Bremsurnar gera okkur fær um að keyra hratt

Viðskiptavinurinn finnur fyrir því þegar bremsurnar bregðast

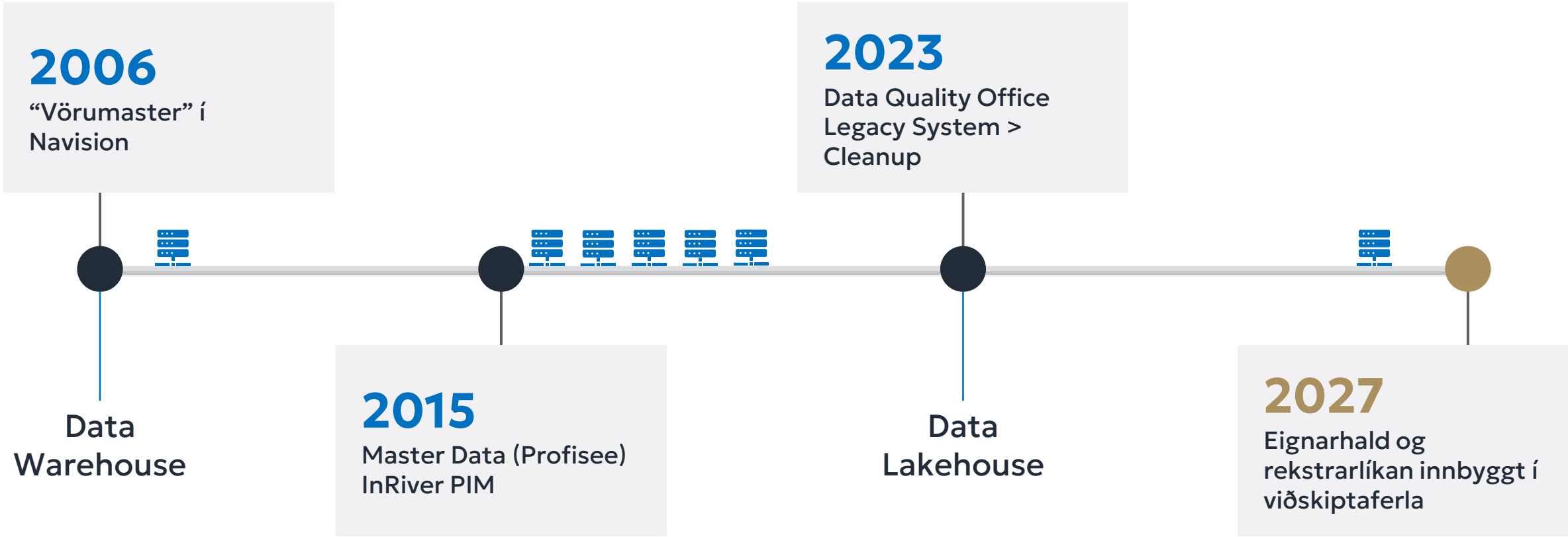
Product is out of stock

Customer wants to buy Customer Care is not allowed to sell

Returned product is delayed

CREATE THE PRODUCT				MAKE IT SELLABLE					SERVE THE CUSTOMER		
1 R&D	2 MDM	3 GPM	4 Item Stewards	5 Planning	6 Quality	7 Global Pricing	8 Global Tax	9 PIM team	10 DQO	11 Customer Care	12 Operations

20 ár af tækni og ökumanninn vantar



Data & Analytics Strategy House

Vision | Enable Life Without Limitations

Mission | We Improve People's Mobility

Goal | Serve More People for Profitable Growth

Growth Drivers | **Innovative Solutions** **Patient Reach** **O&P Value Creation**

Ambition | We proactively use trusted data to inform every critical business decision—enabling us to move faster, serve customers and patients better, drive performance, innovate with confidence, and steer the business toward profitable growth.

- **Value-based prioritization |** Focus on What Matters Most
- **Accountability |** Shared Data, Clear Responsibilities
- **Trusted |** Secure and Compliant by Design
- **Accessibility |** Easy to find, Clear to understand
- **Scalable Architecture |** Built to grow, so data reaches you faster

Operating Model | Shared blueprint for realizing the data strategy across the organization

Data Processes

Governance

Service Delivery

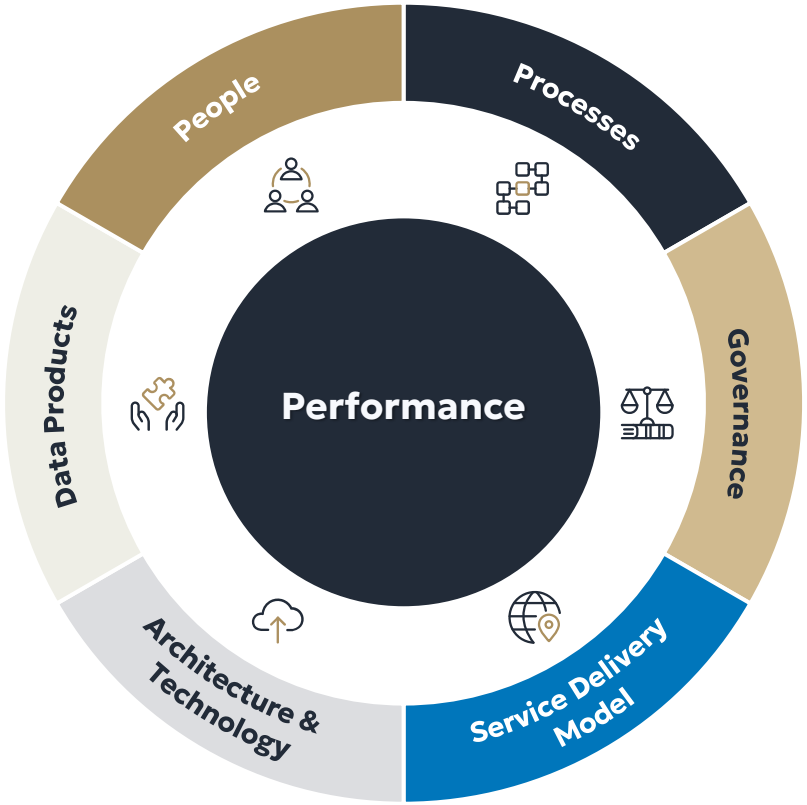
Architecture & Technology

Data Products

People

Data & Analytics Operating Model

Árangur næst þegar allir sex hlutarnir virka saman.



Data Processes

Consistent, repeatable ways of working across the data lifecycle, from demand intake and prioritization, through data creation and analysis, to decision-making and performance follow-up.

Governance

Governance serves as a structured business control system by clearly defining decision rights, accountability, and the data standards that guide how decisions are made across the organization.

Service Delivery Model

Clear ways of working between business and data teams, enabling self-service where appropriate while retaining strong central data expertise.

Architecture & Technology

A central, scalable, data platform designed to reduce complexity, enable reuse, and support evolving business needs over time.

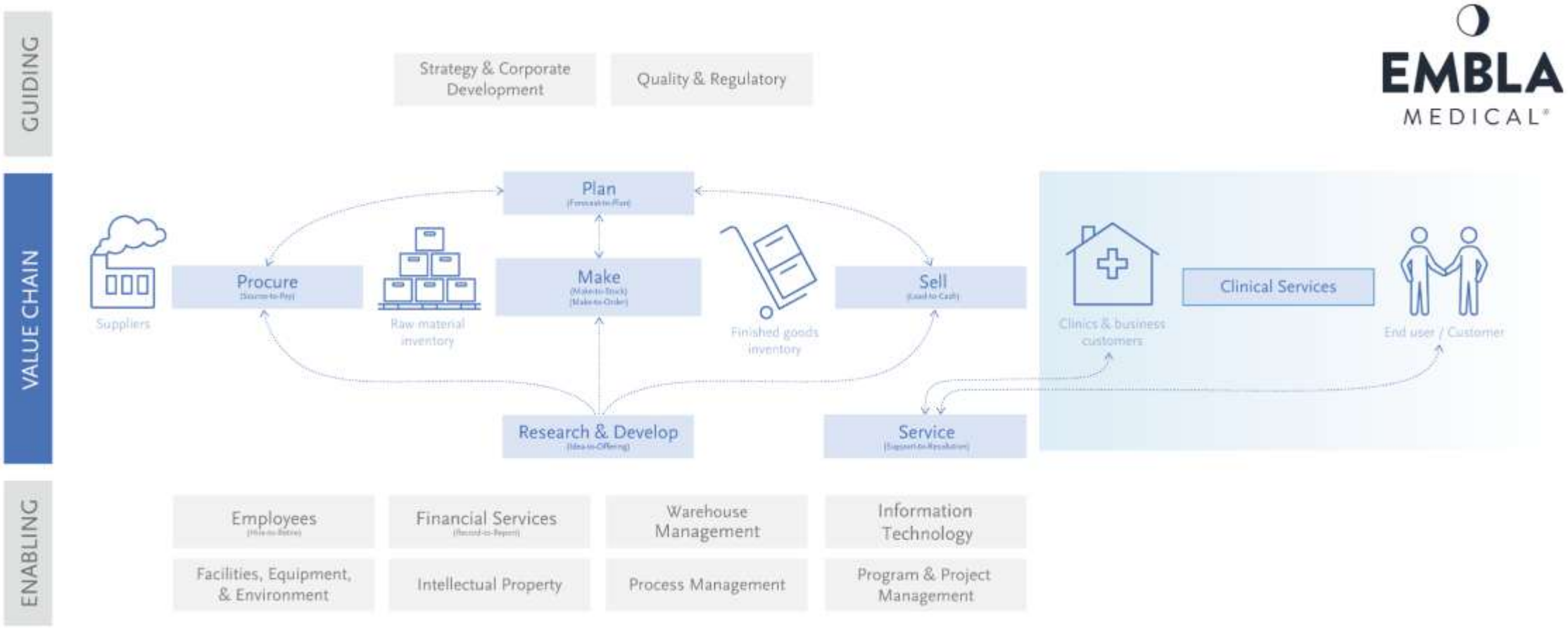
Data Products

Reusable, trusted data and insight assets tailored to decision-making across the organization, grounded in the principle that data is a strategic asset to be stewarded, protected, and leveraged for value.

People

A comprehensive framework to build data and analytics capabilities and drive the behaviors needed to embed data-driven decision-making across the organization.

Data Governance



Data Processes

WIP - Lakehouse Privacy/De-Identification Process for US Patient Data (PHI)

By Anna Green · 4 min · Listen · 10 · Add a reaction

This approach to de-identifying PHI (Protected Health Information) data is designed to enable operational analytics on patient-related data while ensuring compliance with HIPAA Safe Harbor and applicable contractual requirements (including Medicare where applicable).

Semantic Data Model Process

By Örn Ingi Arnarson · 8 min · Listen · 14 · Add a reaction

Process overview
Meaning of Life
Source System
Data Ingestion
Data Modeling
Presentation Layer and Semantic Model
Testing and Business Approval
Handover
Certification
Maintenance
Roles & Responsibilities
Anatomy of a Semantic Model

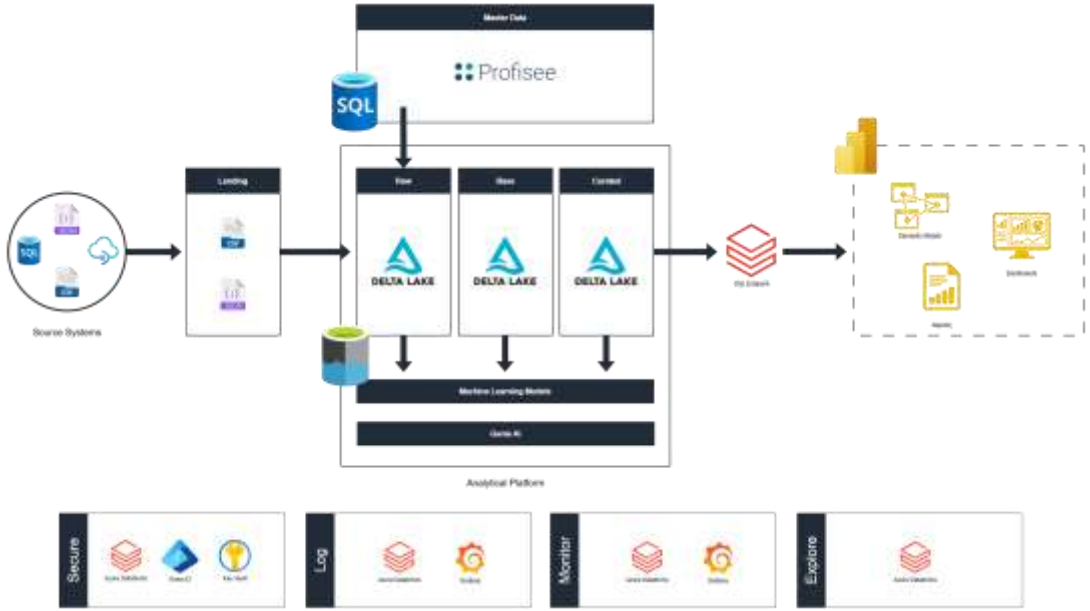
Process overview

The process governs the delivery of a semantic model from the initial business request through source validation, engineering, business approval, certification, and ongoing maintenance.

Architecture & Technology

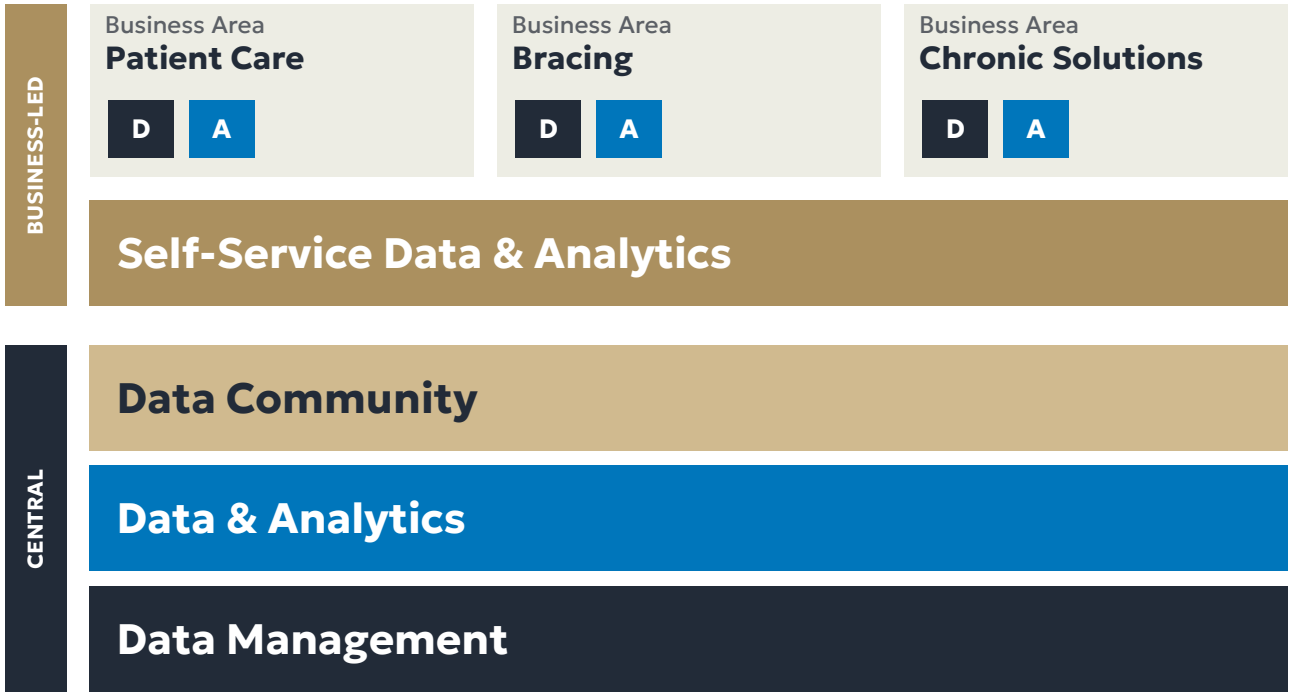
Operational Data Architecture

Analytical Data Architecture



Service Delivery Model | Hybrid by Design

Central where data must be trusted. Self-service where the business needs speed.



D Data products (cubes, certified datasets) **A** Analytics products (Power BI, Anaplan, Salesforce reports)

"I don't know what data exists."
"Which number is right?"
"The data isn't good enough."
"Who do I ask?"

SCOPE

80+	2,000	1,800
Data products (cubes, API)	reports	report users

HOW WE MEASURE

>3.75	>80%	↑
Data as a Service satisfaction	Data products in catalogue	Certified product use & self-service adoption

Heineken
0.0
GIVES YOU WINGS
ORACLE
Red Bull
RACING
Ford
indeed
RAUCH
Gate
PETRONAS
INEOS
UBS
CROWDSTRIKE
Snapdragon
AMG
PETRONAS
Microsoft
UniCredit
PIRELLI