Praxisbericht
Einführung von Data Areas@Fressnapf

November, 2022

FRESSNAPF | MAXI ZOO

Happier Pets.
Happier People.

Unsere gemeinsame Vision

Die Evolution der Fressnapf-Gruppe auf dem Weg zum Ökosystem

„Freßnapf“ lernt laufen

1990

2013

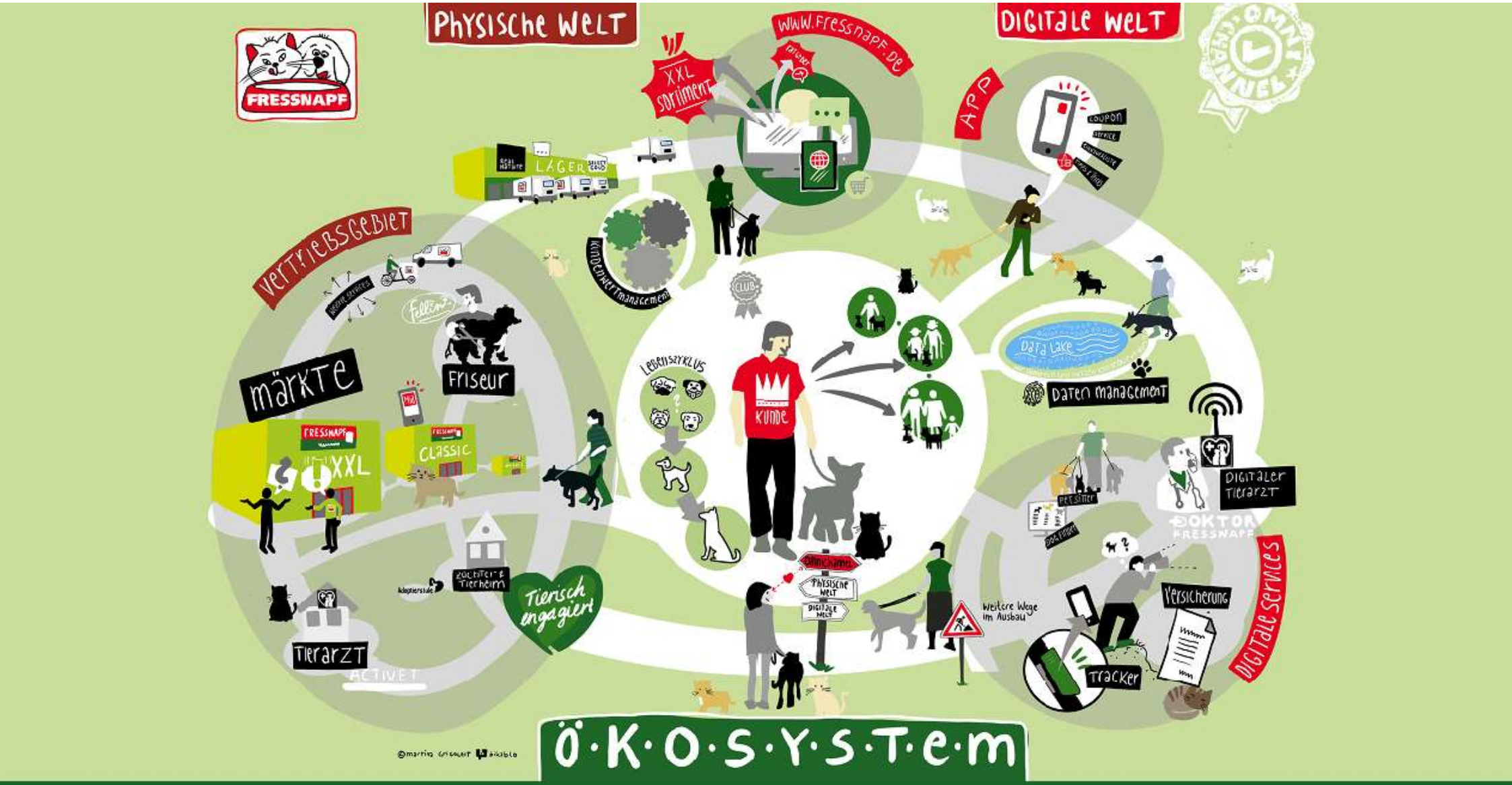
CROSS CHANNEL

Fressnapf goes Cross Channel

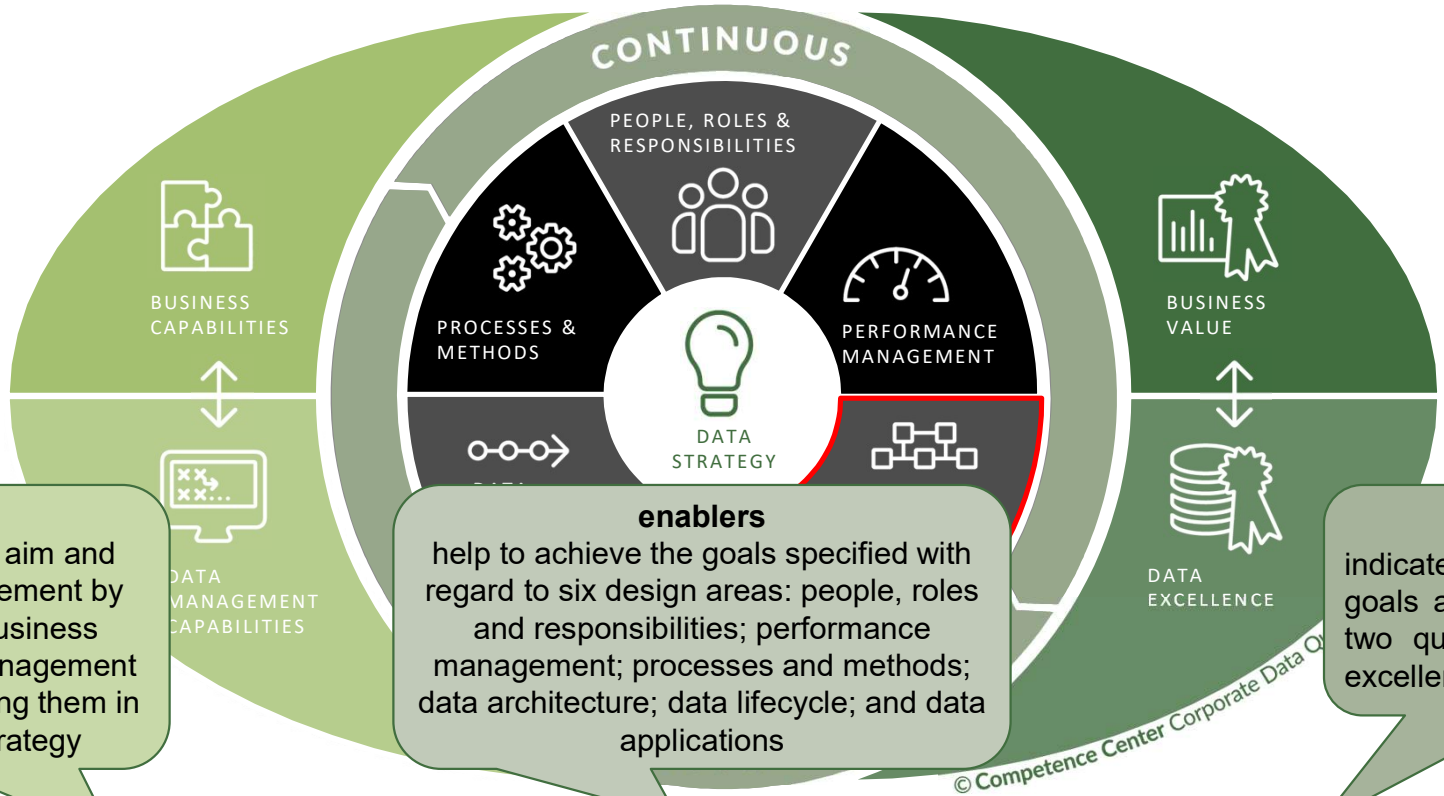
Das Ökosystem rund ums Tier

FRESSNAPF | MAXI ZOO challenge
culture · leadership · strategy

2025


FRESSNAPF
Physische Welt
www.fressnapf.de
Digitale Welt
XXL Sortiment
App
Coupon
Lager
Vertriebsgebiet
Kundenwertmanagement
Club
Friseur
Märkte
Lebenszyklus
Kunde
Data Lake
Daten management
Fressnapf
XXL
Classic
Digitaler Tierarzt
Doktor Fressnapf
Züchter & Tierheim
Tierisch engagiert
Physische Welt
Digitale Welt
Weitere Wege im Ausbau
Versicherung
Digitale Services
Tierarzt
Activet
Tracker
Ö·K·O·S·Y·S·T·e·m

The Data Excellence Model defines building blocks for successful corporate data management



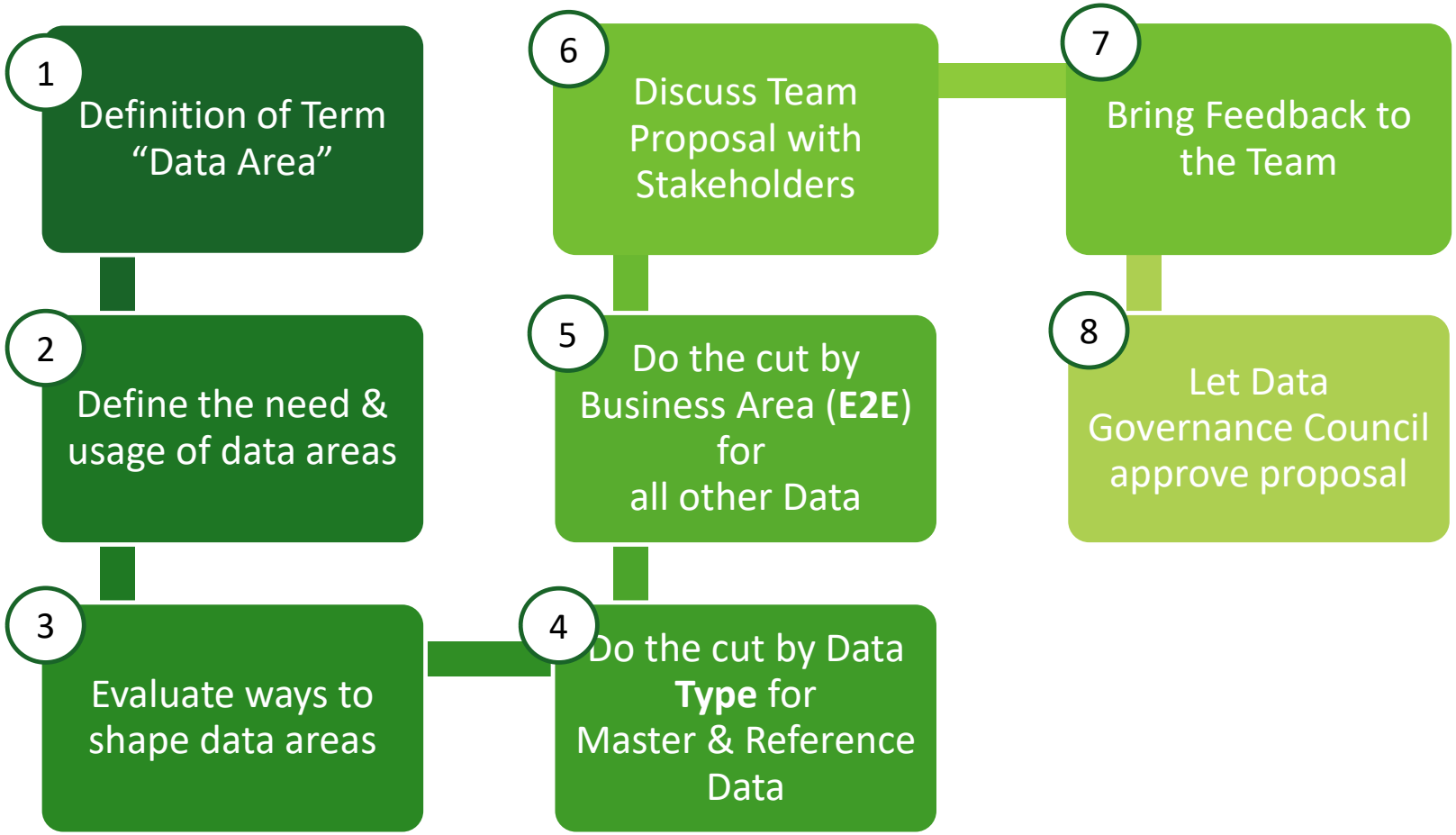
goals
break down the overall aim and purpose of data management by outlining necessary business capabilities and data management capabilities and explicating them in the form of a data strategy

enablers
help to achieve the goals specified with regard to six design areas: people, roles and responsibilities; performance management; processes and methods; data architecture; data lifecycle; and data applications

results
indicate to what extent the goals are achieved in terms of two quantifiable aspects: data excellence and business value

GOALS ENABLERS RESULTS

Approach to define FN&MZ Core Data Areas



The term data domain can have different meanings

From a **database management** point of view, a data domain represents the collection of **values** that a data **element** may contain.
A better way to understand this is through an example. Imagine an online form with a dropdown field that we might encounter in a form that we fill in (e.g. Gender Table)

DATA DOMAIN

MALE
FEMALE
NON-BINARY
NOT SPECIFIED

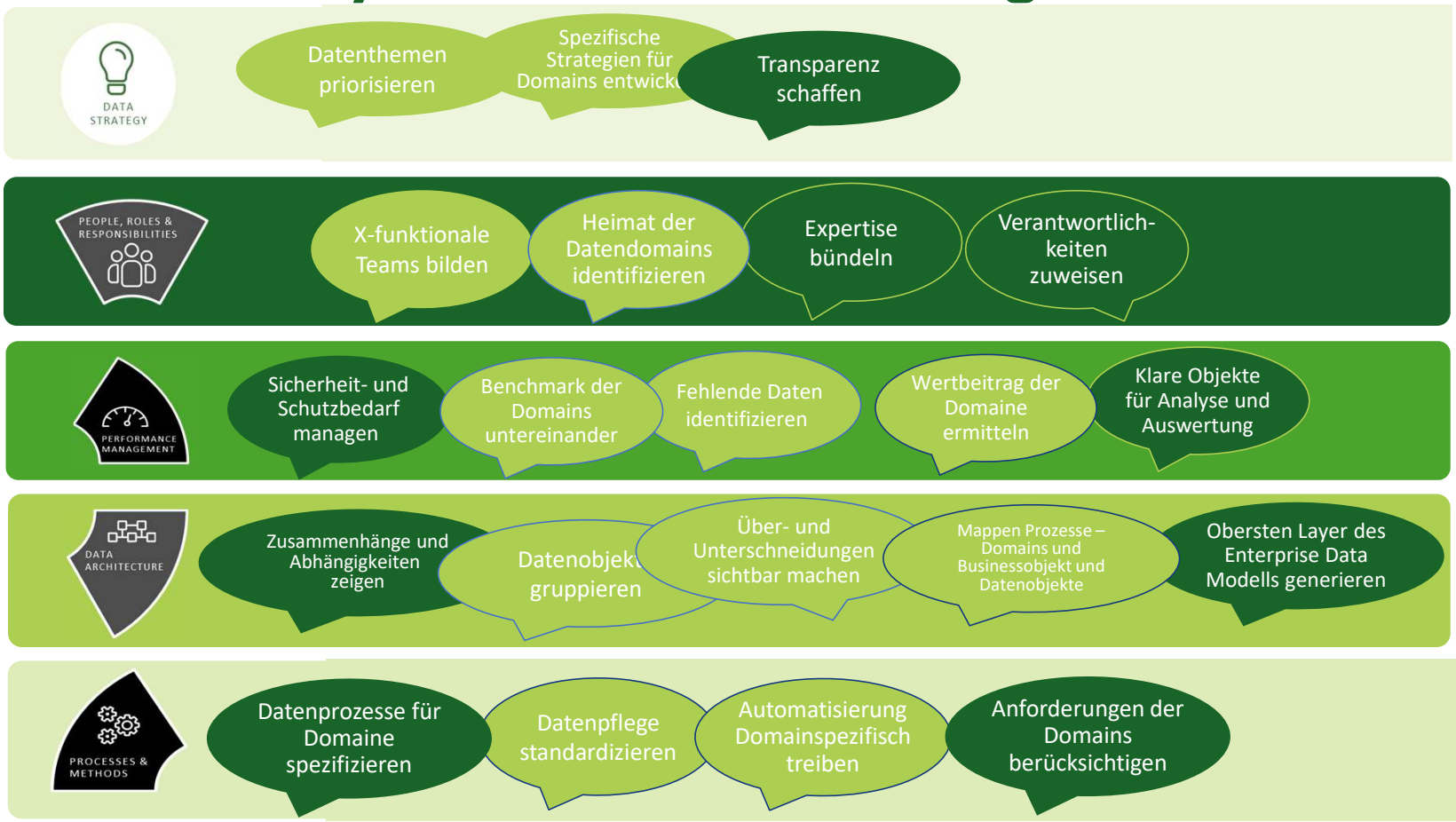
From a **data governance perspective**, data area is a „logical grouping of items of interest to the organization, or **areas** of **interest** within the **organization**“. You can think of data areas as high-level categories of data for the purpose of assigning accountability and responsibility for the data.

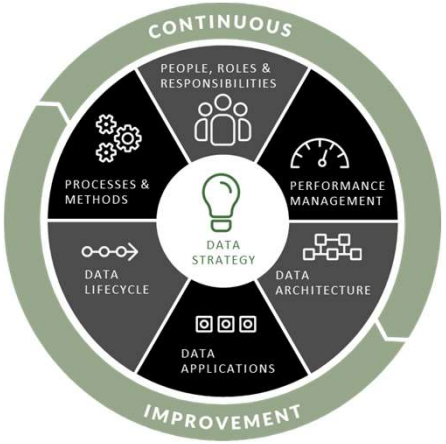
DATA AREA

Source: George Firican (Lights on Data)

Brainstorming – Usage of Data Areas

Usage of Data Areas clustered by Data Excellence Design Areas

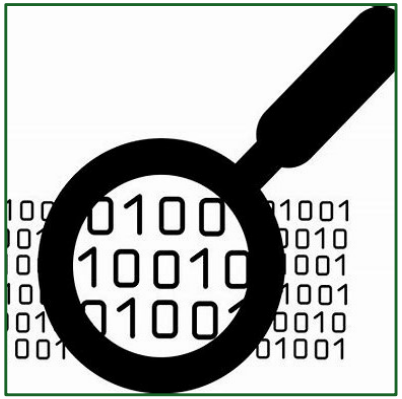




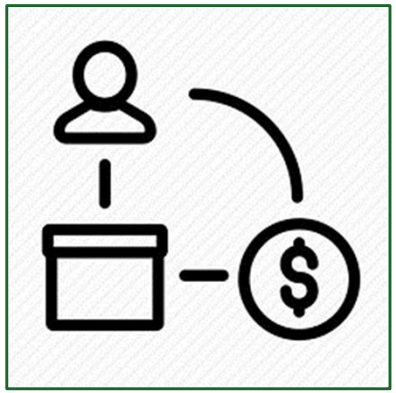
Data Area Definition

Discuss ways to shape & define core Data Areas

Data Type
Master Data
Transactional Data
Meta Data
Sensor Data
…

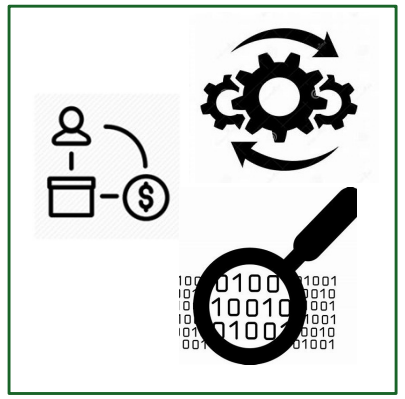


Business Function
Sales
Logistics
Finance
HR
…



E2E Process
Forecast to Plan (F2P)
Order to Cash (O2C)
Purchase to Pay (P2P)
…

Hybrid
Data Type
Business Function
E2E Process
…



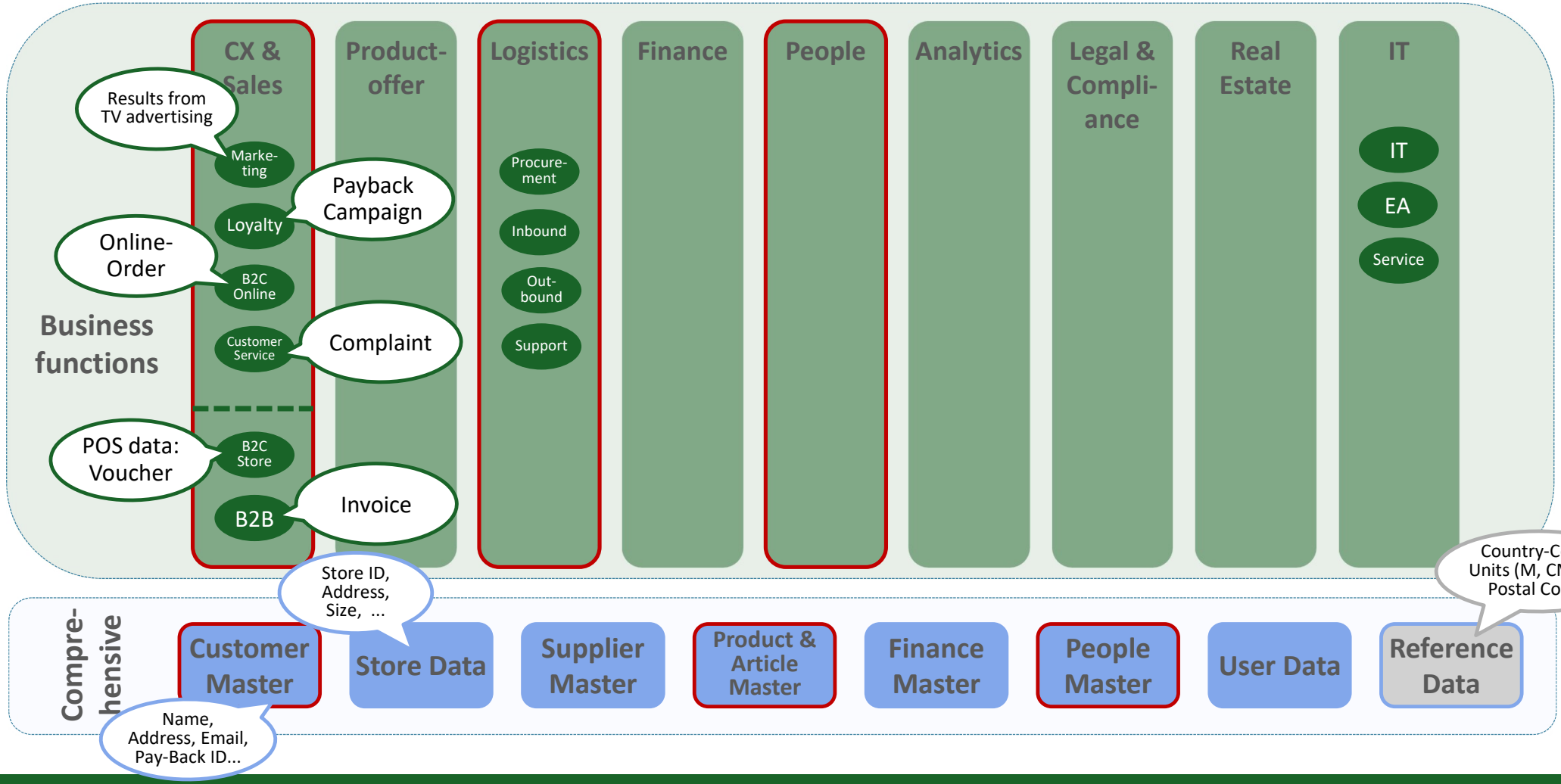
Cut by data type (Reference & Master Data) and by Business Function for all other categories

Data Category	Structure	Volume	Description	Example
Reference Data	Structured & semi-structured	Low - medium	Internally managed or externally sourced facts to support an organization´s ability to effectively process transactions, manage master data and provice decsions support capabilities	Geo data and market data
Master Data	Structured	Low	Enterprise-level data entities that are of stategic value to an organization. Typically non-volatile and non-transactional in nature	Customer, product, supplier and location/site
Transaction Data	Structuered & semi-structured	Medium - high	Business transaction that are captured during business operations and processes	Purchase records, inquiries and payments
Analytical Data	Structured	Medium - high	Derivations of the business operation and transaction data used to satisfy reporting and analytical needs	Data residing in data warehouses, data marts and decision support systems
Media and Documents	Unstructured	Medium - high	Documents, digital images, geo-spatial data and multi-media files	Claim forms, medical images, maps, video files
Web data	Semi-structured	Medium	Data generated by user activity on the Web	Web logs, social media feeds
IoT Data	Semi-structured	High	Automatically generated data from connected devices, often data streams	Sensor data, machine logs, telemetry

Data Area by Data Category

Metadata	Structured	Low	Defined as "data about the data". Used as an abstraction layer for standardized descriptions and operations. E.g. integration, intelligence, services	Data name, data dimensions or units, definition of data entity or calculation formula of metrics

Core Data Areas Overview



Next Steps in regards to Data Definition

Data Area Charta

- Summary of the data allocated in the data area (**Scope**),
- overview of the **main processes** and the
- **main systems** in which the data is used,
- Overview of **contact persons** and users

Data Dictionary

- Central directory of **business-critical** data,
- Documentation of **meaning**, **use** & **ownership**
- Definition and **classification** of data
- Documentation of **Quality-** & **Business Rules** (e.g. Data Retention)
- Link to **System Landscape** in Lean-IX
- …

Data Classification

Classification Concept includes evaluation of

- Business **Criticality** (Governance Level)
- Information **Security** and
- **Data Protection** relevance

so that we have a base to work out authorization concepts and further measures to ensure compliant use and management of data

Ich sage Dankeschön

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Joined Fressnapf September 1, 2021

Latest job experiences

- Schaeffler AG
  Director DM Methods & Processes
- Wingas GmbH (Gazprom)
  Data Owner
- Dräger Werke AG
  Global Business Data Steward

THANK YOU!

Links to used sources

Die Fressnapf-Gruppe ist Europas Nummer Eins im Heimtierbedarf – Fressnapf

Data Excellence Model | Data Management Framework | CDQ

What is a data domain? (examples included) | LightsOnData