

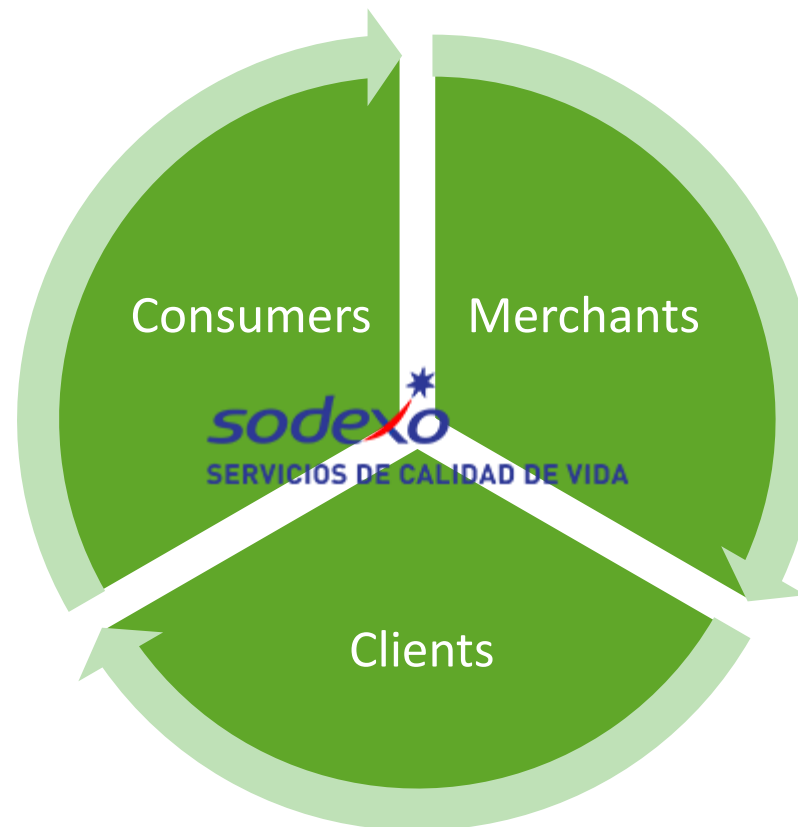


The road to become a Data driven company

Sodexo ID

Sodexo is now the worldwide leader in Quality of Life services. For over 50 years, we have developed unique expertise, backed by nearly 427,000 employees in 80 countries across the globe.

We are the only company to integrate a complete offer of innovative services, based on over 100 professions. We develop, manage and deliver a unique array of On-site Services, Benefits & Rewards Services and Personal and Home Services for all our clients to improve the Quality of Life.

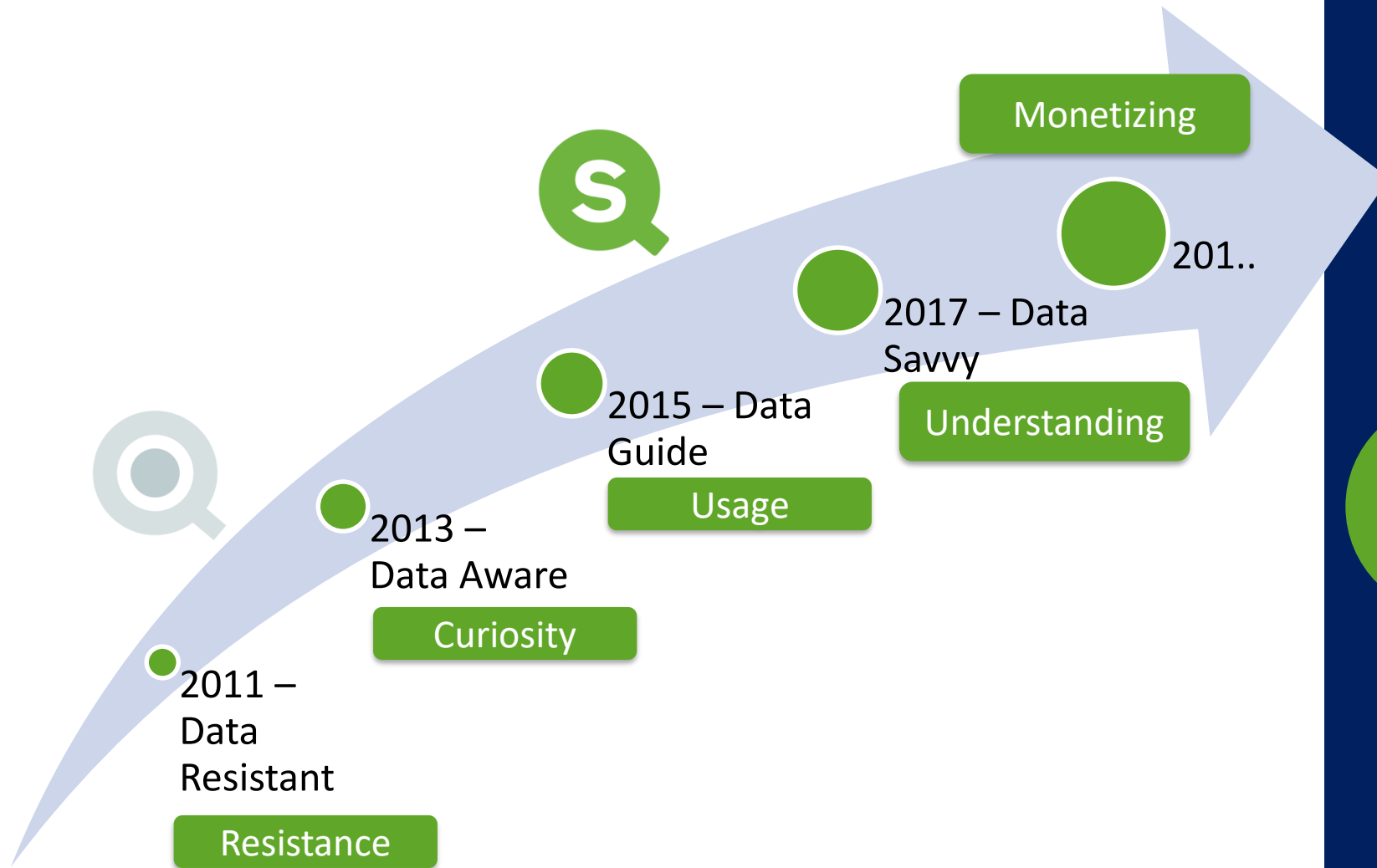


RESTAURANTE
PASS

SODEXO EN ESPAÑA

400 MM facturación	5000 empleados	600.000 beneficiarios
3.900 clientes	180.000 usuarios de cheques diarios	40.000 establecimientos afiliados

- Added value all of our stakeholders
- Customer centric oriented
- Operational Excellence



Strategy

Data Driven Company



The Road



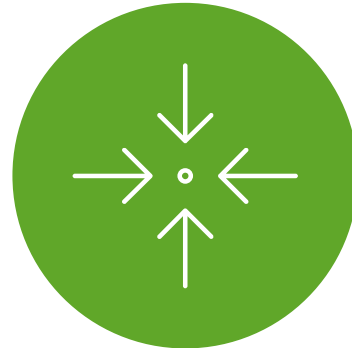
Transparency



**No information
“silos”**



**Set up a clear data
governance**



**Guarantee the right
data at the right time**

Change Management Strategy



Involve the board/business in this data oriented mindset.



Engage all stakeholders through a clear and shared vision



Link project objectives with personal objectives.

ROLE of IT (NOT AN IT PROJECT)



Guarantee the right support level in order to keep the system up & running

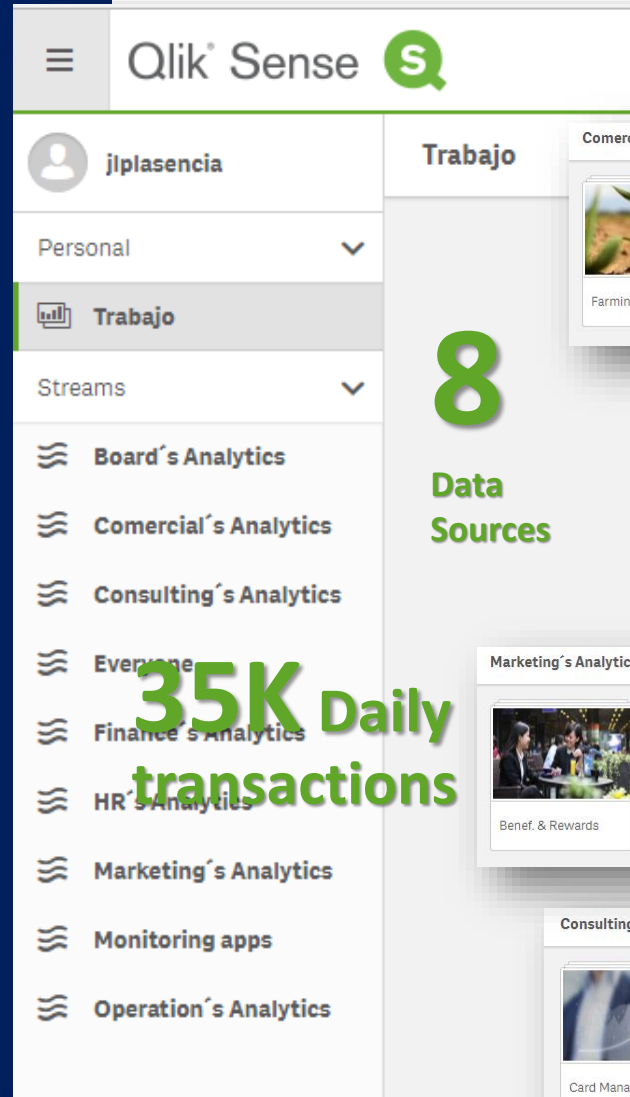


Setting different support levels and end user SLAs



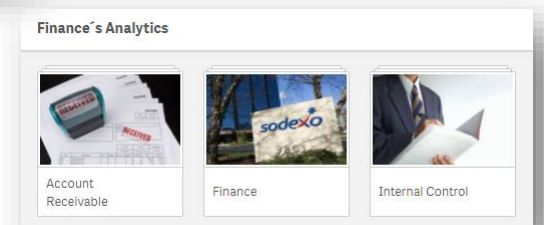
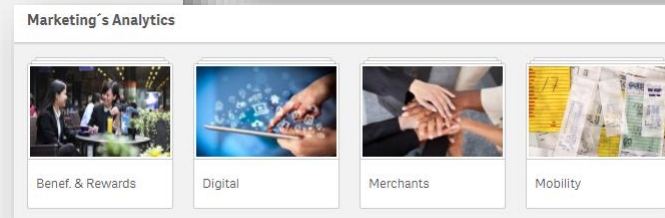
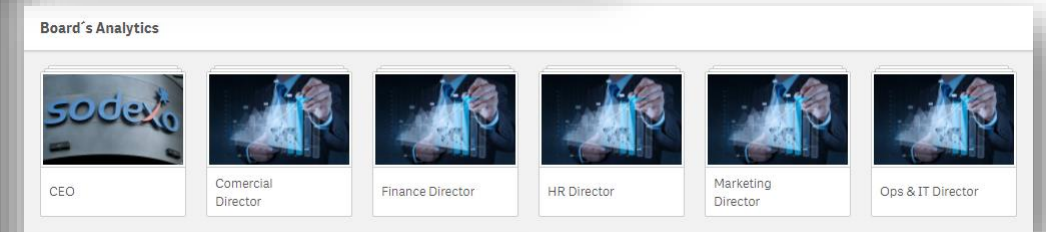
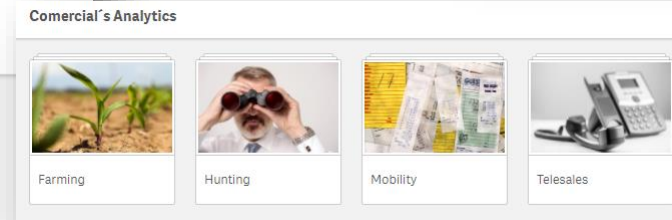
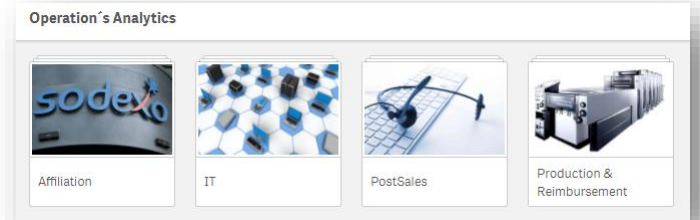
Stop being a bottleneck as a dependency to access data

Tool & Metrics



8
Data
Sources

35K Daily
transactions



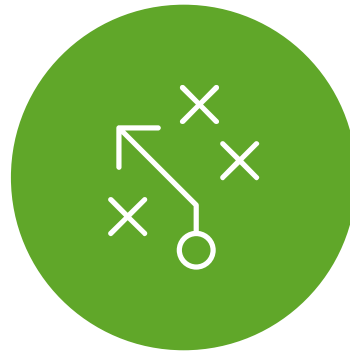
Strategic
dashboards

+5 years
Historical information

Connecting the Data with the Business



**Return of Investment.
Savings or new sources of
revenues**



**Use data for real time
decision making. STOP
being blind.**



**Measure objective KPIs
and monitor continuous
process improvement.**

Democratization of Data



Train all employees in order to use data correctly



Motivate all employees to take advantage of the data

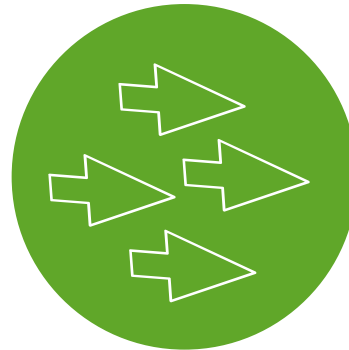


Identify & reward exemplary employees and use them to evangelize others

Data Centric Strategy



**Establish the use of data
as part of daily tasks**



**Align the data strategy
with the company
strategy.**



**Monetize the data either
as a competitive
advantage or as
operational savings**

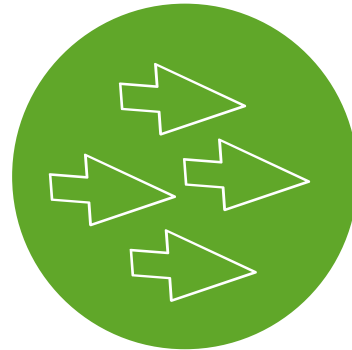
In a Nutshell



Don't underestimate change management
Set clear governance

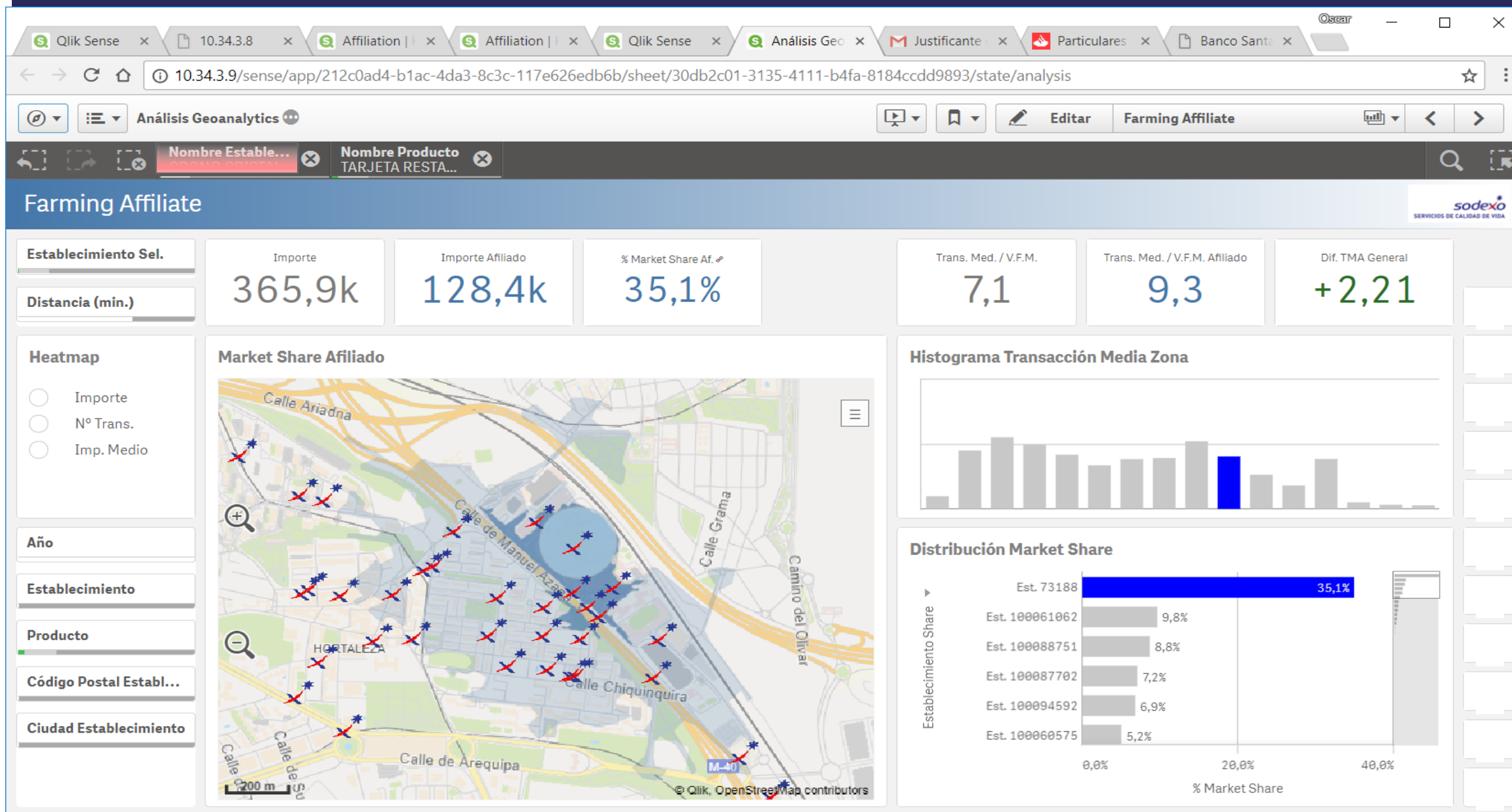


Not an IT project
Find a good provider

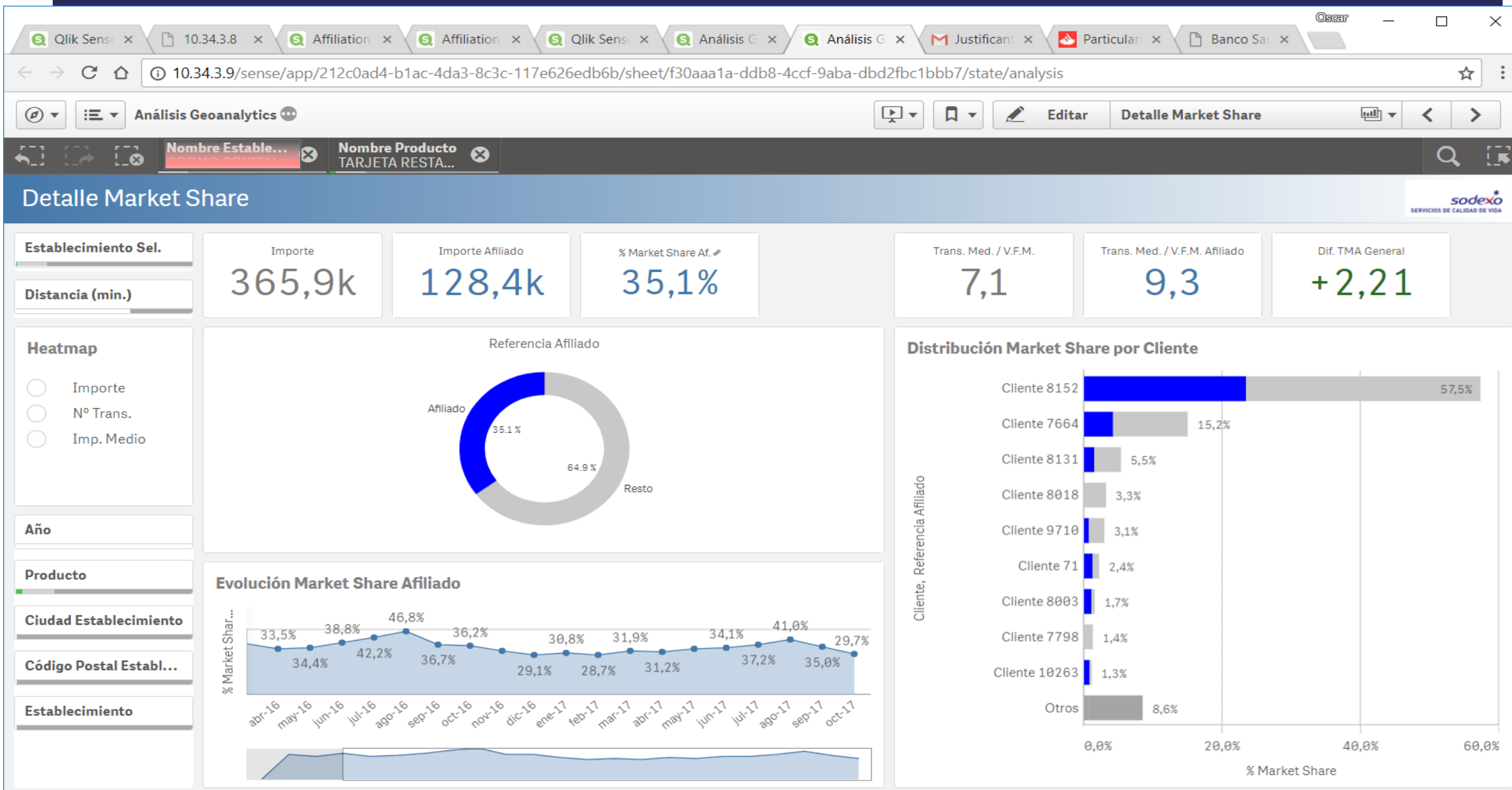


Company strategy and data strategy should be connected
Apply Agile Methodology

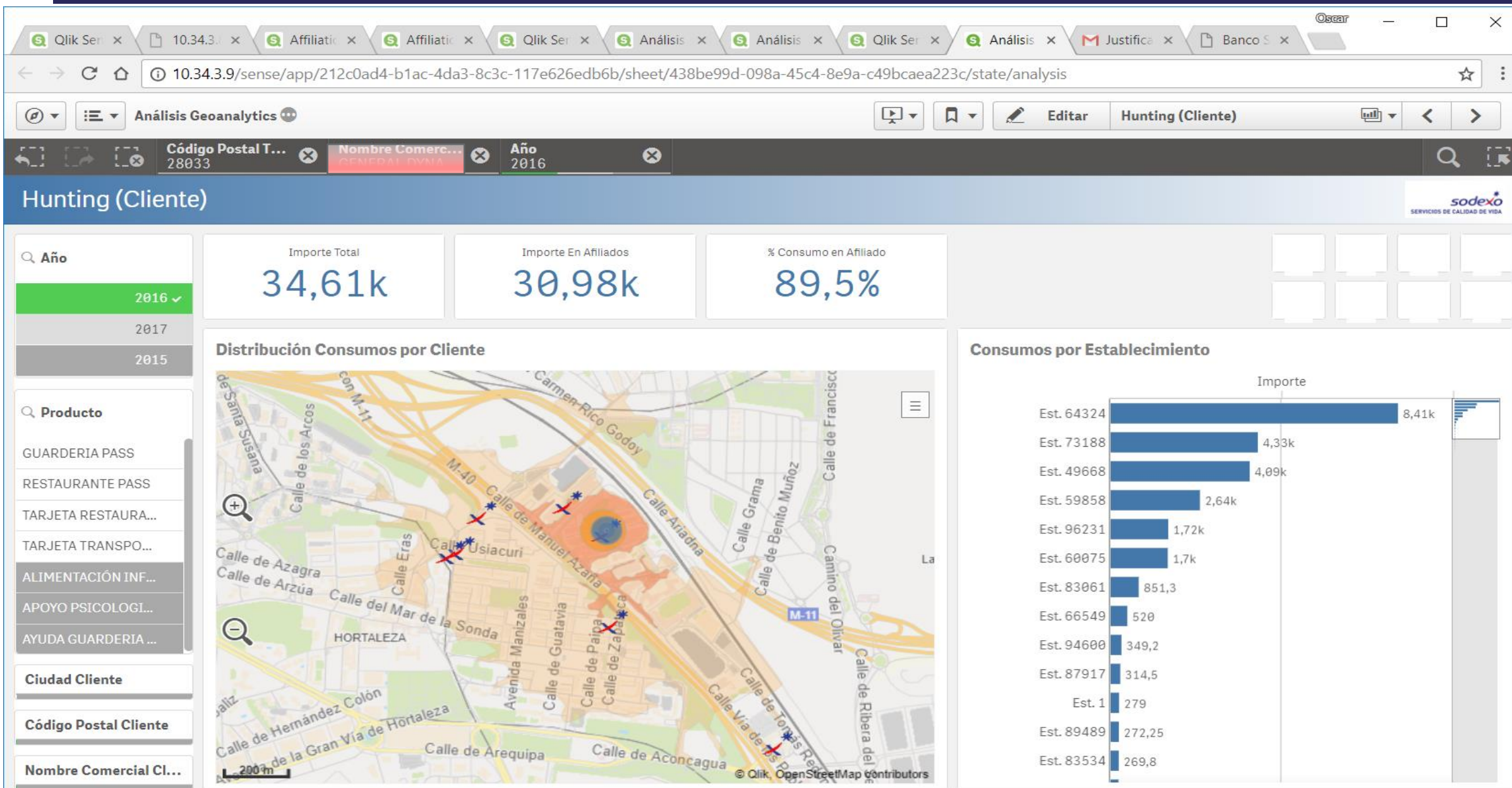
Geographical Analysis per Merchant



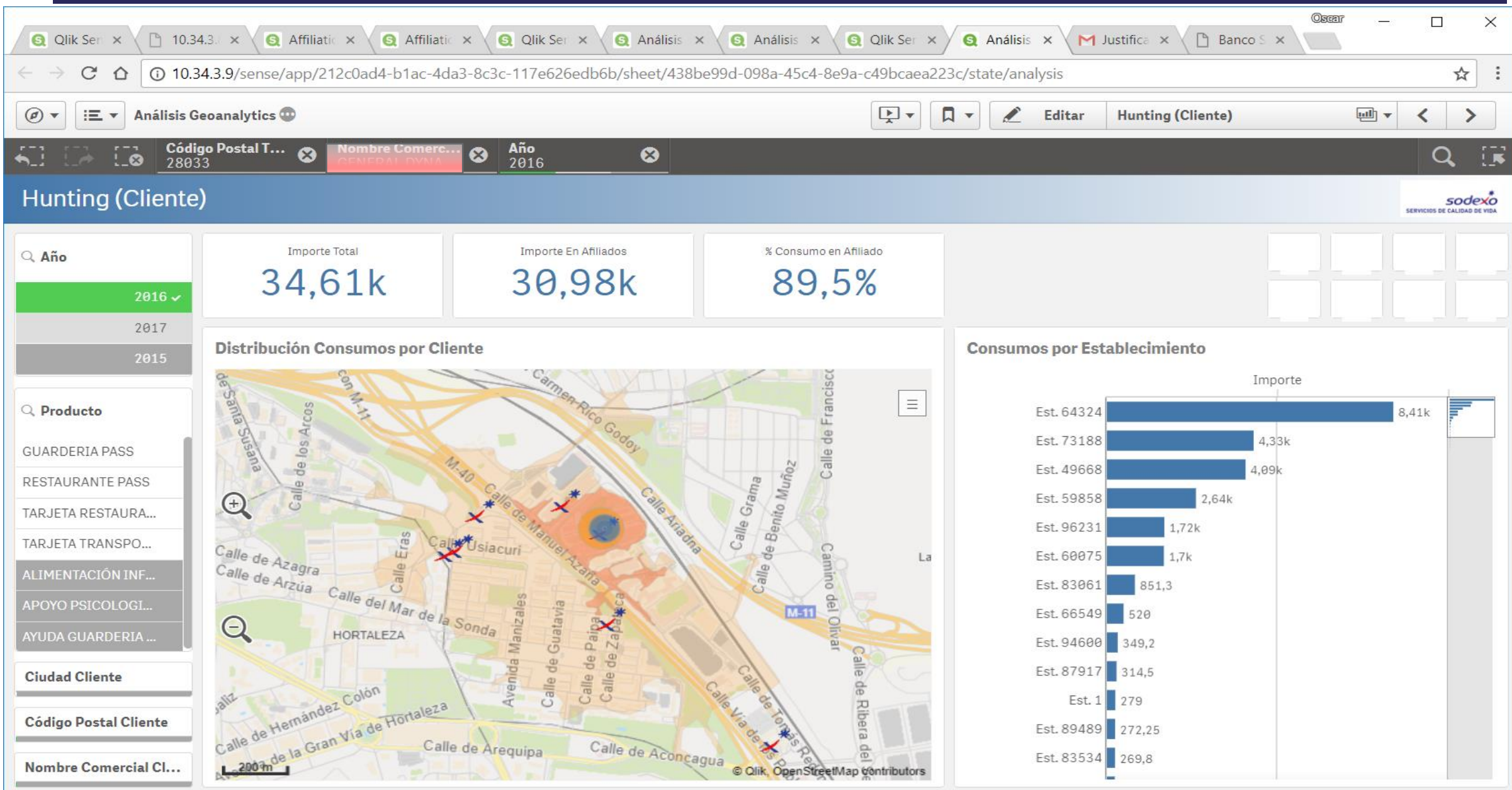
Geographical Analysis per Merchant



Análisis Geográfico por zona Cliente



Análisis Geográfico por zona Cliente



Affiliation Rate

Affiliation - Estudio ratios

Oscar

← → ↺ 🏠

🔒 No es seguro | 10.34.3.8/sense/app/a959381a-5b73-4f5f-b55d-a7b0a4dbe977/sheet/b36de482-6011-471b-9ecf-0bfb8e2474ef/state/analysis

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🖨 ⌵ 📄

✎ Editar

Estudio ratios afiliacion tarjetas...

📊 ⌵ ⌵ ⌵

🔍 🖼

Estudio ratios afiliacion tarjetas (12) (2)



01/09/2017-30/06/...

Tipo Transaccion Tarjeta

Calendario

Campaña

Con / Sin Manteniemi...

Fact. Periodo

Importe Lín. Fact.

Grupo Afiliado

Afiliado

Afiliado Franquiciado

CIF Afiliado

PS Afiliado

Franquicia

...

46.41M



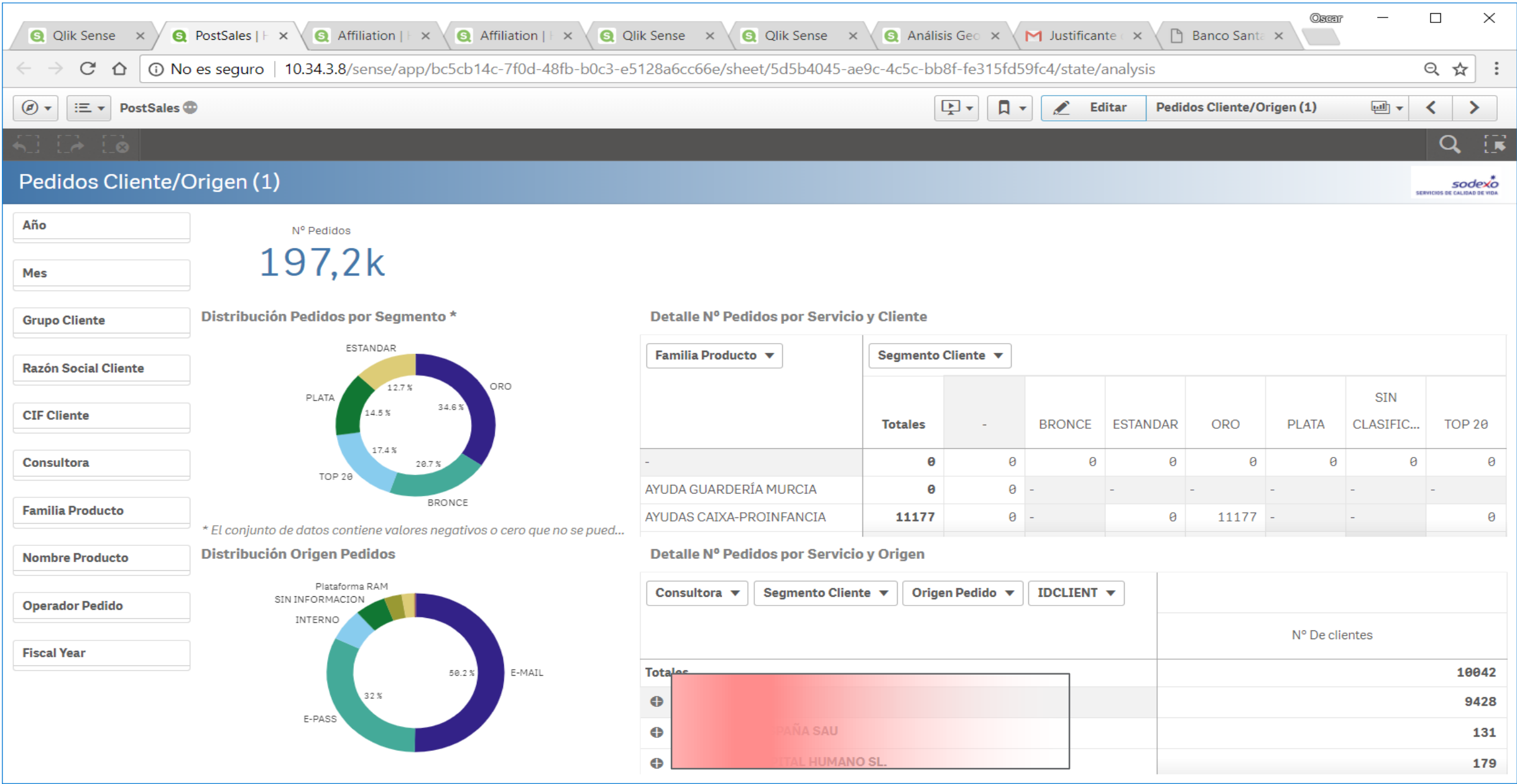
Desglose Clientes

Id Cliente	Tipo Transaccion ...	
	Afiliado	No Afiliado
1	2.241,20 €	38.961,74 €
71	67.239,04 €	87.233,74 €
277	-	440,20 €
282	-	4.206,75 €
323	-	3.203,40 €
540	91.726,96 €	35.532,57 €
541	-	9.815,25 €
554	5.679,99 €	475,75 €
578	34.611,39 €	2.398,60 €
593	17.229,15 €	11.687,89 €

Desglose movimientos Tarjeta por Establecimiento

Nombre Establec... Tarjeta	Ciudad Tarjeta	M...	Importe Transac. Tarje...	Tipo Transacc... Tarjeta	Google
Totales			46.409.2... €		
.A. 2	MADRID	4111	3.371.76... €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
RENFE	MADRID	4112	1.261.34... €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
ELONA	BARCELONA	4111	726.787,95 €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
ERNET	MADRID	4112	452.034,15 €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
AT ON	BARCELONA	4111	386.101,30 €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
ERICA	MADRID	5812	307.203,60 €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
5572	MADRID	5812	296.332,77 €	No Afiliado	http://www.google.e... q=MERCHANT_NAME
TAXA	MADRID	5812	205.495,... €	No Afiliado	http://www.google.e... q=MERCHANT_NAME

Orders Dashboard



Data Management

Catálogo Apps - Dimensi

10.34.3.8/sense/app/921e8783-9801-4596-9b67-f92e849967ec/sheet/msMLxfd/state/analysis

Catálogo Apps

EditarDimensiones

Nombre StreamBoard's Analytics

Nombre AppOPS & IT Director

Dimensiones

sodexoSERVICIOS DE CALIDAD DE VIDA

Nombre Stream

Board's Analytics

Comercial's Analytics

Consulting's Analytics

Everyone

Finance's Analytics

Formacion Data Analyst

IT's Analytics

Marketing's Analytics

Monitoring apps

Operation's Analytics

Nombre App

OPS & IT Director


CEO

Account Receivable

Affiliation

Benef. & Rewards

Card Management



OPS & IT Director

Nº Dimensiones66

Nº Medidas176

Desglose Dimensiones Asociadas a la App

Nombre Dimensi...	Owner Dimensión	Descripción Dimensión	Origen Dimensión	Enlace Dimensión	Objeto Validado
Afiliado	1. Dpto. Operaciones e IT	Afiliado	Halcón.BA_AFFILIATE.NAME	[NOMBRE AFILIADO]	No
Afiliado Franquiciado	1. Dpto. Operaciones e IT	Afiliado Franquiciado	Halcón.BA_ESTABLISHMENT....	[AFILIADO FRANQUICIADO]	No
Agrupaciones Afiliado	1. Dpto. Operaciones e IT	Agrupaciones Afiliado	CALCULADO	[NOMBRE GRUPO AFILIADO,NOMBRE AFILIADO,NOMBRE GRUPO ...	No
Alta Afiliado	1. Dpto. Operaciones e IT	Alta Afiliado	CALCULADO	[IF(RART 'FUERA RART','ALTA ANTES DE 01/02/2016','ALTA DESPUÉS DE 01/02/2016')]	No
Año	1. Dpto. Operaciones e IT	Año	CALCULADO	[AÑO]	No

Qs

Merci!