



**Data Strategy**  
(evolutve PPT)

March 2023

# Sendola's Data Strategy Structure

**Objectives:**  
What do we want to pursue?



## Core pillars

- ✓ Mapping
- ✓ Architecture and tools
- ✓ Governance
- ✓ Usage and produce



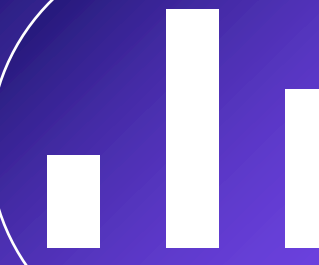
## Outputs and main KPIs

- ✓ How we should measure our success?



## Requirements

- ✓ Infrastructure – what and when?
- ✓ HHRR – who and when?

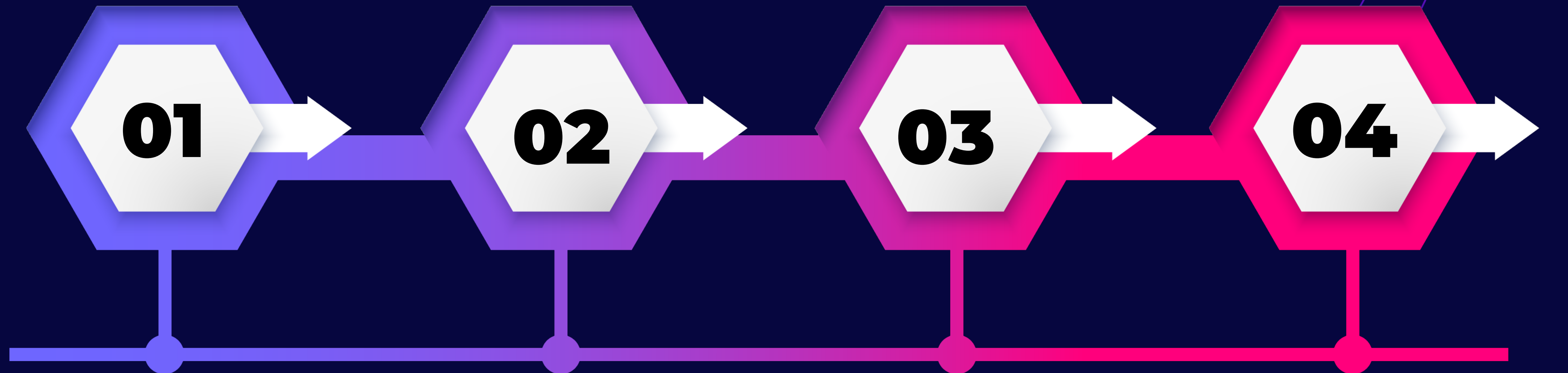


## Stakeholders

- ✓ Roles and profiles

# Sendola's Data Strategy Structure

## Objectives



### Make data-driven decision

- ✓ Optimize internal processes

### Business Intelligence Purposes

- ✓ Increase market knowledge and customer knowledge
- ✓ Analysis (external data first)

To be compliant with regulations and security standards

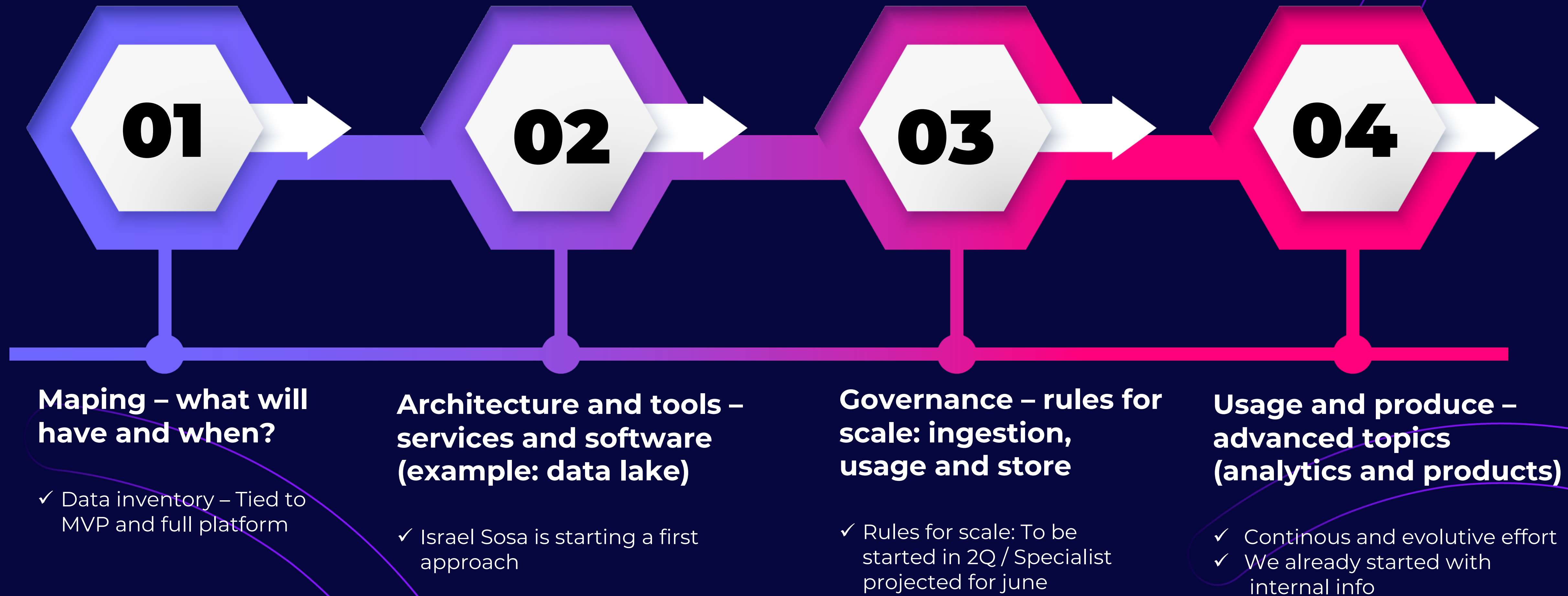
### Analytics and Monetization

- ✓ Advanced algorithms and data science
- ✓ Data-based products



# Sendola's Data Strategy Structure

## Core Pillars



# Sendola's Data Strategy Structure

## Objectives:



### Core pillars

- ✓ Mapping
- ✓ Architecture and tools
- ✓ Governance
- ✓ Usage and produce



### Outputs and main KPIs

- ✓ Under definition



### Requirements

- ✓ Infrastructure – Tied to Architecture and tools
- ✓ HHRR – Two main candidates for BI Analyst + Solutions Architect Inmediate needs!



### Stakeholders

- ✓ Tied to Governance but we already started with internal info

# Sendola's Solution Architecture

**Objectives:**  
Where hosting the backoffice?

## Core pillars



- ✓ Hardware & Storage
- ✓ Communications & Security
- ✓ Interfaces
- ✓ Databases & Datawarehouse (BI)
- ✓ Audit & Monitoring

## Outputs and main KPIs



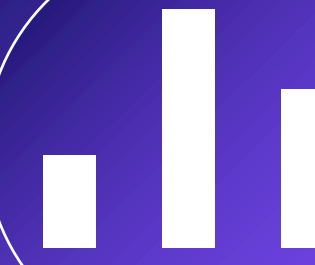
- ✓ Is the infrastructure secure, robust and can growing?

## Requirements



- ✓ Business plan
- ✓ Partners or external providers
- ✓ Norms or standards (ISO)
- ✓ Sizing of data, transaction's and storage

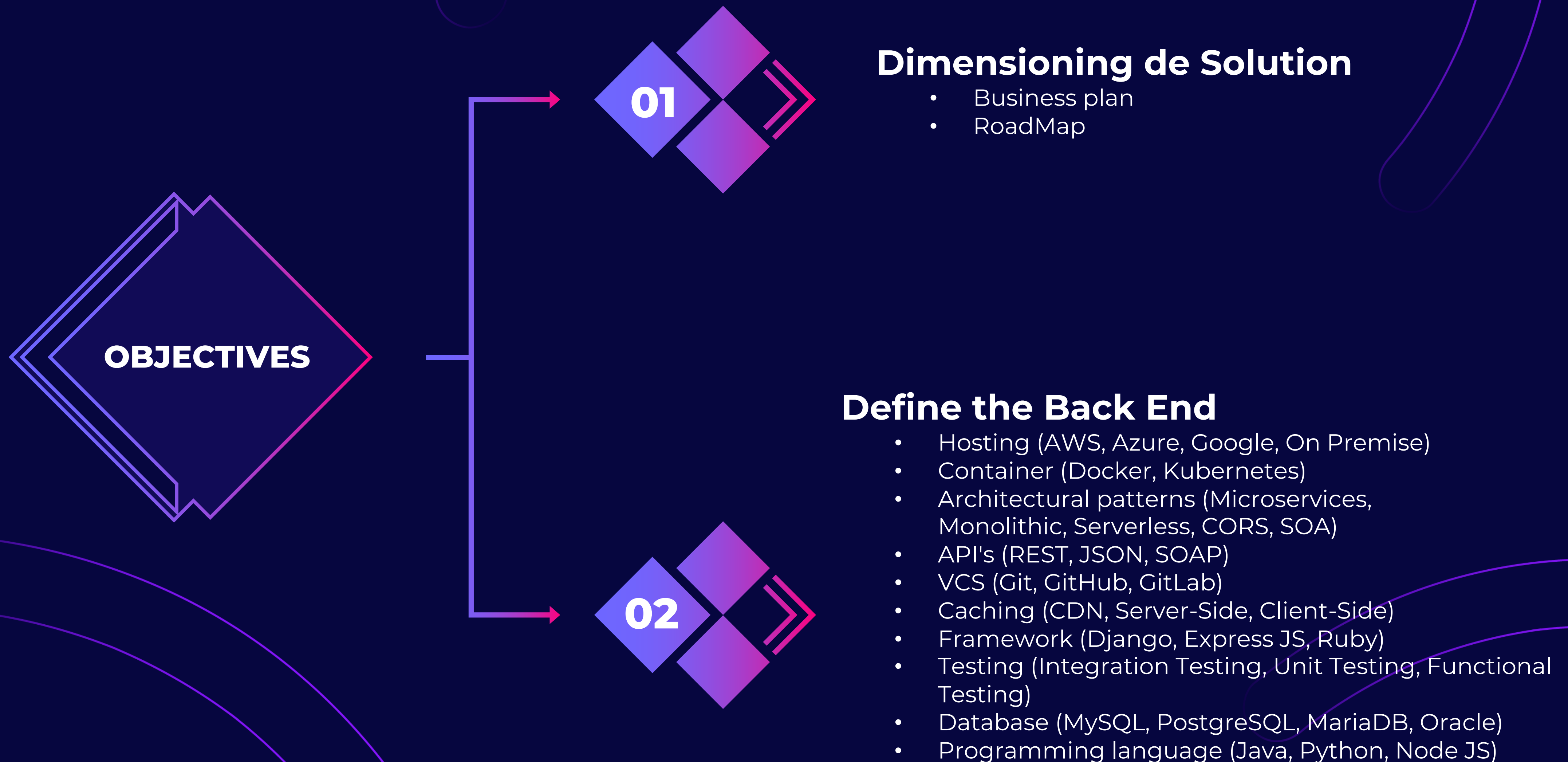
## Stakeholders



- ✓ All areas of Sendola



# Sendola's Data Strategy Structure



# Sendola's Solution Architecture

## Objectives



**Hardware & Storage – Is robust and can growing?**

- ✓ Flexible Architecture
- ✓ Container

**Communications & Security – We need to communicate with?**

- ✓ Load balancer
- ✓ Vpn's
- ✓ Token

**Interfaces – What types of protocols?**

- ✓ Https, sFtp, Sockets, etc

**Databases & Datawarehouse (BI) – What will be the size of the data?**

- ✓ Database Manager (MySQL, PostgreSQL, MariaDB, Oracle)
- ✓ Datamining
- ✓ BI Tools

**Audit & Monitoring – Is Online and working?**

- ✓ Reconciliations
- ✓ Performance
- ✓ Monitoring



# BI Analyst Candidates

## What we need?

A person that boosts internal and immediate “use cases” and helps building the Strategy document

## The profile

Hybrid: Data-savvy but with broad perspective for business intelligence, finance and quick and naïve analysis

## Candidate A

### Juan David Gómez

- Ex SHCP (UPE)
- Consultancy and analytics experience
- Relevant knowledge on finance
- Requires heavy supervision
- Already interviewed by Enoc

## Candidate B

### Diego Alba

- Analytics experience (Rappi)
- Entrepreneurial experience
- Good fit with our values
- Will require constant motivation
- Already interviewed by Enoc

# Sendola's Areas

## Government and Strategy

- IT Governance
- IT Strategy
- IT Policy and Management
- Performance measurement
- Innovation
- Relations with Stakeholders

## Data & BI

- BI & Reports
- Data Quality
- Data Architecture

## Applications and Tools

- Application Inventory Management
- Application Maintenance
- Application Development Quality
- Application Development Performance

## Architecture and Services

- Service Catalog Management
- Enterprise Architecture
- Quality management
- Service Management

## People and Resources

- Organizational Design
- Human Resources Management
- Leadership, Culture and Values
- Knowledge Management

# Solution Architecture

## What we need?

Create an architecture committee with periodic meetings to update the progress of the business plan

## Stakeholder

Architects,  
Programmers,  
Data Scientists,  
Infrastructure

## Define the path

The software to be used, that is, open source or licensed.  
On Premise or Cloud  
MVP development calendar

## Work scenario

MVP development calendar  
Define the scenario we will have (Developer, Preproduction and Production)



# Sendola's Areas

## Financial management

- Budget Management
- Supplier Management
- Business Value
- Cost Optimization

## Operations & Infrastructure

- Availability and Capacity Management
- Asset Management
- Problem and Incident Management
- Release Management

## Operations & Infrastructure

- Operations Management
- Change Management
- Application Development Performance
- Service Desk
- Configuration Management

## Risks and Security

- External Compliance
- Security Management
- Risk Management
- Security Strategy
- BCP & DRP
- Internal Audit

## Project Management

- Requirements Collection
- Organizational Change Management
- Project Management