

Data Cooker

ING's approach to accelerate the governance and analysis of data

Arjan Mulder, Stefan van Helvoirt

Vianen, Netherlands

Placeholder for
Global Data Management Video

Data Management is a key enabler for our Think Forward strategy

thinkforward > unite

Intermediate state **Target state**

Our purpose
Empowering people to stay a step ahead in life and in business

Our strategy
Create a differentiating customer experience.
thinkforward

Empower Clear and easy
Anytime,anywhere Keep getting better

We have a plan to unite ING...

... and offer one differentiating customer experience

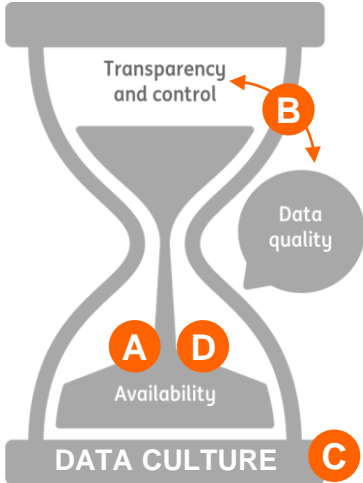
Our future
Our ultimate goal is to get to a completely united ING.
Offering one single empowering experience to people and business around the world

Attracting customers to our own ecosystem and other digital ecosystems out there.

Our ambition to transform from 'a bank with an IT department' to 'a tech firm with a banking license' places a **substantial demand on data management as key enabler**

The strategic pillars to make it happen

Strategic pillars

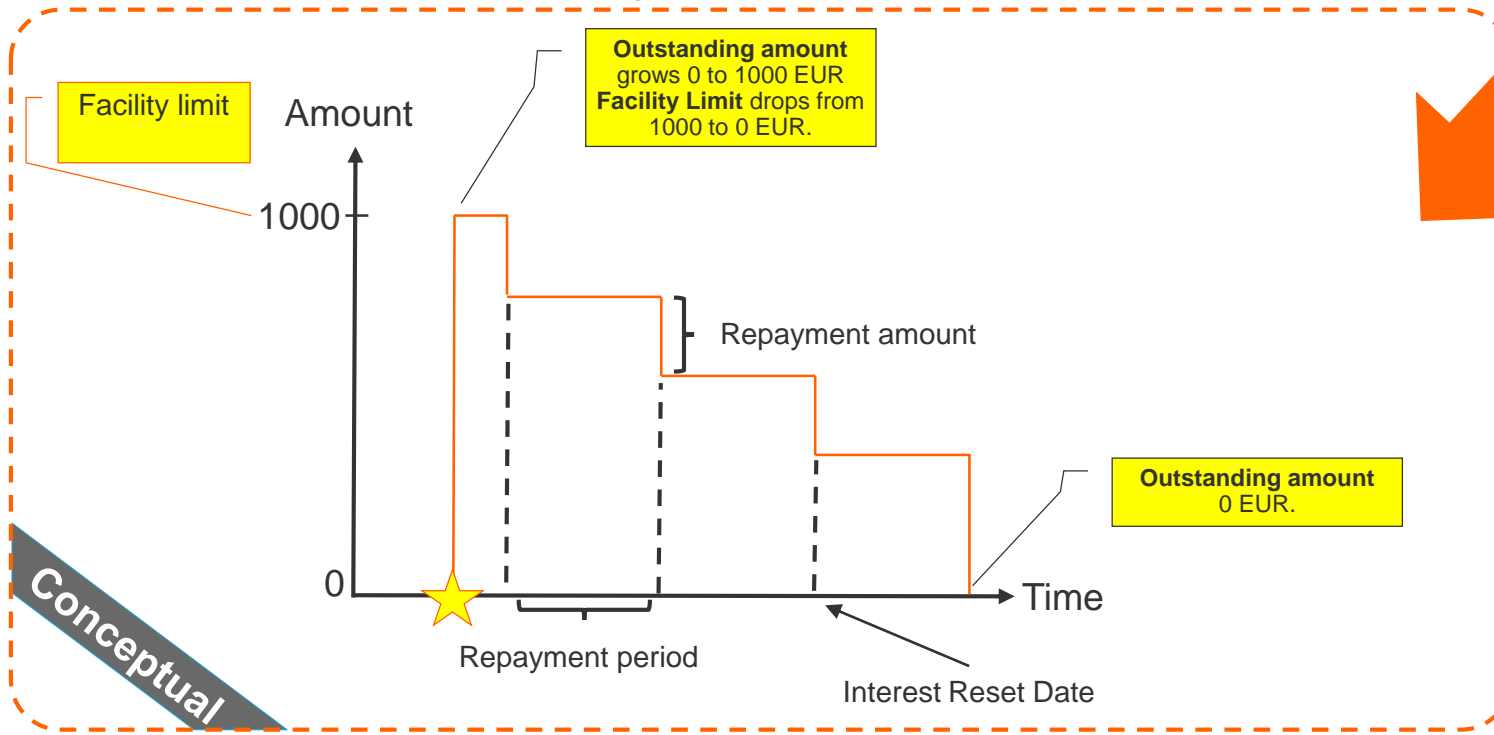


Strategic priorities

- A** Consolidate all necessary data in the Data Lakes
- B** Bring all of the bank's data under governance
- C** Boost data culture and craftsmanship
- D** Set up foundational infrastructure in support of Data Analytics and AI

Business meaning decoupled from implementation

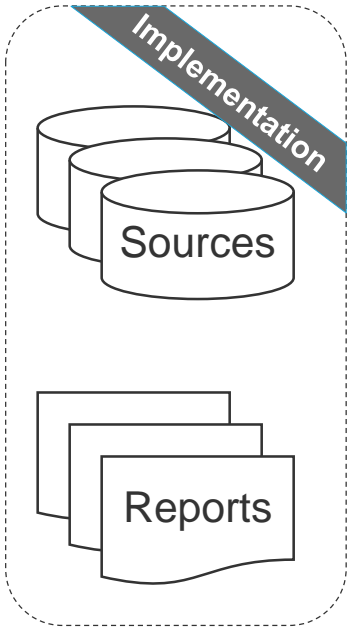
Example: Term Loan Facility*



For each “product” we ask:

- Describe the product in it’s context
- Describe the most essential characteristics and components
- What distinguishes it from other products?

Applicable to



Provides additional input for

Rationale: Business meaning should be decoupled from implementation. Systems may change over time or store information differently. This should not affect the characteristics of a product or how the product should behave.

* This example has been simplified and might not contain all relevant information for this type of product..

Challenges & struggles

Challenge

How to on board data rapidly to the data lake

In order to become a data driven bank we need to fill the data lake as soon as possible. We need to on-board many sources in 2018 in order to Reach our Unite target.

Stakeholders from all over the organisation with different focus and priorities.

Documentation is all over the place.



The needed stakeholders have limited availability. Matching diaries is hard. Follow up meetings take to long to plan.

Many hand-overs between stakeholders which causes miscommunication and errors.

The Data Cooker approach

Goal of a data cooker

The goal of a data cooker is to achieve:

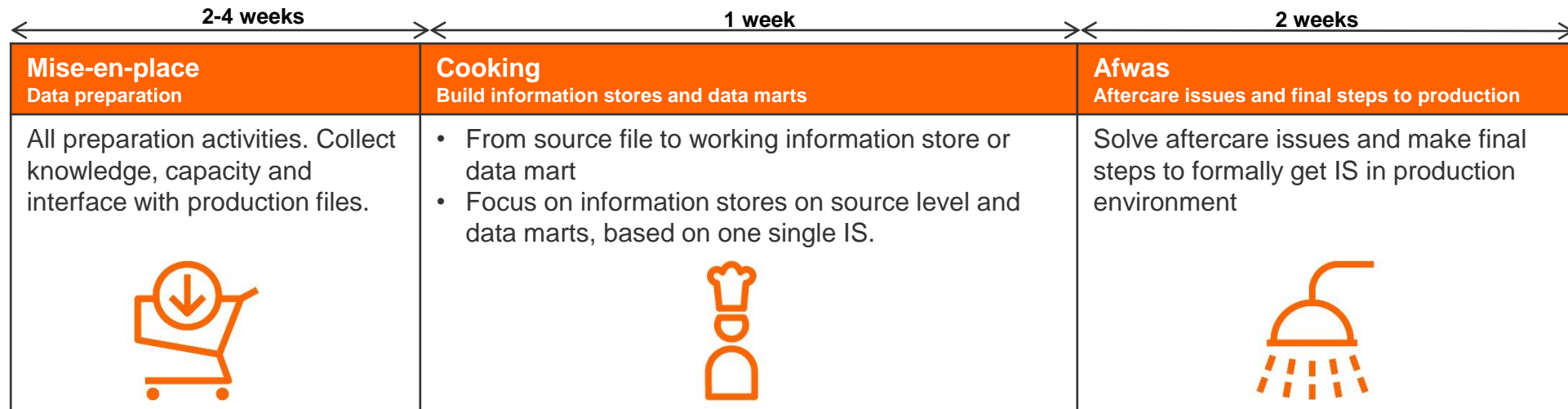
- A Conceptual Data Model
- A Logical Data Model
- All field are defined in business terms
- The source file is processed, tested and stored in the data lake.



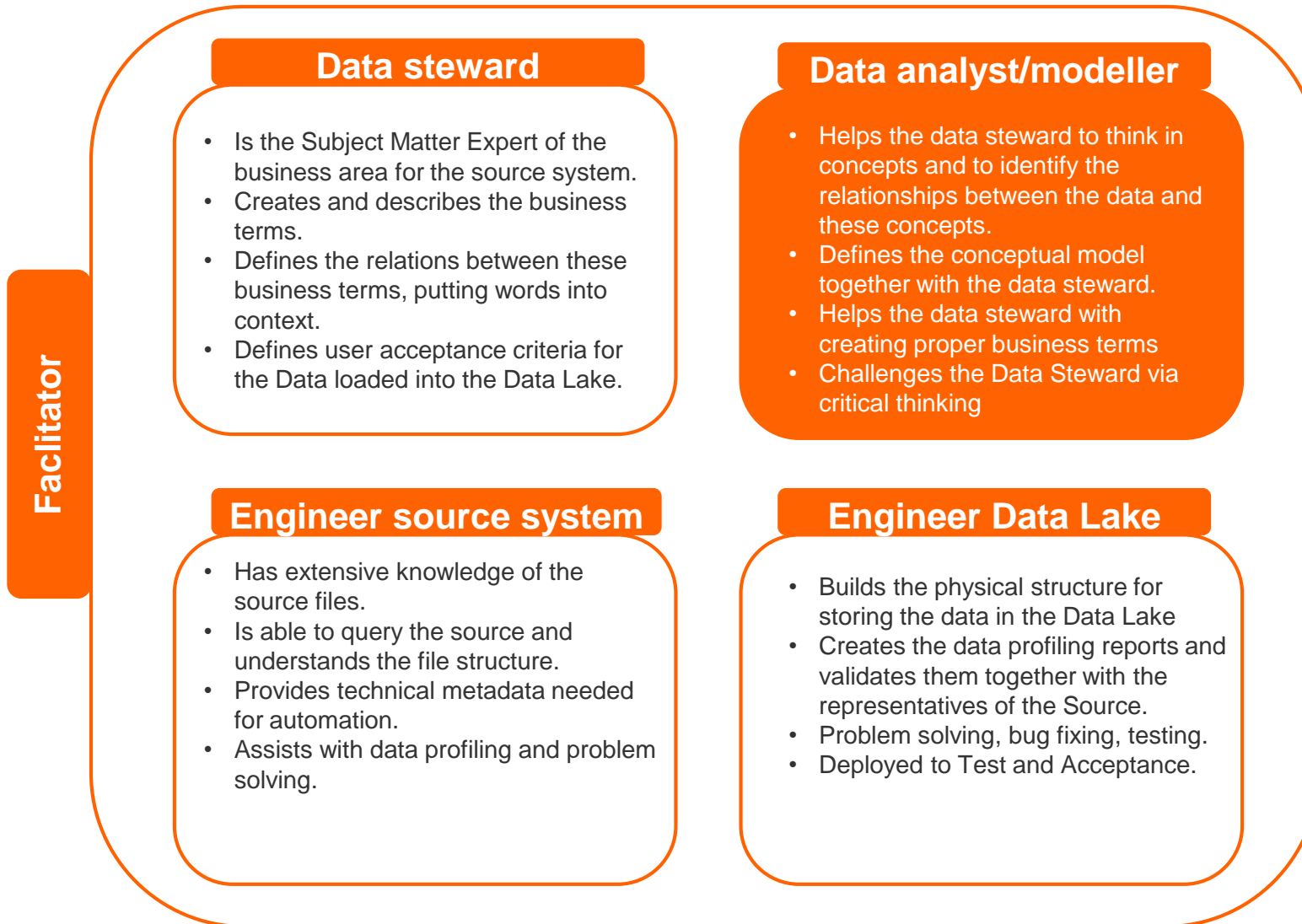
The data cooker

A data cooker:

A way of work to on-board source data into the data lake by using a “pressure cook” setting with all relevant stakeholders in the same room.



Who are needed for a data cooker



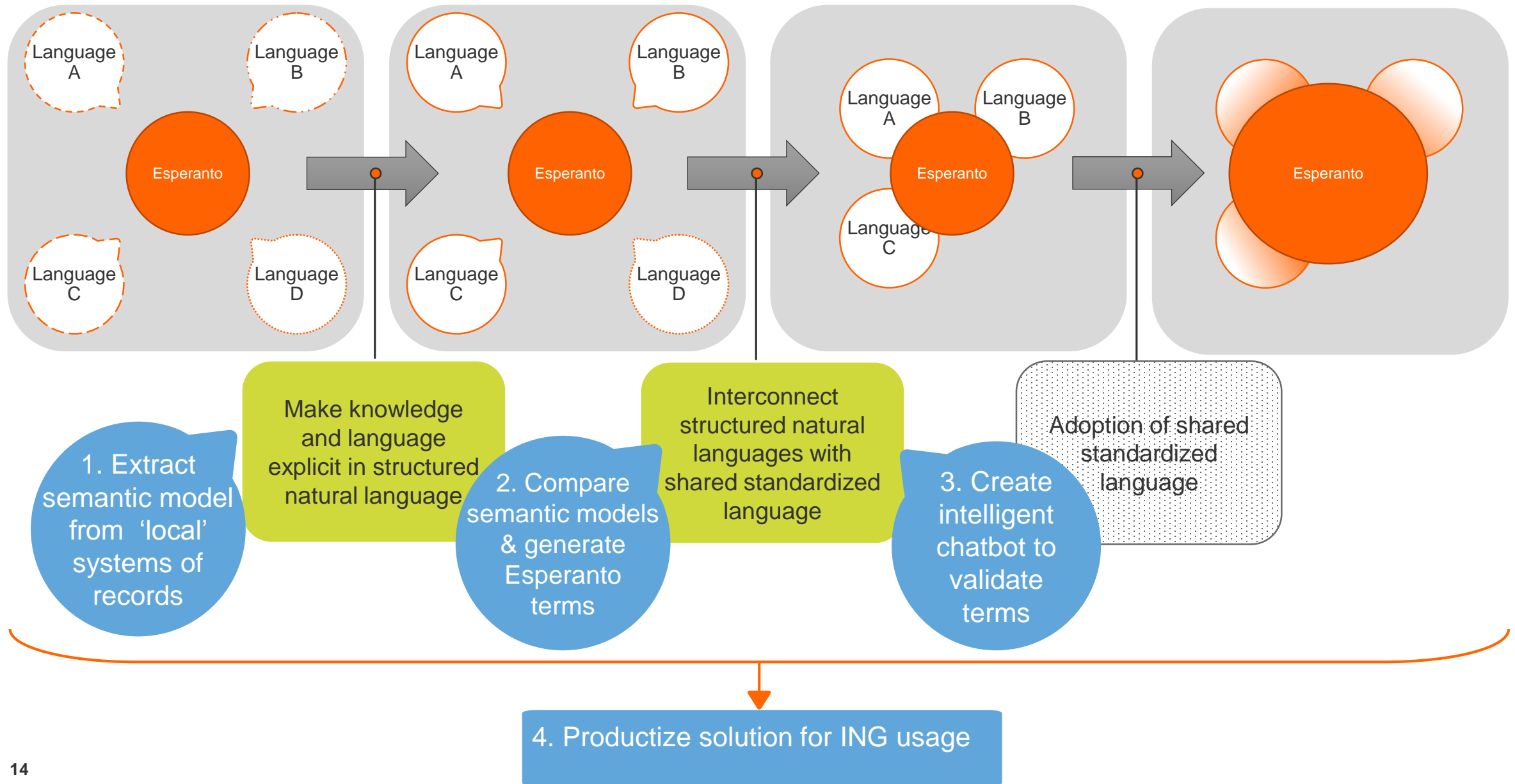
What makes a good analyst?

- Puts the Data Steward in its role
 - They are the Subject Matter Experts, They should contain the knowledge and make sure it is accurate and up-to-date.
- Knows how to speak with the Business and also convince the Business of what is and is not relevant information with regards to their Data.
- Can listen exceptionally well, is keen on the details and can make understanding complex matter look easy.
- Knows how to dealt with, sentiment, resistance, knowledge gaps, and different personalities.
- Is able to convince and persuade others to think differently with regards to there area of expertise.
- Analysis paralysis versus good enough for now

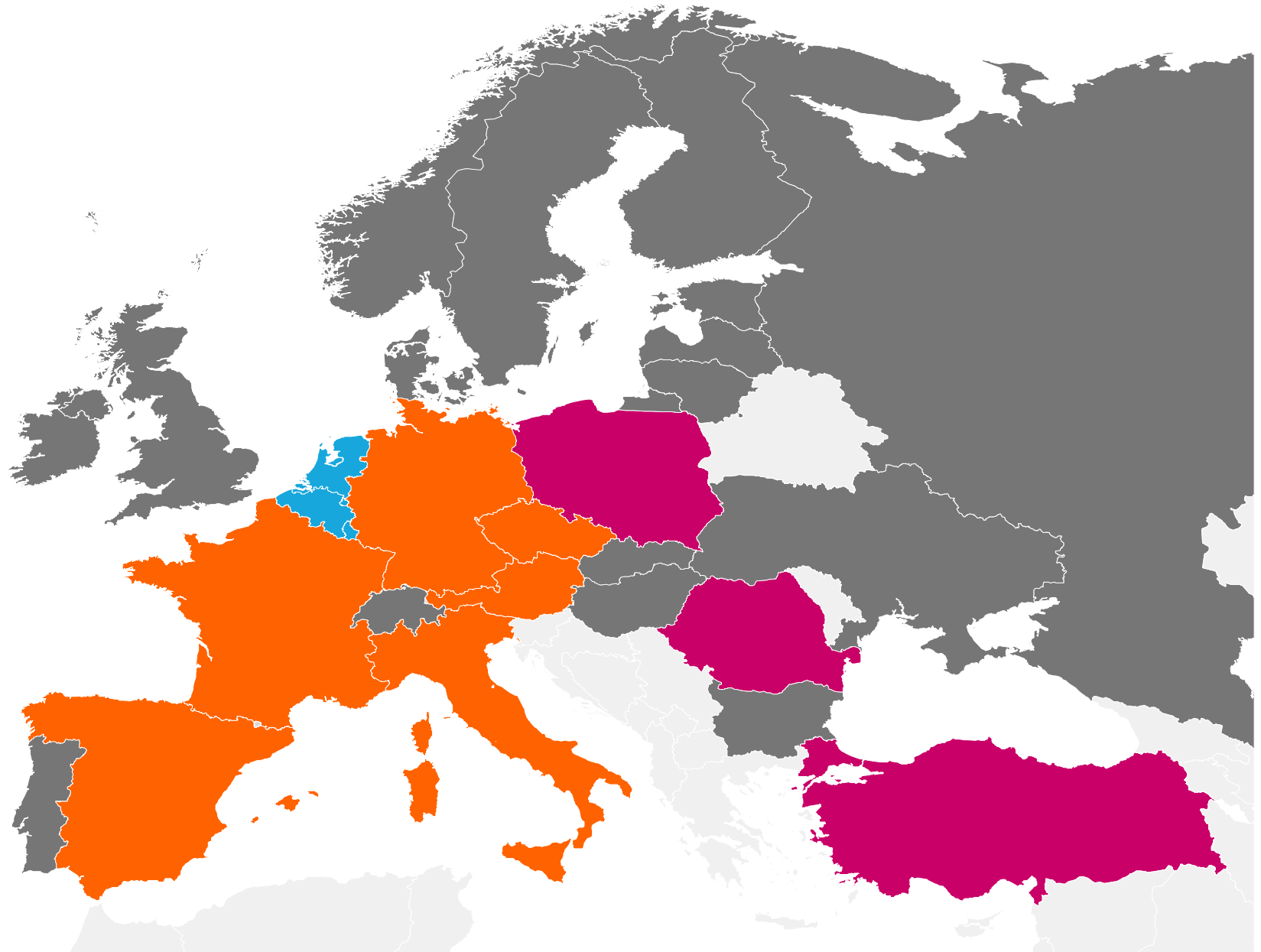
Examples of Analysis

- Concepts, properties and relationships, how to differentiate between these and put them to work.
 - Crafting the Conceptual Data Model
- Dates and measures (how they are complex and what to look for)
 - Comparing numbers and dealing with timelines
- Making implicit knowledge become explicit and part of the data

Next Step: Innovation via Semantic Technologies



- Market Leaders
- Challengers
- Growth Markets
- Wholesale Banking activities only



Thank you