

ORACLE

Data Economy Workshop

Accelerate data-driven Enterprise

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[Program to discover new markets: SMB markets]

Apart from the existing process of issuing RFPs from large companies and winning contracts at the competition, a new program was prepared for the purpose of discovering new markets under my leadership, and under the theme of data management and platform introduction strategy targeting the SMB market. Consulting was conducted on the necessity of building a data platform and the direction to be introduced, and in fact, two of them won project deals to build a data platform, develop a market basket analysis model, and build a sales prediction platform. Although there were many twists and turns in the process of preparing a new program and achieving a deal, I met customers in various markets and found that there were differences in various perspectives and difficulties in introducing a data platform. Through many failures and success experiences, I realized that there are many things that are difficult for big tech companies to meet for small companies. I think it will be a good business model if I present and target solutions to these areas. I think the process of planning and preparing for this program and the project experience I carried out will be the foundation for my future business and will be of great help to the future.



Agenda

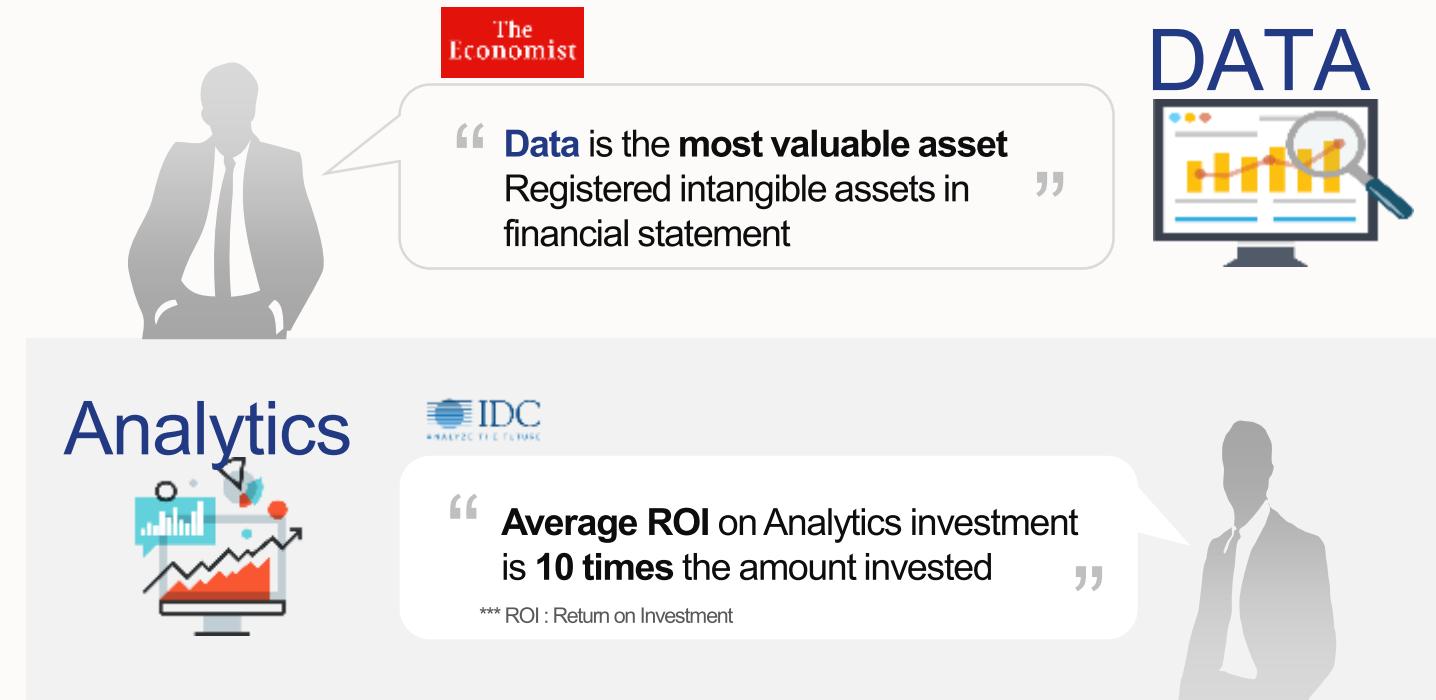
- I. Definition of Data Economy**
- II. Importance of Data**
- III. Encountered challenges**
- IV. Introduction to the Data Economy Workshop**
- V. Expectation effectiveness**

Definition of Data Economy

Data Economy refers to the economic structure in which data utilization is used as an important production element of economic activity, and is one of the hot topics of conversation as the importance of data gradually emerges.



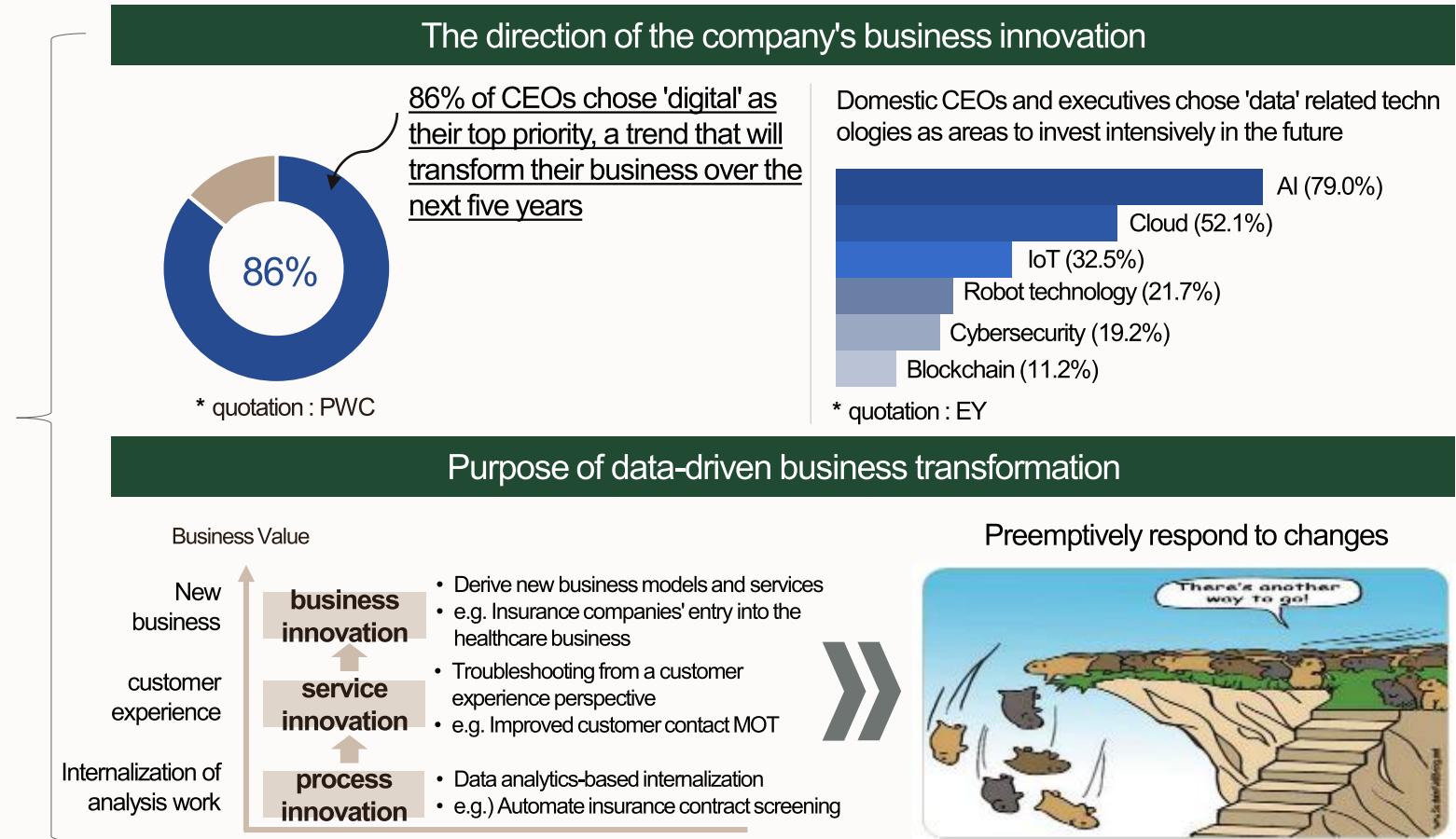
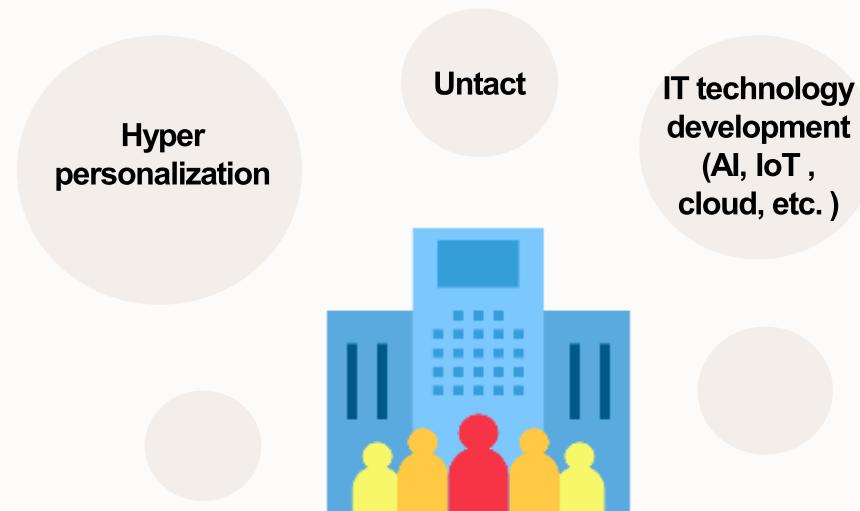
Various types of data



“Enterprises require a complete architecture for the **Data Ecosystem**”

The Power of Business Innovation, ' Data'

Business innovation is needed to respond quickly to rapidly changing internal and external environments, and data-driven enterprise implementations such as AI and ML are emerging as key values



II. Diagnosis of Problems

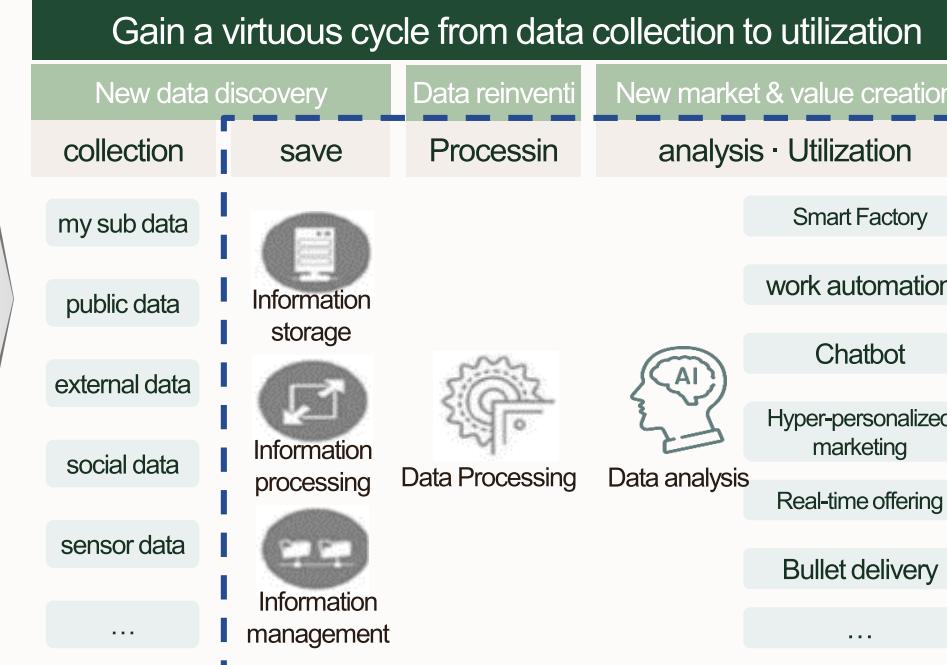
Implementation of a 'data economy' – need a virtuous cycle of data

Data needs a virtuous cycle from data collection to utilization, enabling the adoption of the latest technologies, creating new business models, and accelerating innovation

Data cannot be stored and managed,
I can't analyze and use it properly

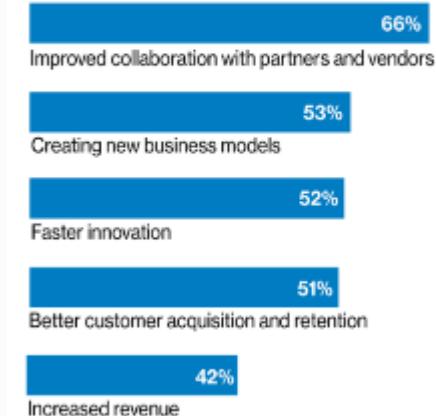


Analyzing and utilizing well-stacked data gives our company a sales advantage over its competitors



Benefits of the data economy

Most respondents want to use data to make better decisions; they also hope to better know their customers and deliver improved products.

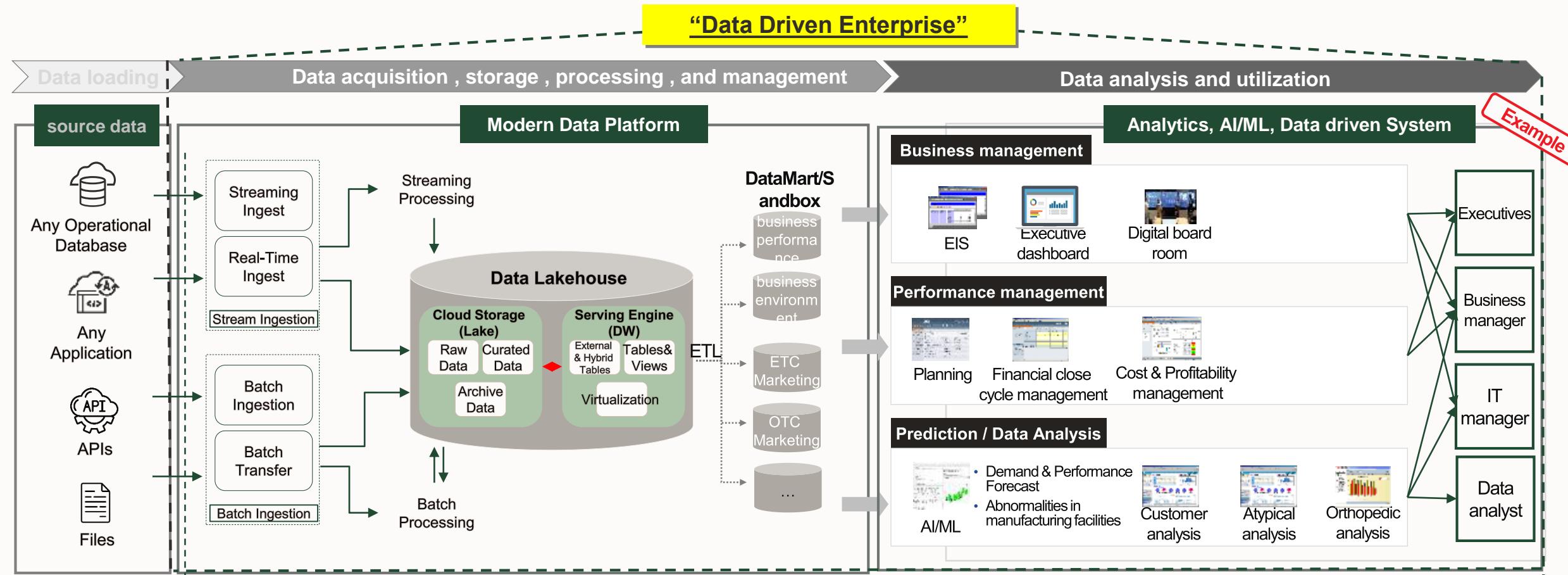


Source: MIT Technology Review Insights survey of 255 business leaders and decision-makers, October 2021. Respondents were asked to choose all that apply.

II. Diagnosis of Problems

The Need for Modern Data Platform (Lakehouse)

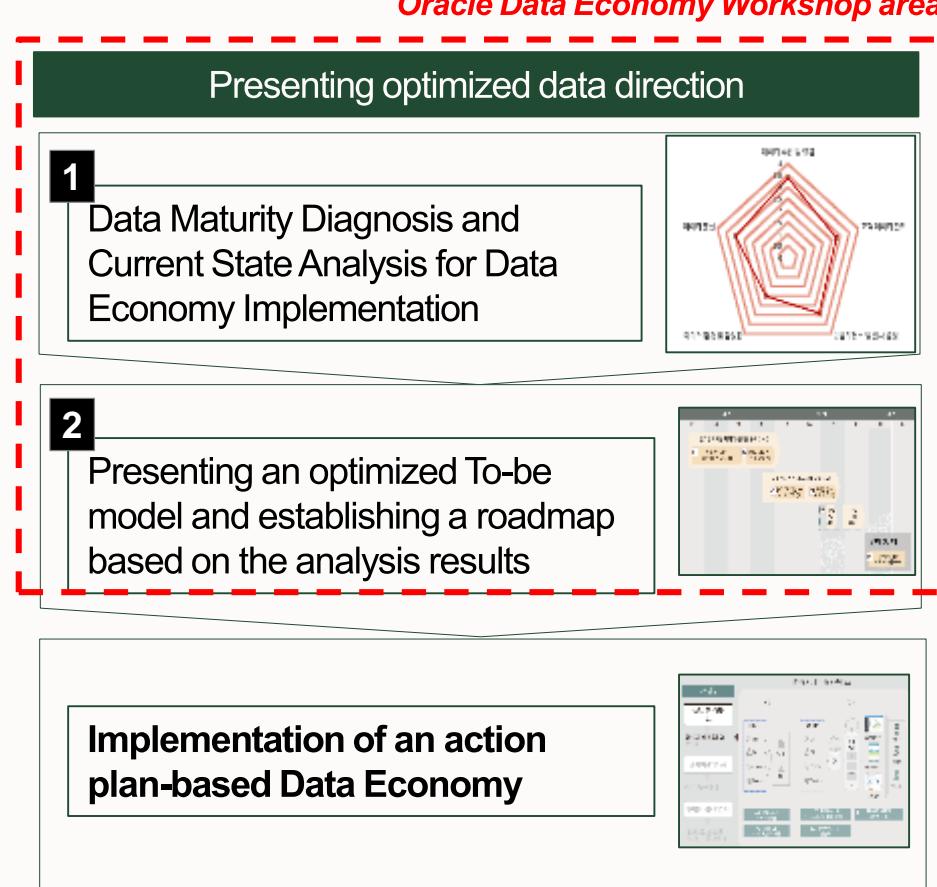
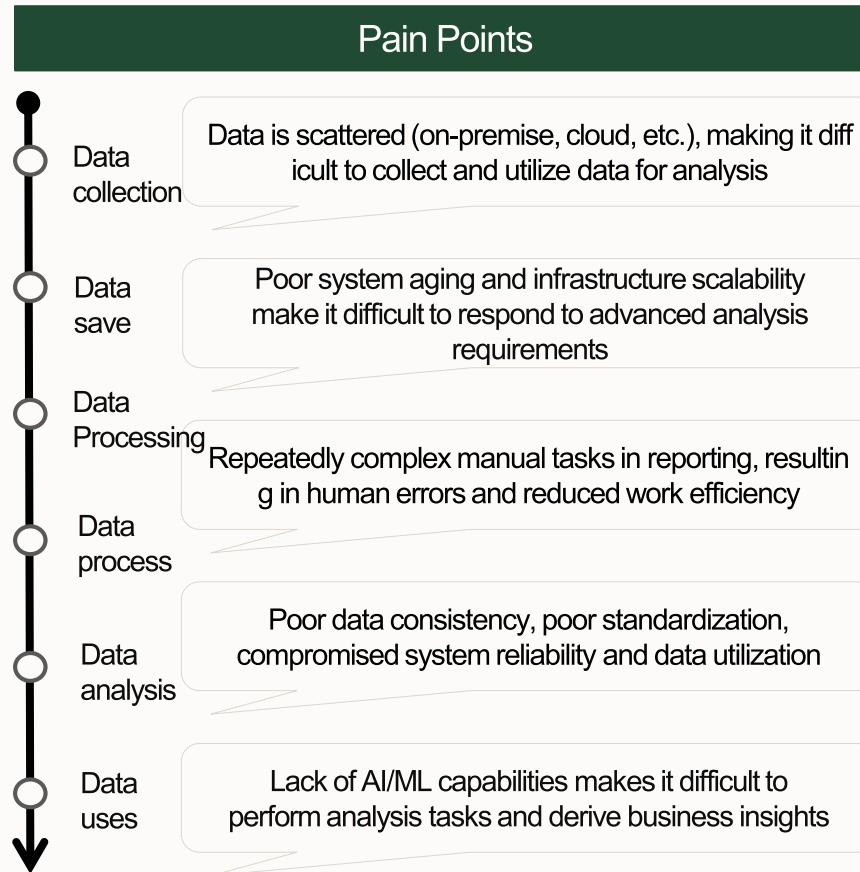
Modern Data Platform (Lakehouse) deployments enable the latest data analytics and implementation of a variety of data utilization systems to provide a foundation for Data-Driven Enterprise



II. Diagnosis of Problems

Understand Pain Points and Provide solutions through Workshop

We would like to help you identify and orient your organization's data-related business pain points and reach the customer's "Data Driven Enterprise" goal in a data economy workshop



III. Data Economy Workshop

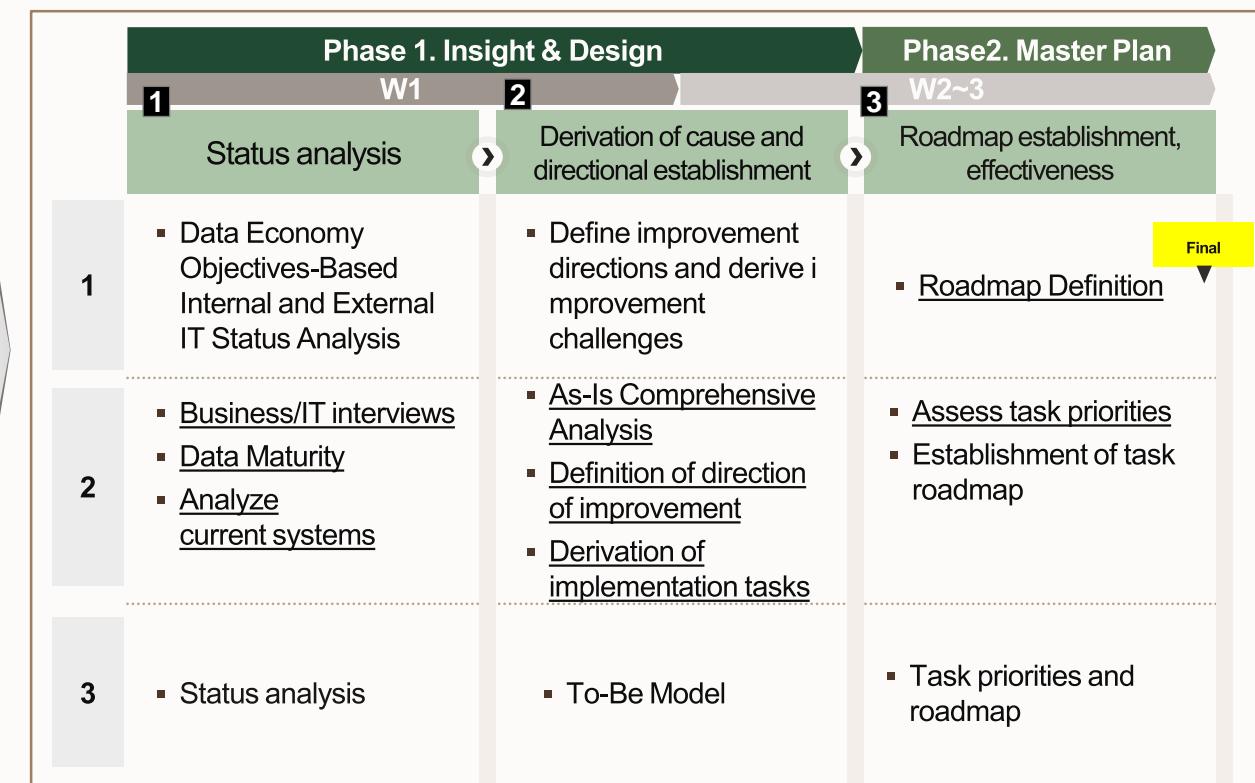
Data Economy Workshop > 1. Introduction

The Data Economy Workshop is a compact two to three-week consulting service that quickly identifies key issues related to the customer's data, identifies the cause, and provides a direction and optimal to-be model.

Data Economy Workshop Introduction

Oracle Consulting Services	
summary	<ul style="list-style-type: none">Data Economy Workshop for 2-3 weeks
purpose	<ul style="list-style-type: none">Deriving Current ProblemsPresent strategic direction
Goal	<ul style="list-style-type: none">Establishing a Data Master Plan with Status AnalysisA follow-up business order
Target	<ul style="list-style-type: none">Struggling to implement Data EconomyCommercial & SMB

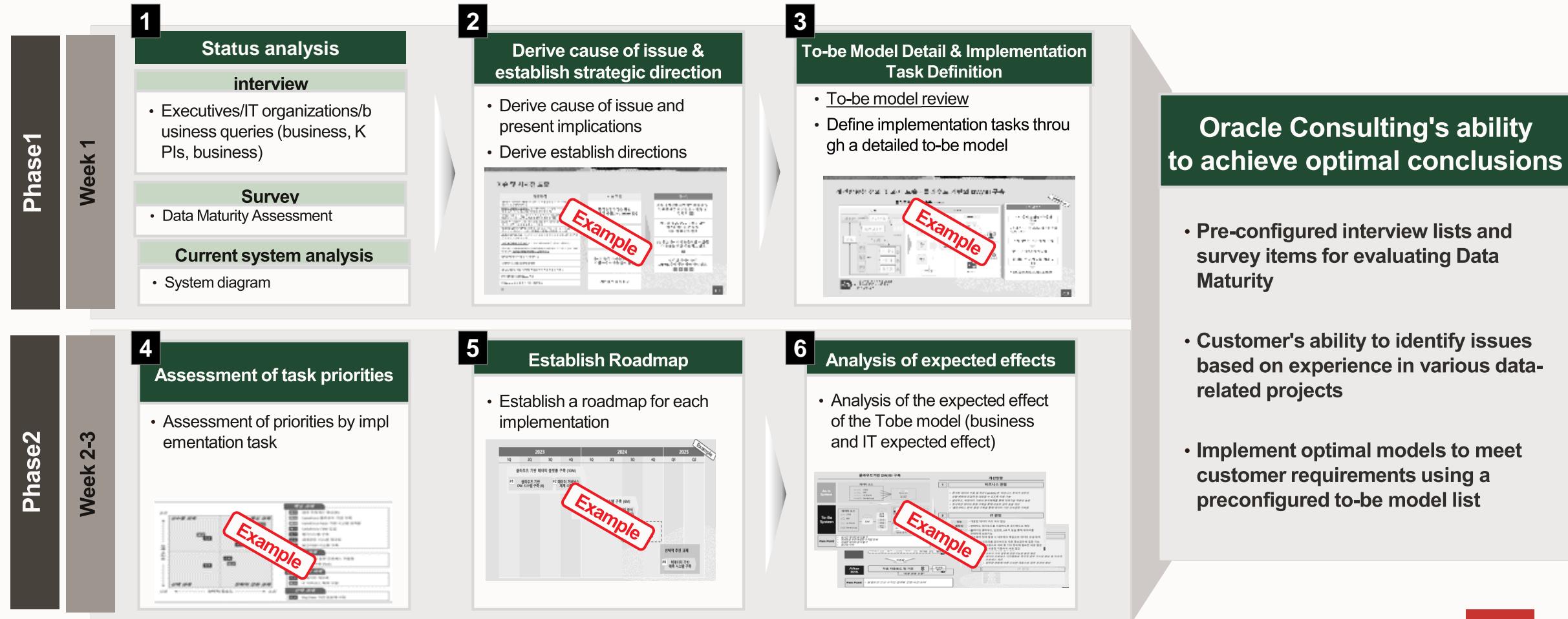
*" You want to use your data for purpose,
but what's the problem and what should you do first? "*



III. Data Economy Workshop

Data Economy Workshop > 2. What to do?

The 2-week Data Economy Workshop provides a Data-Driven Enterprise Implementation Guide from status analysis to presentation of the To-Be model, establishment of a roadmap, and analysis of expected effects



III. Data Economy Workshop

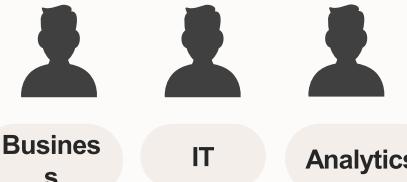
Data Economy Workshop > 3. Implementation > a. Status Analysis (1/2)



During the status analysis phase, the company's Data Maturity will be surveyed and interviewed by management/business/IT tier to obtain, analyze, and diagnose business pain points, business status, and current systems

Survey

- Survey target



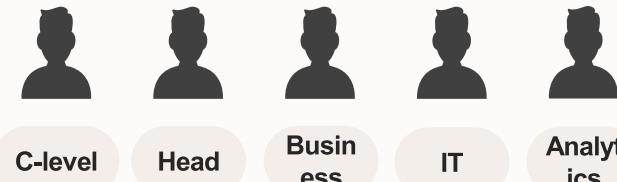
- Create an Interview Survey

Category	Question	Answer
1	Q1. 대체로 데이터 관리 수준은 어느 정도인가요?	A1. 데이터 관리 수준은 상당히 좋습니다.
2	Q2. 데이터 분석을 잘 활용하고 계신가요?	A2. 데이터 분석을 잘 활용하고 있습니다.
3	Q3. 데이터 보안에 대한 신경을 많이 쓰고 계신가요?	A3. 데이터 보안에 대한 신경을 많이 쓰고 있습니다.
4	Q4. 데이터 활용으로 기업 성과를 향상시킬 수 있다고 생각합니다.	A4. 데이터 활용으로 기업 성과를 향상시킬 수 있다고 생각합니다.
5	Q5. 데이터 활용으로 고객 만족도를 높일 수 있다고 생각합니다.	A5. 데이터 활용으로 고객 만족도를 높일 수 있다고 생각합니다.
6	Q6. 데이터 활용으로 경쟁력을 확보할 수 있다고 생각합니다.	A6. 데이터 활용으로 경쟁력을 확보할 수 있다고 생각합니다.
7	Q7. 데이터 활용으로 비용 절감을 할 수 있다고 생각합니다.	A7. 데이터 활용으로 비용 절감을 할 수 있다고 생각합니다.
8	Q8. 데이터 활용으로 혁신적인 제품이나 서비스를 개발할 수 있다고 생각합니다.	A8. 데이터 활용으로 혁신적인 제품이나 서비스를 개발할 수 있다고 생각합니다.
9	Q9. 데이터 활용으로 고객 만족도를 높일 수 있다고 생각합니다.	A9. 데이터 활용으로 고객 만족도를 높일 수 있다고 생각합니다.
10	Q10. 데이터 활용으로 기업 성과를 향상시킬 수 있다고 생각합니다.	A10. 데이터 활용으로 기업 성과를 향상시킬 수 있다고 생각합니다.

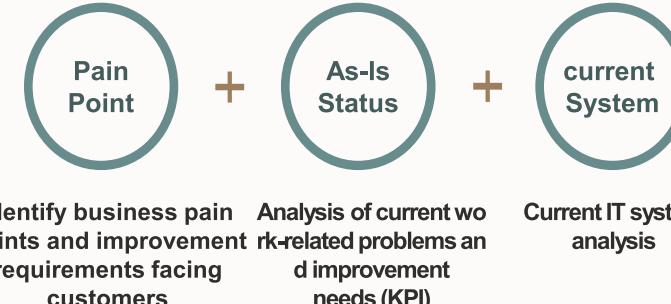
Survey to diagnose customer's data management environment and status

Interview

- Interview subject



Understanding the customer's current situation



Current system analysis

- Analysis

System Configuration

- Understand the configuration status of the operating system based on the system configuration diagram (Conceptual level)

Data collection and status recognition

- Structured Data Management Level
- Identify the status of data and management (utilization) used in KPIs, various reporting materials, and reports

Outcome Analysis

- Classification of data utilization level

시스템 여부	수집	활용
○	○	○
○	○	X
○	X	○
○	X	X

- Identification of issues when collecting and using data



III. Data Economy Workshop

Data Economy Workshop > 3. Implementation > a. Status Analysis (2/2) > Survey

A total of 45 questionnaire surveys will be conducted to field/IT organization personnel to assess the company's data maturity in five categories: data collection, management, decision making, utilization and quality

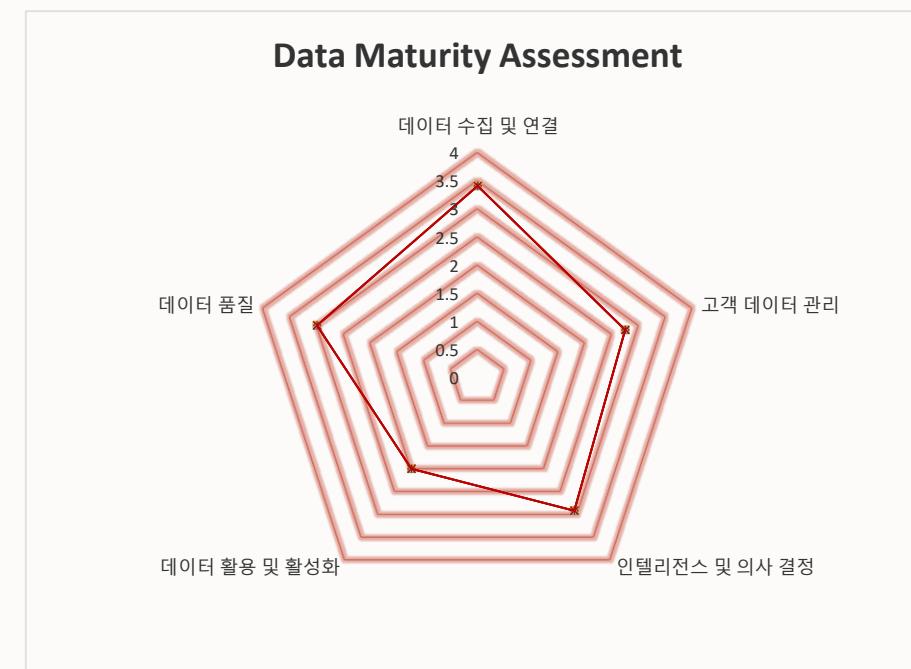
NO	Category	Checklist Item	Answer
One	Data collection and connect	How quickly do you collect and apply data ? A. Collect and apply in or near real time . B. It's fast, but it could be faster . C. Rather fast, but needs improvement . D. Not fast .	A
2		How accurate do you feel the data you have collected is ? A. Very accurate . B. Fairly accurate . C. More or less correct . D. Incorrect .	B
3		customer data considered and collected from various channels ? A. Yes , always or close to always . B. Yes , most of the time . C. Yes , but not often . D. No , it is not .	B
4		Is your customer record rich with 2nd and 3rd party data ? A. Yes , consistently . B. Yes , but you can be more consistent . C. Sometimes , but not enough . D. No , it is not .	B
5		data matching task high accuracy ? A. Very accurate . B. Very accurate . C. Somewhat accurate . D. Inaccurate .	A
6		Does the data you collect lead to a unique, unified customer profile ? A. Yes , always or close to always . B. Yes , most of the time . C. Yes , but not often . D. No , it is not .	A
...		
45	data quality	Is there enough data on the screen to do the job ? A. Yes , always or close to always . B. Yes , most of the time . C. Yes , but it is quite lacking . D. Most are not provided .	B

CATEGORY	Data collect and connect	Data management	Intelligence and decision making	Data utilization and activation	Data quality
SCORE ¹⁾	3.4	3	2.92	2	3

1) Score = Average of the answer rates

* Rating scales

answer	rate
A	4
B	3
C	2
D	One



III. Data Economy Workshop

Data Economy Workshop > 3. Implementation > b ~ c. Derive causes and To-be model and task definition

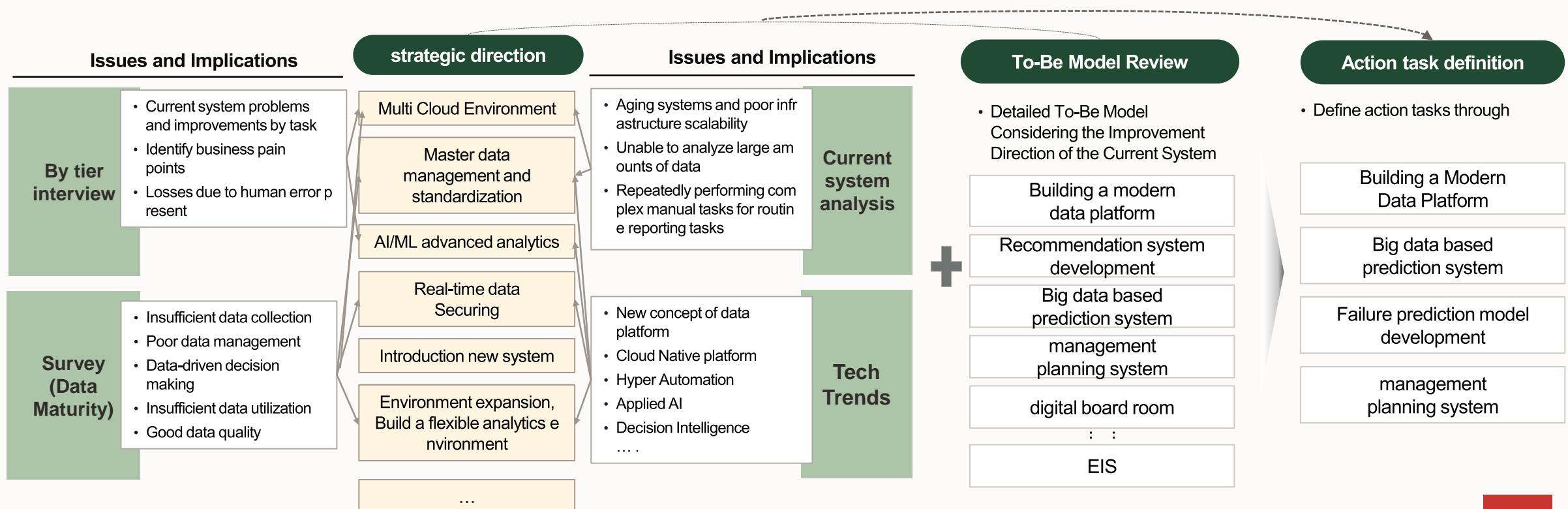
Present issues and implications based on interviews, surveys, and current system analysis, and define strategic directions and detailed to-be models are defined.

2

Derive cause and implications of issue

3

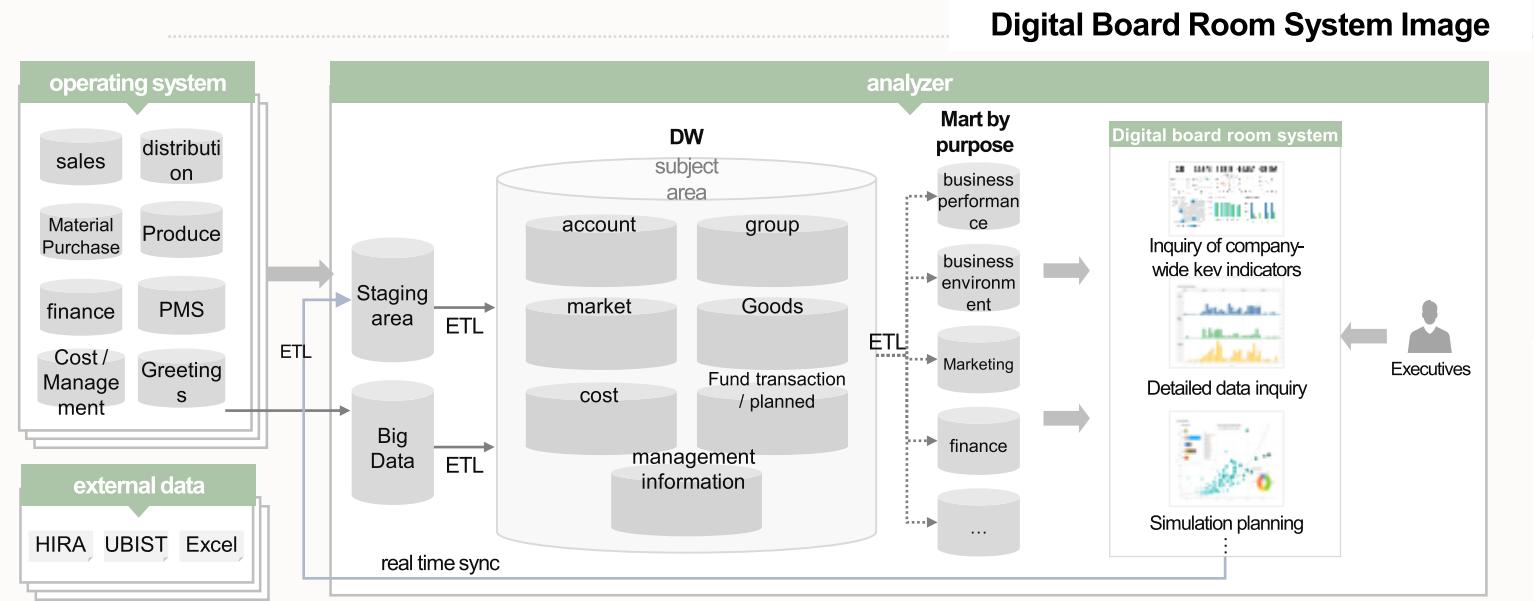
To-Be Model Review & Task definition



III. Data Economy Workshop

Data Economy Workshop > 3. Implementation > c. To-be model and task definition > Example of to-be model

To-be model is optimized by considering the company's current system structure analysis results and improvement directions based on the existing analysis data and shows the expected effect of reflecting these improvement requirements



Establishment of Digital Boardroom Solution Expected Effects

Current process

Repeated document operations at each major meet



Modifying reports based on meeting agenda



Lack of agility in delivering materials for reporting and decision making



Digital boardroom solutions enable decision-making in the digital age

Example

01 Ensure transparency of company-wide data

- Provides a comprehensive view of the company's overall status and key figures by business sales
- Real-time visibility from KPI to detailed data

02 Data-driven insights

- Explore historical and real-time data
- Detailed data can be viewed
- Improve decision making with alternative analysis and impact analysis
- Enables contextual dashboards and information navigation based on the agenda
- Explore data for immediate questions and shift agenda
- Increased reporting and decision-making agility

03 Leverage simulation planning

- Simulate issues from the meeting
- Drive change with real-time monitoring and simulation
- Simplify processes and reduce meeting time

Data Economy Workshop > 3. Implementation > d. Task Priority Assessment

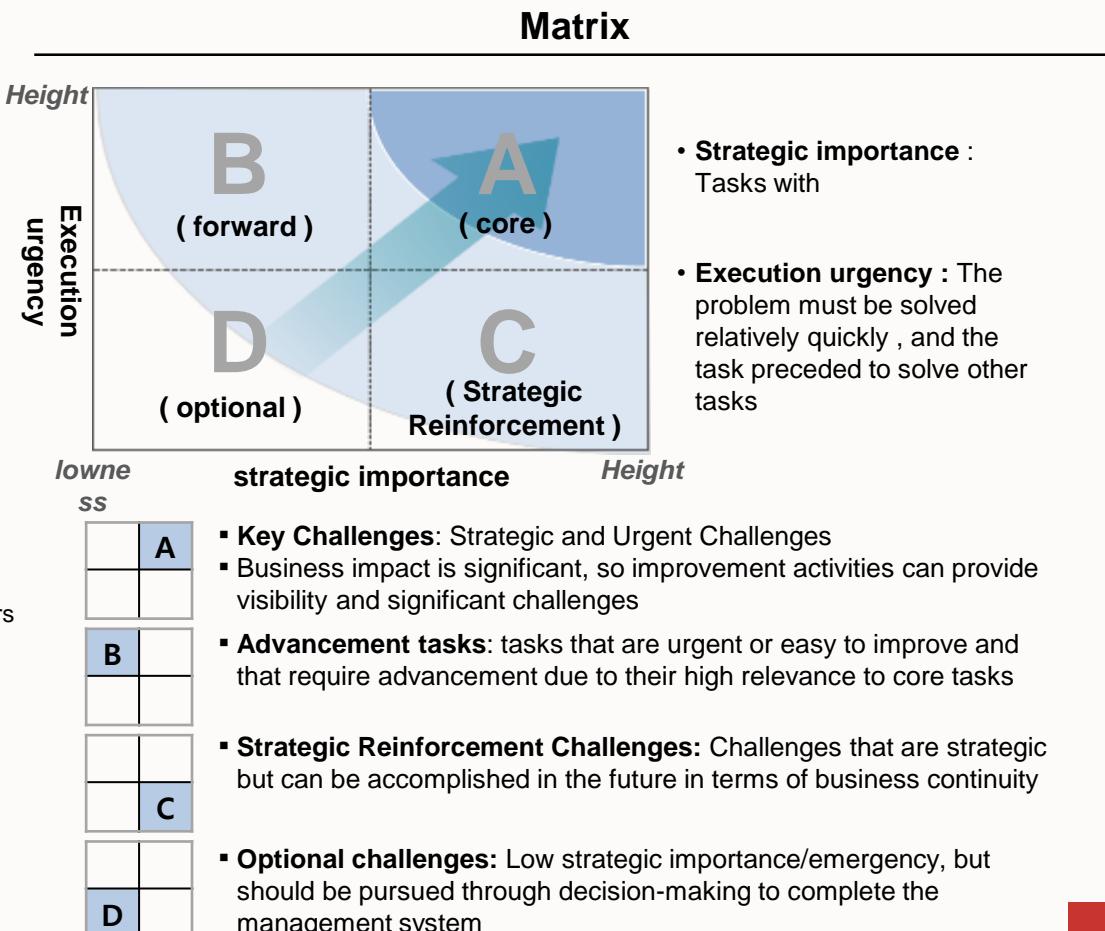
The defined implementation tasks are categorized into four categories: key tasks, priorities, strategic reinforcement tasks and selection tasks based on criteria that take into account strategic importance and urgency of implementation



Data Economy Workshop > 3. Implementation > d. Task Priority Assessment

Priorities for implementation tasks are classified based on strategic importance and urgency as shown below, and priorities for tasks are selected and expressed in the classification matrix based on the combined results

Priority evaluation criteria		
[Evaluation Criteria]	[Standard]	[Criteria]
Strategic importance (50%)	Assignment When not performed risk (40%)	<ul style="list-style-type: none"> ▪ Assess the degree of risk and loss that will occur if the task is not resolved ▪ Risk <ul style="list-style-type: none"> - 5: Critical - 4: Necessary - 3: Important - 2: Helpful - 1: Marginal
	Business effect (60%)	<ul style="list-style-type: none"> ▪ Assess the business effectiveness achieved by performing the task ▪ Business Effect <ul style="list-style-type: none"> - 5: Critical - 4: Necessary - 3: Important - 2: Helpful - 1: Marginal
Execution urgency (50%)	Perform urgency (70%)	<ul style="list-style-type: none"> ▪ The level at which early start is required due to business needs ▪ If you need a fast investment ▪ Start time <ul style="list-style-type: none"> - 5: Within 1 year - 3: Between 1 year and 2 years - 1: After 2 years
	Connectivity assignment (30%)	<ul style="list-style-type: none"> ▪ The degree to which it is difficult to perform a follow-up task if it is not resolved as a prerequisite ▪ Prerequisite <ul style="list-style-type: none"> - 5: Critical - 4: Necessary - 3: Important - 2: Helpful - 1: Marginal



III. Data Economy Workshop

Data Economy Workshop > 3. Implementation > d. Task Priority Assessment

Priorities for execution tasks will be evaluated in four categories: business effectiveness, performance urgency, connectivity challenge, and non-performance risk, and then based on the total score calculated.

Task Prioritization Worksheet

Name	Business effect	Urgency	Connectivity Challenge	Non-performing risk	Score ¹⁾
Cloud-based DW system construction	Critical	this year	Critical	Necessary	500
DW Advancement	Important	In Two Years	Necessary	Important	108
Establishment of data governance system	Necessary	In Two Years	Important	Necessary	144
Cloud-based BI building a system	Necessary	In Two Years	Necessary	Necessary	192
Build a mobile analytics environment	Helpful	In Two Years	Helpful	Marginal	12
RPA introduction	Necessary	In Two Years	Important	Important	108
Building a big data-based prediction system	Important	In Two Years	Important	Helpful	54
	--Not Set--	--Not Set--	--Not Set--	--Not Set--	0
	--Not Set--	--Not Set--	--Not Set--	--Not Set--	0

1) Score = business effect * urgency * connected task * risk of non-performing

Example

business effect Scale		Connectivity Task Scale	
Value	Description	Value	Description
--Not Set--	0	--Not Set--	0
Marginal	One	Marginal	One
Helpful	2	Helpful	2
Important	3	Important	3
Necessary	4	Necessary	4
Critical	5	Critical	5

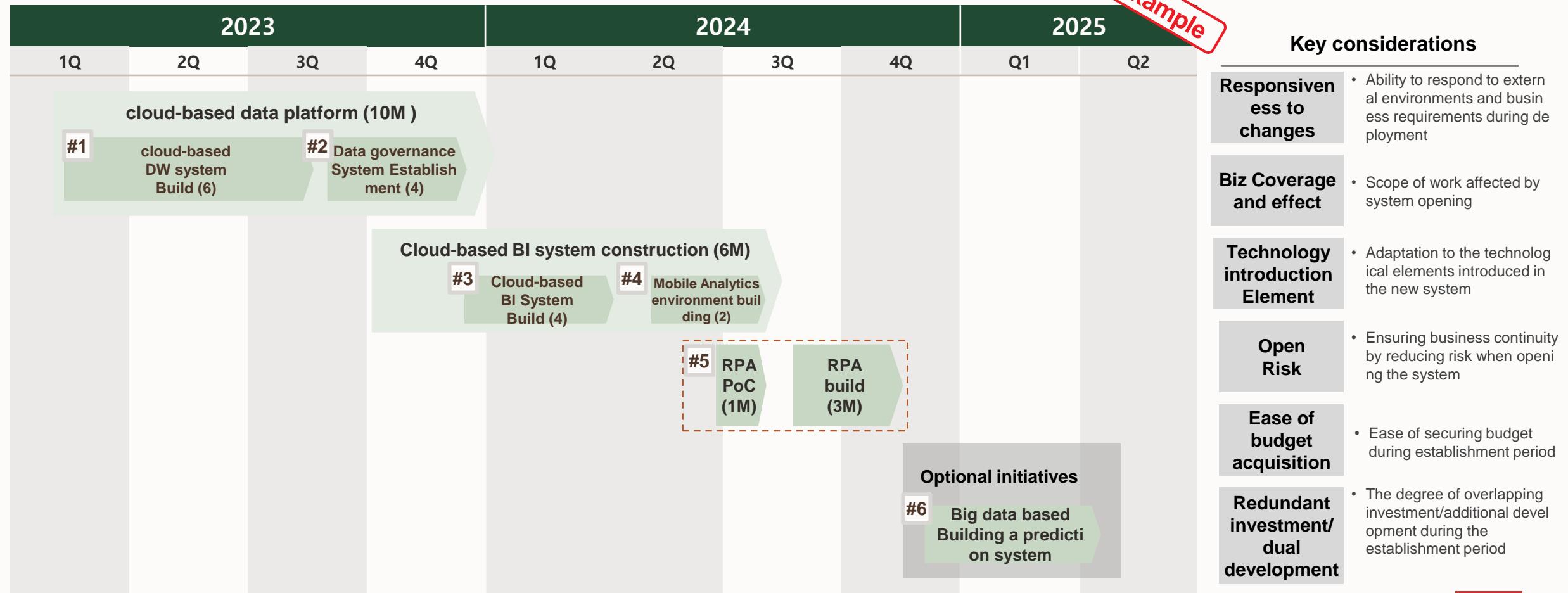
urgency to carry out Scale		Non-Performance Risk Scale	
Value	Description	Value	Description
--Not Set--	0	--Not Set--	0
After Two Years	One	Marginal	One
In Two Years	3	Helpful	2
this year	5	Important	3
		Necessary	4
		Critical	5



III. Data Economy Workshop

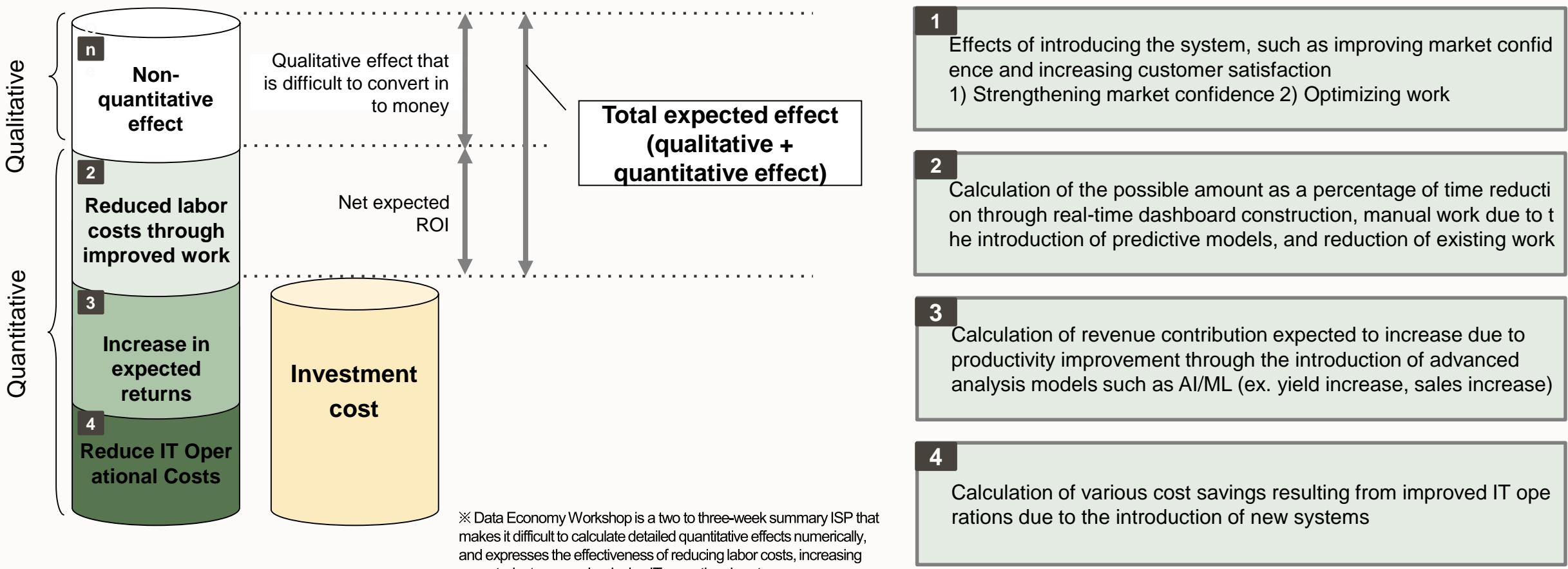
Data Economy Workshop > 3. Implementation > e. Establish a roadmap

Based on the priorities of the implementation tasks, considerations such as adaptability, risk, and budget for internal and external environmental changes will be reviewed with the person in charge to establish a future workload



Data Economy Workshop > 3. Implementation > f. Benefit

The expected effects of the Workshop are analyzed by dividing them into qualitative and quantitative effects, and the quantitative effects show reduced labor costs, increased expected profits, and reduced IT operating costs.



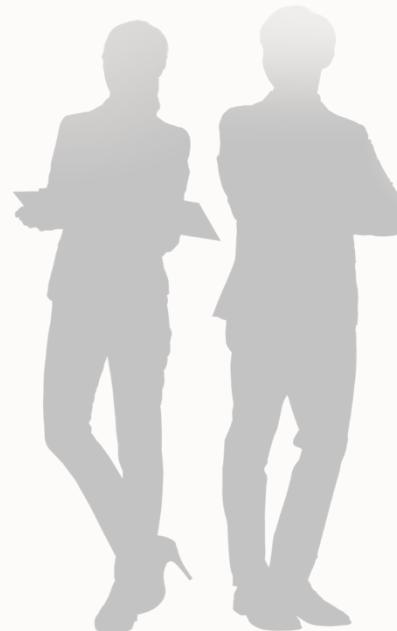
Data Economy Workshop Expected effects – What do we get ? (short term)

The Data Economy Workshop enables management to minimize investment risk in mid- to long-term challenges, enable business teams to recognize the direction of data utilization, and effectively communicate improvements to management.

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Accelerate implementation of Data Driven Enterprise through Data Economy Workshop

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Management

Increase investment efficiency and minimize risk



Business

Recognizing the direction of data utilization

Identify issues with data utilization for each department

Identify current system issues and recognize the need for new systems



IT

Enables effective communication of current system issues to management

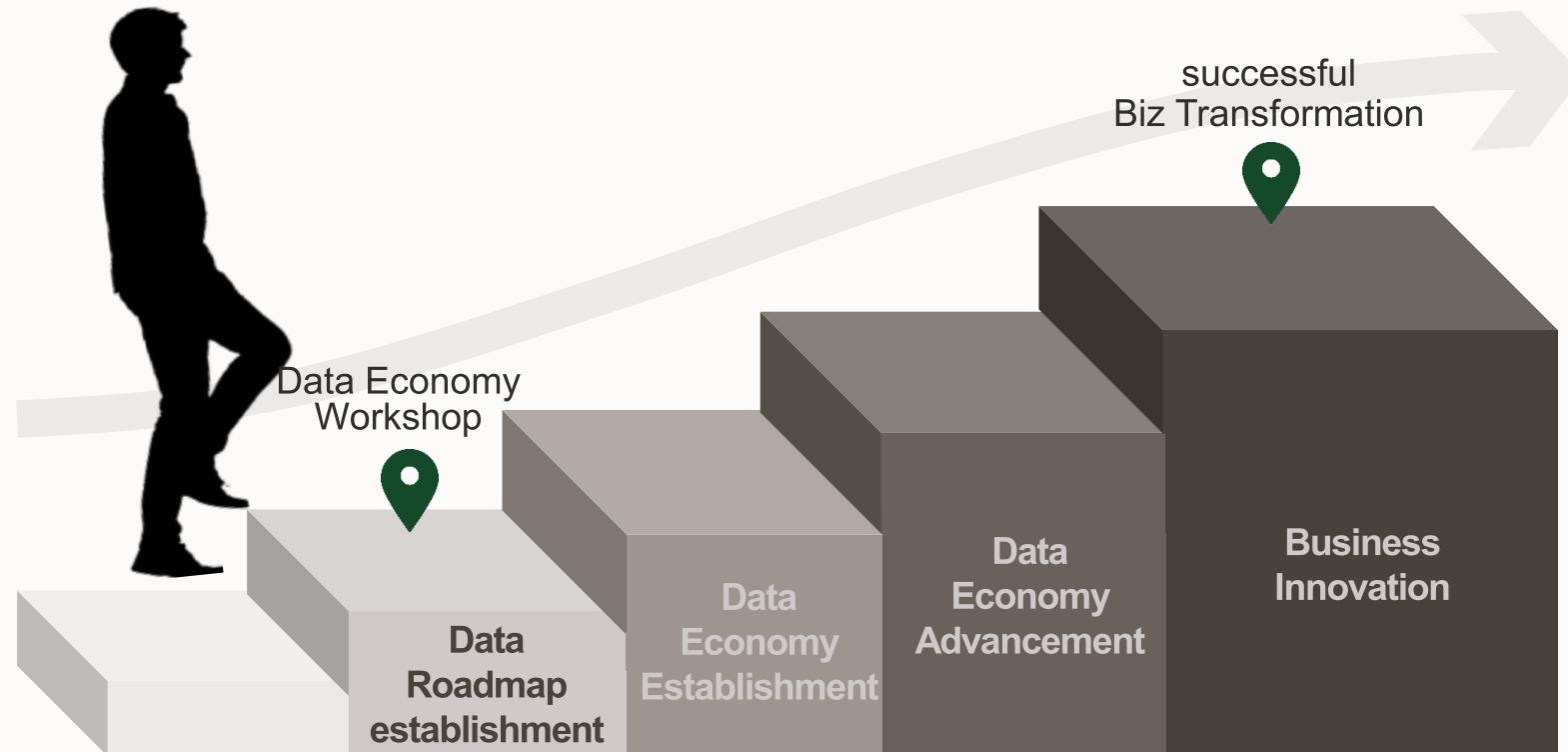
Clearly understand the relationship between To-Be tasks and tasks

To-Be task priority consensus is drawn from each tier and department

Data Economy Workshop Expected effects – What do we get ? (long term)

Data Economy Workshop is the first step toward business innovation, enabling you to bring the latest data-related technologies to business innovation, including cost savings and creating new business models

“ The first step to business transformation , **Data Economy Workshop** ”



The impact of business innovation

- 01** Cost reduction
(Enhance operational efficiency and productivity)
- 02** Increase Customer Retention by improving customer experience
- 03** Data-driven, best-in-time decision-making
- 04** Promote business model innovation

Thank you

