digitization and remain **competitive** in the long term.

## Benefits:

- » Identification of **potentials** of your data
- » Development of a **data strategy**
- » Profound procedure model / **Roadmap**
- » Resource-saving, targeted and **profitable**
- » **Added values** for companies are identified

## Facts & Figures

- Implementation time: 4 weeks
- Acquisition of the actual situation
- Qualitative and quantitative evaluations
- Joint development of a data strategy
- New impulses for handling your data

**price: 10.000€**

# REFERENCES

A selection from our customer portfolio



# YOUR GUIDE TO DIGITAL TRANSFORMATION!

Be ahead with pmOne.

**Dirk Müller**

Sales Manager

[Dirk.Mueller@pmOne.com](mailto:Dirk.Mueller@pmOne.com)

Mobil +49 151/ 2922 3919

**pmOne**

pmOne Group

Im Mediapark 6A

D – 50670 Köln



## EXAMPLES

---

# LOW HANGING FRUITS

1

## ML Customer segmentation

- More detailed customer view
- high interpretability

2

## ML Churn Prediction

- Churn as a classification problem
- Short-term vs. Long-term

3

## Common Codebase

- Create synergies
- Calculate features only once

4

## Cloud Cluster

- Central data storage
- Training via DataBricks

5

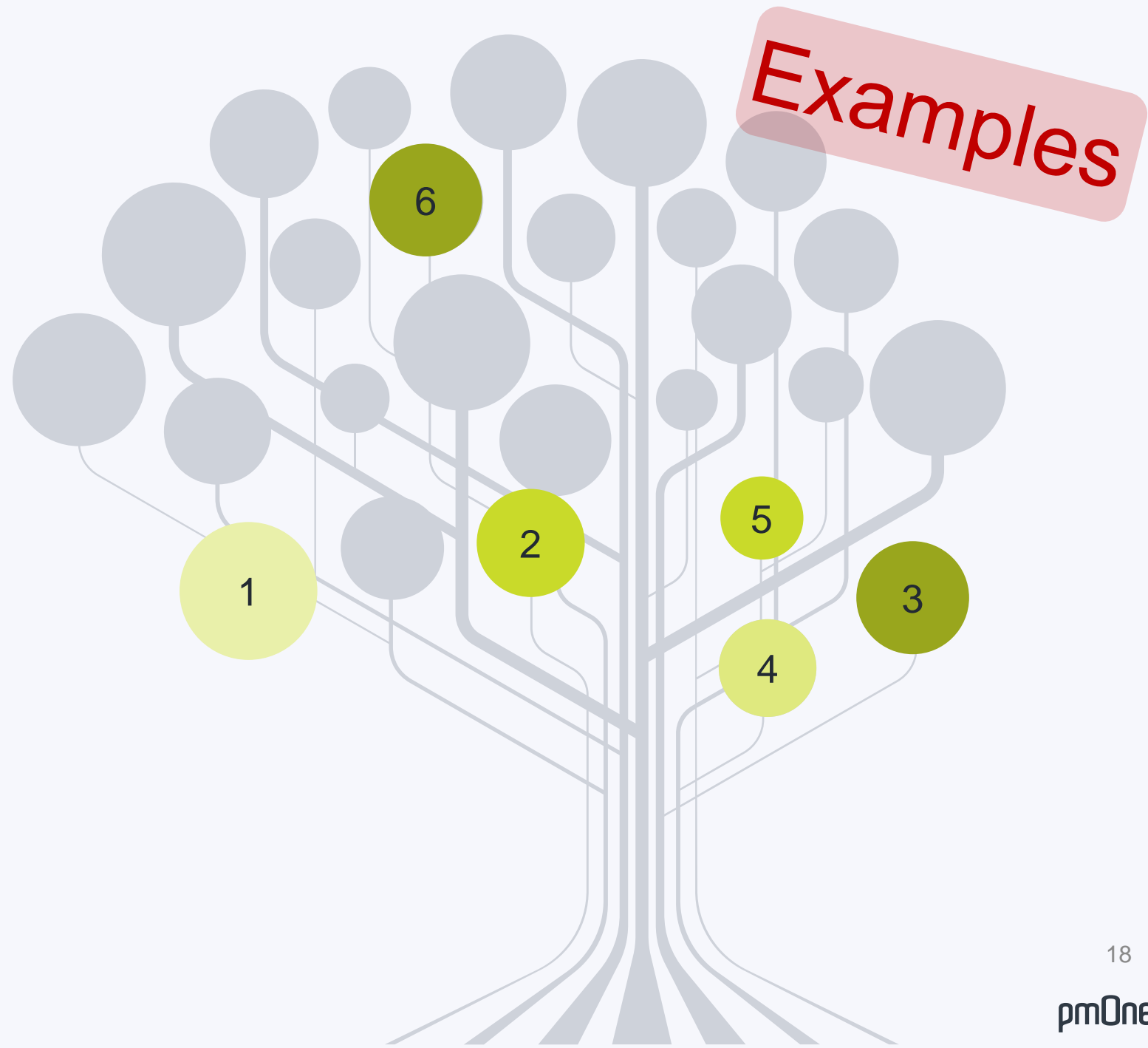
## Project procedure

- SCRUM in the DS environment
- DevOps

6

## Performance Control

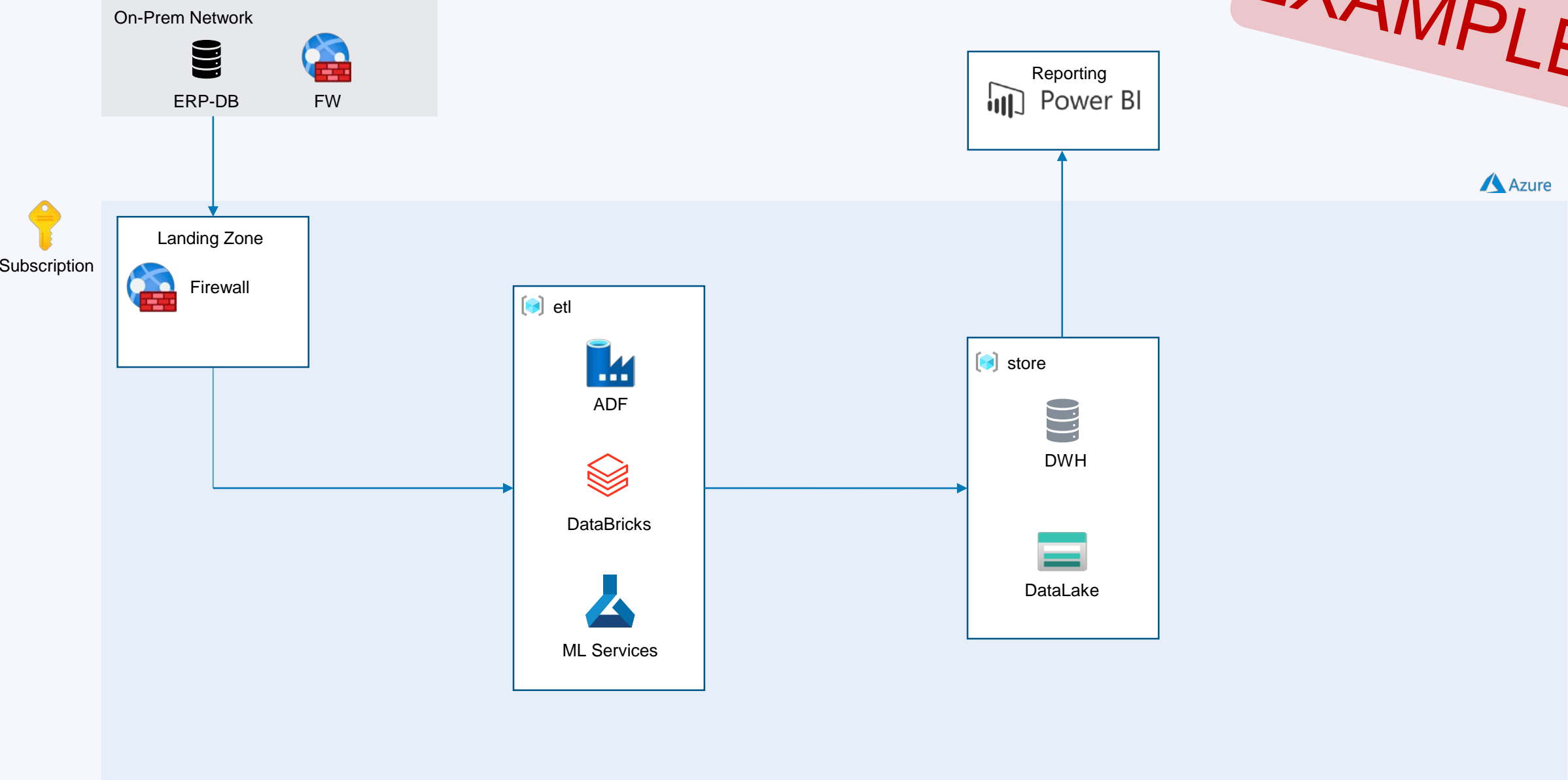
- Customer Performance
- Measurability
- Market exploitation





# CLOUD ARCHITECTURE

EXAMPLE



# THE SOLUTION

EXAMPLE

A combination of machine learning & AI + interactive dashboard

Number of identified potential new customers

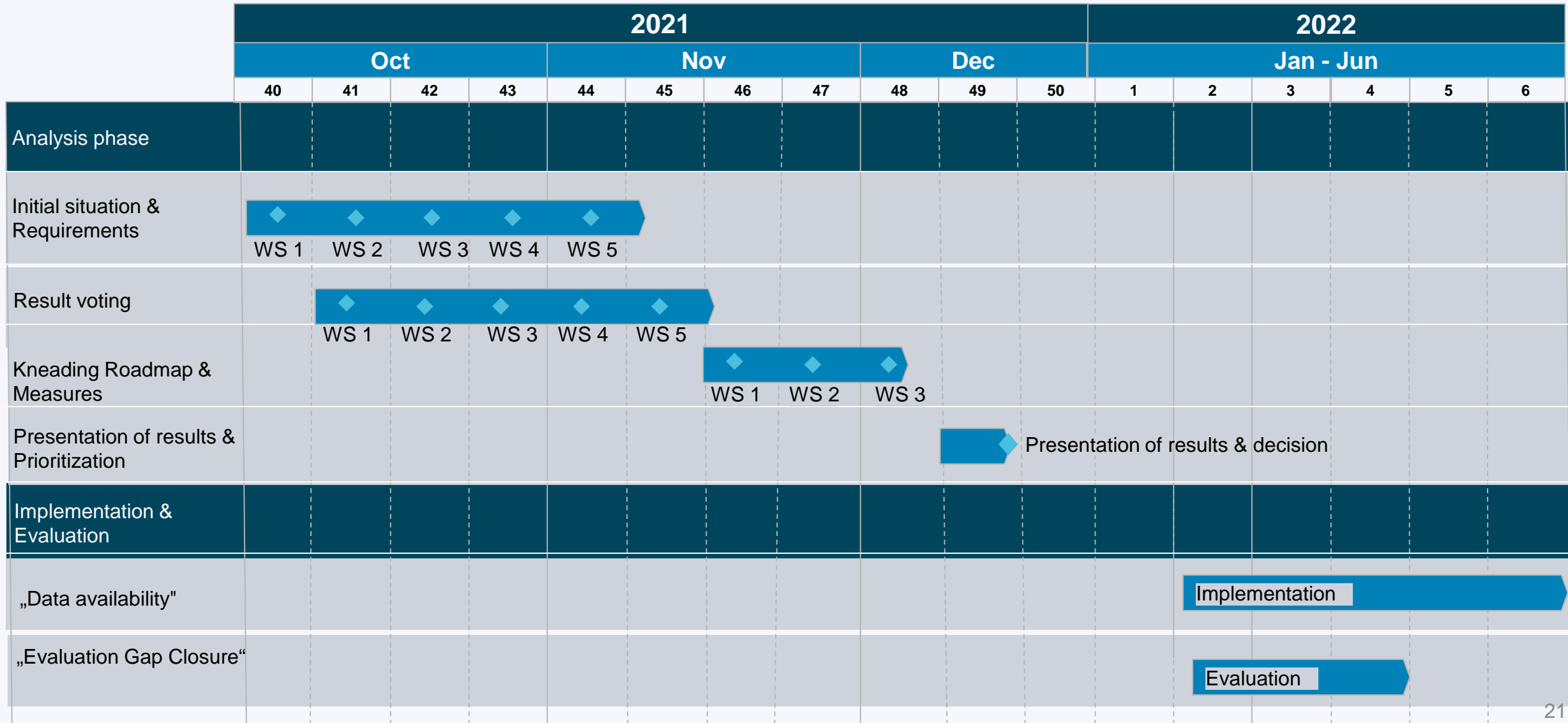
How interesting are the potential new customers? Customer list with an AI-generated KPI that expresses how interesting each potential new customer is.

Customizable, interactive filter options

Possibility of map display for operational viewing

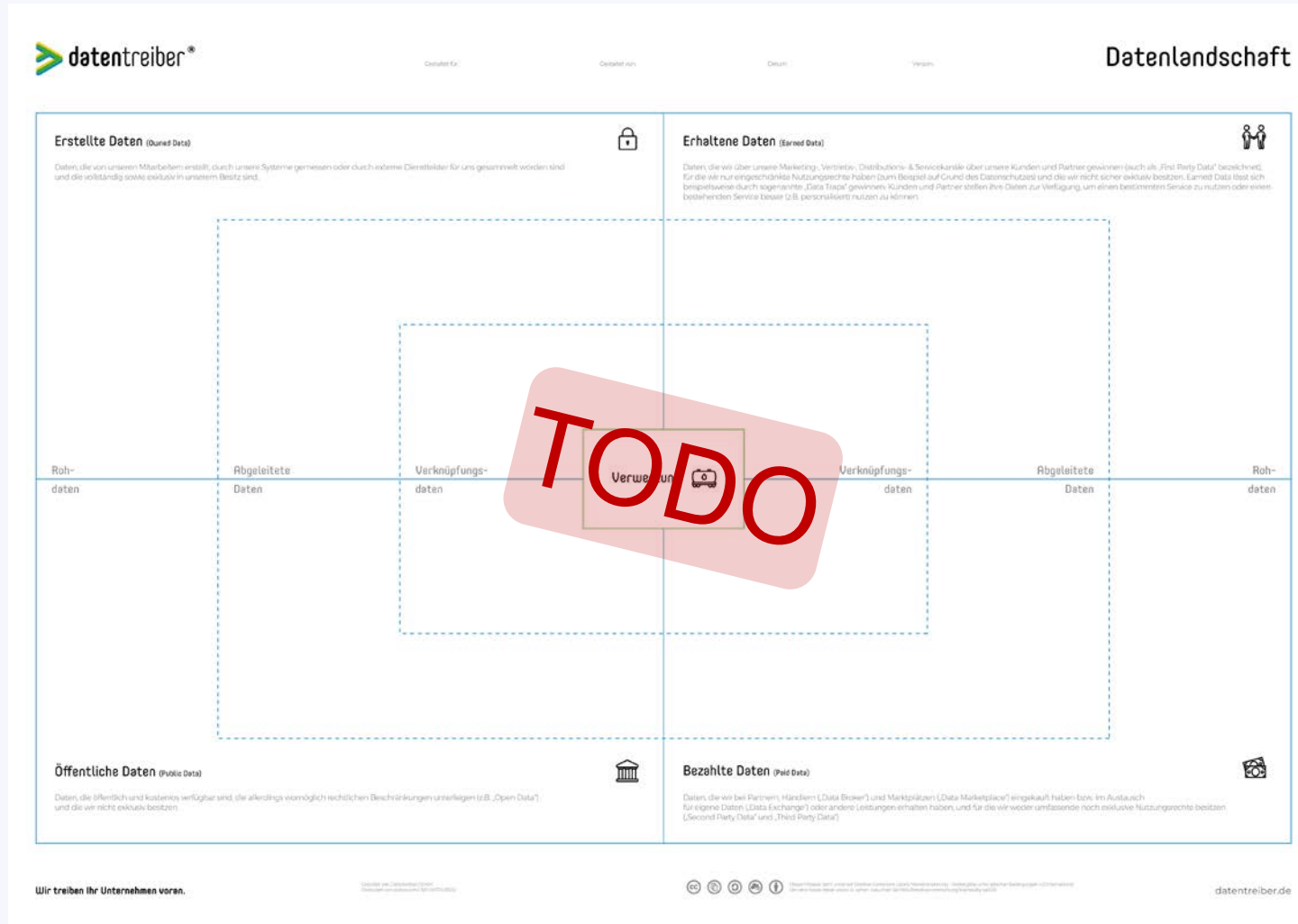
url	ML importance
Wilms GbR.de	0,99
Reinhardt.de	0,98
Stahr.de	0,98
Schüler.de	0,97
Roskoth Sauer AG & Co. KG.de	0,97
Roskoth Stiftung & Co. KG.de	0,97
Löwer.de	0,97
Kuhl GmbH.de	0,97
Vollbrecht.de	0,96
Scholl Söding GbR.de	0,96
Wagenknecht.de	0,96
Fröhlich GmbH.de	0,96
Heydrich GbR.de	0,96
Gerlach AG.de	0,96
Carsten AG.de	0,96
Zobel Stiftung & Co. KG.de	0,96
Löffler.de	0,96
Jockel Becker AG.de	0,96
Förster.de	0,96
Misicher.de	0,95
Weinhold GmbH & Co. KGaA.de	0,95
Zahn.de	0,95
Döhn.de	0,95

# PROJECT PLAN (ROUGH DRAFT)



# DATA CANVAS

## Example



# SOURCES

---

- <https://www.datentreiber.de>
- <https://docs.microsoft.com/de-de/azure/architecture/framework/>
- <https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE4OQ1O>
- <https://cloudblogs.microsoft.com/industry-blog/en-gb/cross-industry/2020/10/15/how-to-build-and-deliver-an-effective-data-strategy-part-1/>



## QUESTIONNAIRES

---

# GENERAL QUESTIONS

---

- Which business processes add value?
- Which processes build on each other?
- What are the process dependencies?
- What data might be relevant in the future?
- In which temporal frequencies is the data required?
- Are there already places where data is brought together centrally?
- Can the data be easily accessed?
- How is the data cleaned, integrated and stored?
- How are consistency and comparability of data ensured?
- Which business units are to be included?
- What data may be available to which groups of people?

# GENERAL QUESTIONS

---

## Business & Products

- How much is your business data-driven?
- How much impact does good/bad data coverage have on your business?
- Are you planning new data-driven business areas (e.g. intelligent products, service portals, data as service)?
- Do you want to differentiate yourself from the competition in the future through data products?
- Is there a CDO (Chief Data Officer) or similar roles?



# GENERAL QUESTIONS

---

- How do you document your data inventory or is the knowledge exclusively in the heads of your data specialists?
- Can your analytic use cases build on the insights of your previous data projects, or does pioneering work like preparing the data have to be done over and over again?
- Do you work agile?
- Have you ever heard that entire cloud architectures can be built and torn down (over and over again) via "Coded Infrastructure" at the click of a mouse, which brings with it interesting possibilities and potential?
- What does your current data landscape (architecture) look like? Potentials: Rebuild/Rearchitect/Refactor/Greenfield
- How is your team composed?  
(Roles: (DevOps)/Engineers, DWH, BI Developers, Stakeholders/Departments)
- How do you see your own data landscape (specifically data sources) in 3-5 years?
- Is there already a central reporting software?

# GENERAL QUESTIONS

---

- Where do you currently have your three biggest pain points (e.g., cost, data quality, development effort, maintenance....)?
- What is the expectation of stakeholders and departments - Which measures could be used to convince them most quickly?
- Do you use a data catalog? What is your data compliance/security/show potentials?
- Is there an explicit strategy/plan for using and providing data?
  - If yes: at what stage is it (idea, planning, implementation, completion)?
  - If no: did you make a conscious decision to do so?
- Do you implement your data projects with external help?
  - Consulting/Conception
  - Development
  - Operation

# GENERAL QUESTIONS

## Quantities

- Do they know the number of databases (instances/installations) operated in-house?
- How many different database technologies do you use (SQL, noSQL, OLAP, etc.)?
- What percentage of your data is on-prem/in the cloud today?
- What volumes of data are currently being added on a daily basis?
- Are you currently historizing your data?

# TECHNICAL QUESTIONS

---

- Do you know what IaaS, PaaS, SaaS stand for?
- Do you know terms like:
  - Master Data Management
  - Data Governance
  - Golden-Record
  - Data Catalog
  - Modern Datawarehouse
  - Data Lake

# PRODUCTION

---

- How do you identify cost-saving potential in design and production today?
- How many different production capture systems do you currently have in use?
- Do these systems have generally accessible interfaces?
- Do you historize your machine data in a central historian?
- How long are these held and in what temporal resolution?
- Provide material list, BOM explosion and production hours from SAP
- Can you estimate your resource requirements for ordered products today?  
e.g. order aircraft coming in, how much material do I need to order / how much is in stock? Propose staff requirements / machine utilization / prioritization suggestions automatically. Delivery date calculation and output as a calendar for order implementation.
- How do the various production parties (manufacturing, production, warehouse, logistics) communicate with each other today? e.g. who do I need to contact if the delivery date is too late (e.g. link to the order can be posted in teams)
- How is maintenance planned today and how is it documented?

# MARKETING

---

- Do you know how well known your brand is? Do you know your market share?
- How do you plan marketing activities today?
- Is there a data-driven classification of customer segments today?
- What analyses are currently being done on the sales figures?
- Do you know what makes your customers tick and why they buy from you?
- What data do you currently collect about your customer base?
- Sketch a typical customer journey: Where do you lose or gain many customers?
- Do you use social media as a communication channel?
- How do you decide which communication channel to use to address customers?
- B2B: How do you get access to potential customers? (e.g. Hubspot)

# E-COMMERCE

---

- Do you have a webshop?
- Do you sell your products through sellers like Amazon, Ebay, etc.?
- Do you use other sources to analyze your data? (e.g. Metoda)
- Do you historize your data today or rely entirely on external providers?
- How do you decide what price to offer on the platforms?