WE KNOW, WHICH DATA YOU NEED
how, where, why to run your
BUSINESS MODEL
Interior furnishing
Special assortment

Standardized classification structures for
Data n.0
INTRO

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Products expert knowledge has to be mirrored in data

Let's try to avoid to talk about data. Let's talk about information.
Somewhere in-between everything
A Digital Twin . . .

What makes a cup a cup?

... is a virtual object that represents all properties, states, etc. and is able to absorb all information about itself in the course of its lifecycle.
A cup is a cup ...

What makes a cup a cup?

Dimensions
Colors
Surfaces
Materials
Options

SEMANTICS • ONTOLOGY
Value chain communication
Data Virtualization

Data intelligence on an abstracted layer

DATA GOVERNANCE

Data Modeling
- Enterprise Architecture
- Business Process
- Data Modeler

Data Intelligence
- Data Catalog Suite
- Data Glossary Suite
- Data Literacy Suite

Data Automation
- Data Standard Connectors
- SMART Data Connectors

Data Catalog
- People
- Systems
- Usage
- Stored where
- Moving where

Data Glossary
- Terms
- Categories
- Rules
- Policies

Data Literacy
- Atomic data elements
- Dictionary
CONCLUSION

In this world it matters . . .

... when a sack of rice falls over in China.

The question is, if we know that

or even if we know it before it happens.
Whatever comes in 3, 5 or 7 years, it is ALL BASED ON DATA