



Building the data foundation for an AI & Digital Transformation

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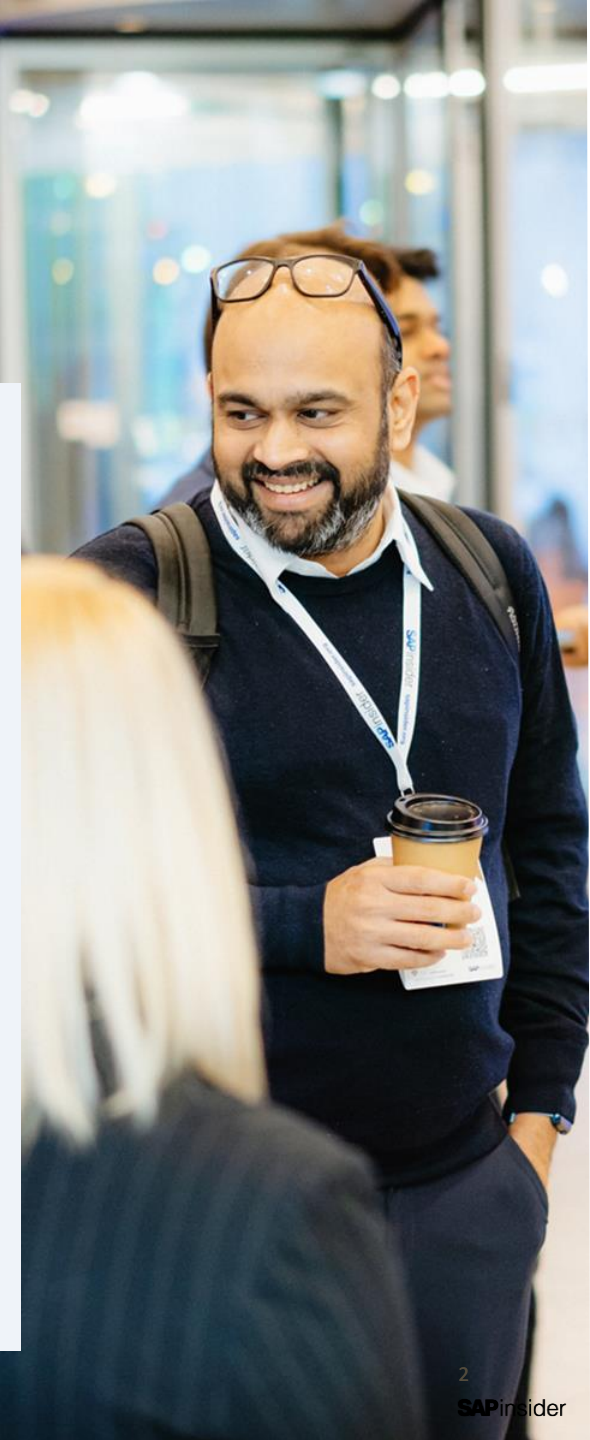
Las Vegas

2024

SAPinsider

What We'll Cover

- Pandora at a glance
- Digital Strategy & Data Foundation
- ERP Transformation
- Three Pillars of Change
 - Technology
 - Governance
 - Change Management
- Case Studies
- Reflections



Pandora's at a glance

- Employees
- Customers
- Business

A Global Jewellery Retailer and Manufacturer in a Digital Transformation

>600

million visits to our physical and online stores

6,500

points of sale in more than 100 countries

26.5

DKK billion revenue



32,000

employees globally

103

million pieces of jewellery sold

61%

recycled silver and gold purchased in 2022

8 of 10

women know our brand

OUR PURPOSE

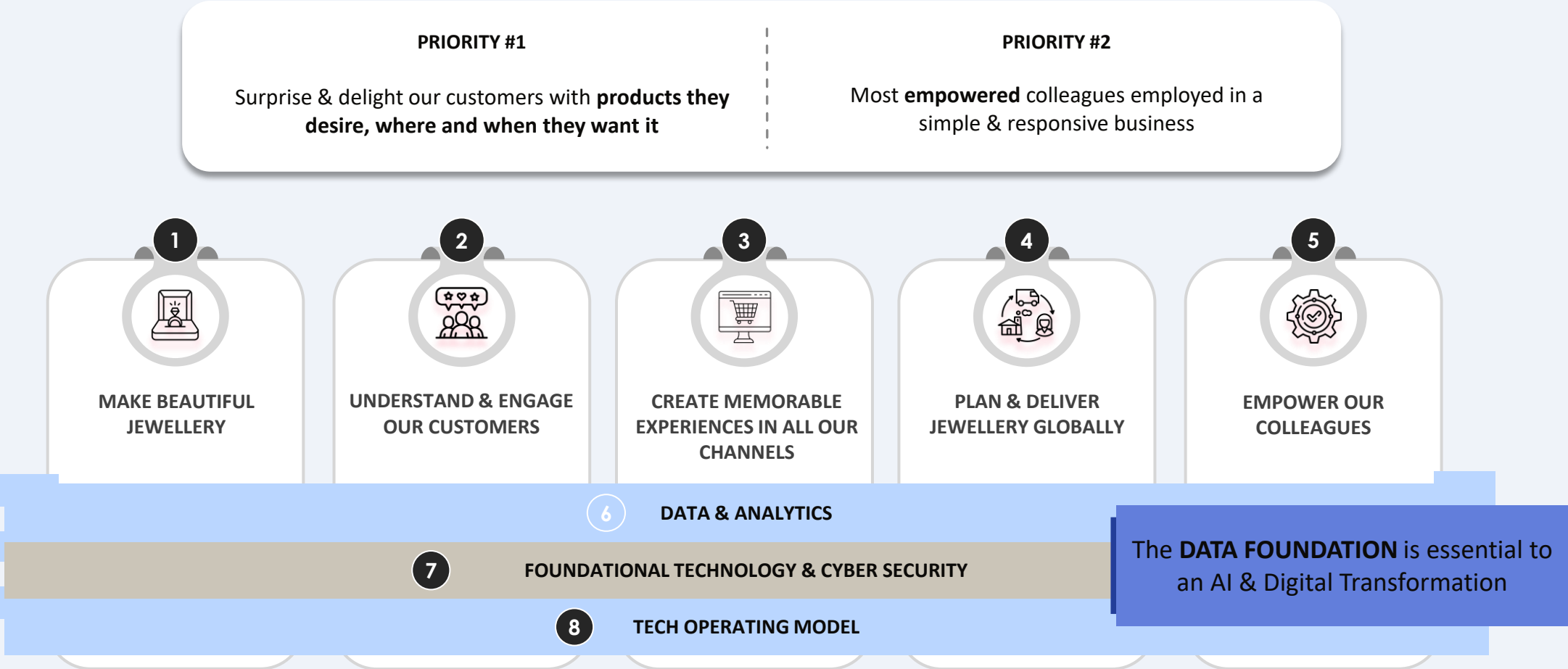
**WE GIVE A VOICE
TO PEOPLE'S
LOVES**

Pandora's Digital Strategy

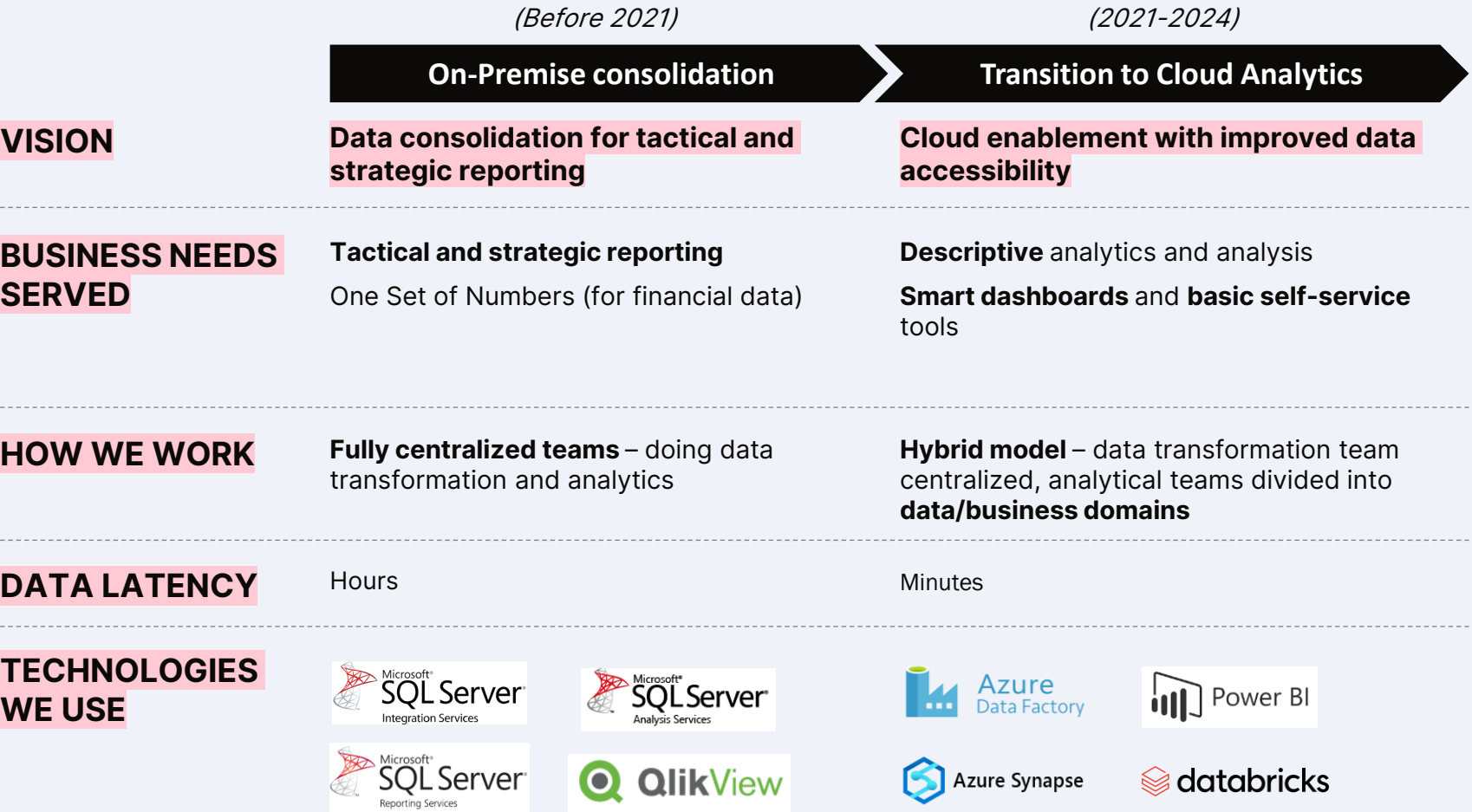
- Digital Priorities
- Data Foundation
- Business Transformation

Pandora's digital strategy

Become the **most loved consumer brand** using digital to create personalized experiences for our consumers, shoppers, and brand lovers – **from design to the shopping experience and beyond**



Data Journey at Pandora



Next Chapter of Pandora's Data Journey

Data as a “first class” citizen @ Pandora

- **Transform** a culture of reporting the news to **predicting it with AI**
- **Persona** based **data products** that are built “fit for purpose”
- **Democratize** consumer and transactional data with **regulatory** data protections
- **Centralized** to **federated model** of ownership and governance



Next Chapter of Pandora's Data Foundation

- Increase Data **observability** and reduce MTTD & MTTR
- Improve data quality by addressing
 - **Timeliness**
 - **Integrity**
 - **Validity**
 - **Consistency**
- **Reassess** and **prioritize** treatment of data quality issues with ITIL & incident management
- **Simplify** and **standardize** delivery of data for both analytical and operational use cases



Business Transformation at Pandora

BILLION DKK ERP INVESTMENT OVER 5 YEARS TO TRANSFORM:

- **OBSOLETE PLATFORM**
- **SIMPLER PANDORA**
- **GROWTH ENABLER**



Drive stakeholder **alignment, prioritization & investment** for Data Foundation

Three work streams

- Technology
- Governance
- Change Management

Technology

The easier Part:

- **Shift Left** with enterprise schema registries to enforce standards and change management
- **Expand** the integration & monitoring toolkit with new patterns and technologies
- **Tokenize** customer data to protect and democratize



Technology

- **Migrate** complex business and data transformation logic into the ownership of data producers
- **Re-design** thousands of point to point data integrations into a simplified event driven architecture
- **Standardize** data engineering work and treat it as an engineering activity in design reviews



Governance

The harder part:

- **Unite** governance controls with working software
- **Incorporate** data governance into process design and simplification
- **Federate** governance & change management into functions that produce and own the data



Change Management

The most challenging:

- **Convince** functional leaders and data producers of their role with data quality
- **Create & reinforce** conditions & urgency for change
- **Provide** a supporting and learning environment to up-skill talent
- **Inject** change agents that advocate for new practices
- **Align** data ownership and quality with producers using a federated model



Case Studies

- Supply Chain
- Retail Colleague Experience

Order Fulfilment Case Study

Modernization of warehouse & transport management services

- Ownership from centralized to product teams with more effective governance and change management
- Data Latency reduced from several hours to under 2 seconds
- Superior real time observability with over 50% improvement in detecting and resolving issues
- Reusability across other initiatives cutting cost and increasing delivery velocity

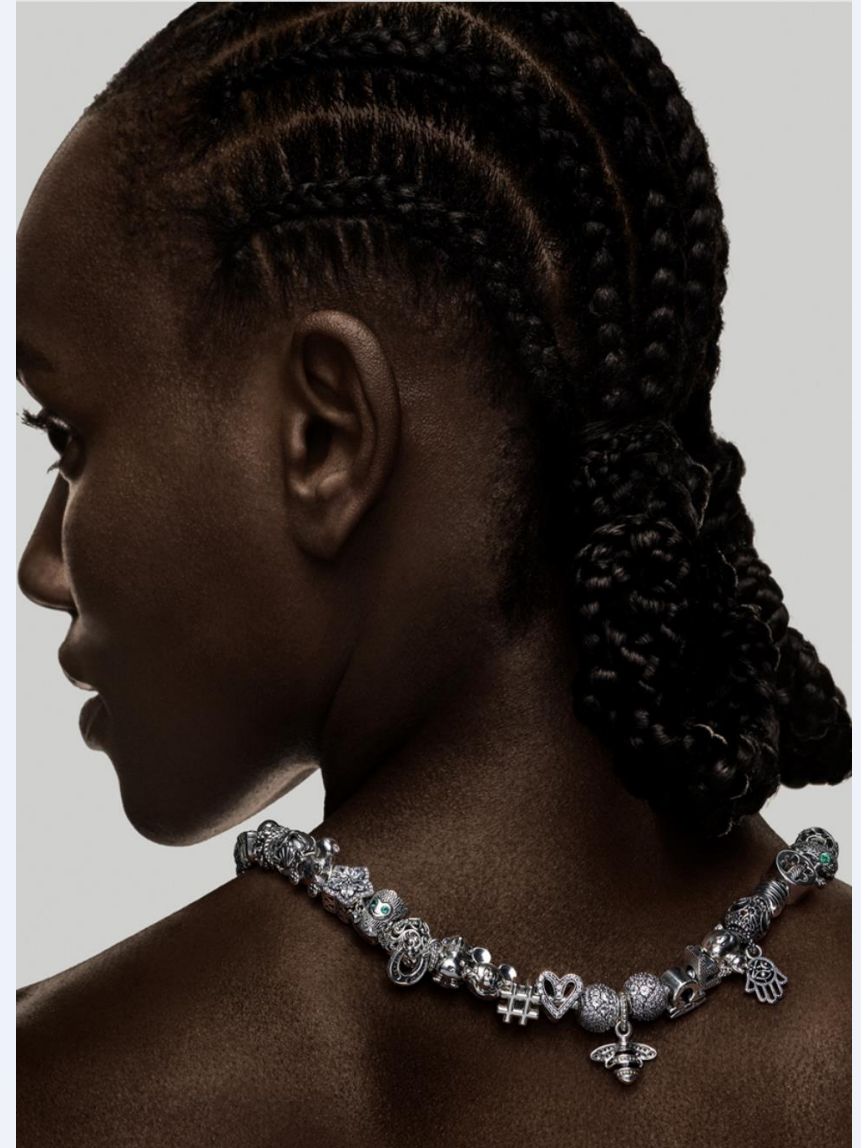


Workforce management Study

Case

Elevate store associate experience
and improve retail planning

- Partnership with Point Of Sale (POS) partners to standardize transaction data from POS systems
- Store traffic, sales and transactions captured in under 2 seconds vs daily updates
- Real-time analysis of sales with improved accuracy with demand forecasting and shop-floor scheduling
- Real-time updates of stock movements
- Improved protection of consumer data with tokenization



Wrap Up

- What's next
- Key Points to Take Home
- More information

What's Next

- Scale the data foundation with all transactional and consumer data producers
- Leverage higher quality consumer data with Gen AI technologies
- Apply policies to automate life cycle of consumer data



Key Points to Take Home

- **Invest** in change management. Changing behaviours and mindsets is **HARD**, the tech is easier
- **Prioritize** data sets that are critical to unlocking value
- **Integrate** foundational investments with digital transformation to increase stakeholder engagement
- **Data quality** needs to be continuously measured and improved
- **Align** data ownership and quality with producers using a federated model



More Information

<https://www.sap.com/products/technology-platform/what-is-event-driven-architecture.html>

- Paper describing event driven architecture

https://www.codezeros.com/what-is-data-tokenization-and-why-it-matters#prominent_use_cases_of_data_tokenization

- Paper describing the application of tokenization to different types of data

<https://docs.confluent.io/platform/current/schema-registry/index.html>

- Schema registry overview

https://www.amazon.de/-/en/gp/product/1885167725/ref=ppx_yo_dt_b_search_asin_title?ie=UTF8&psc=1

- Beyond the wall of resistance , change management best practices

<https://www.theseattledataguy.com/how-to-set-up-your-data-analytics-team-for-success-centralized-vs-decentralized-vs-federated-data-teams/>

- Comparison of various models to organize data teams

Thank you! Any Questions?



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Please remember to
complete your session
evaluation.