

DataVirtuality and Advanced Programs

Data Access in a Data Driven Economy

Learn how Albelli created an agile data platform in several days

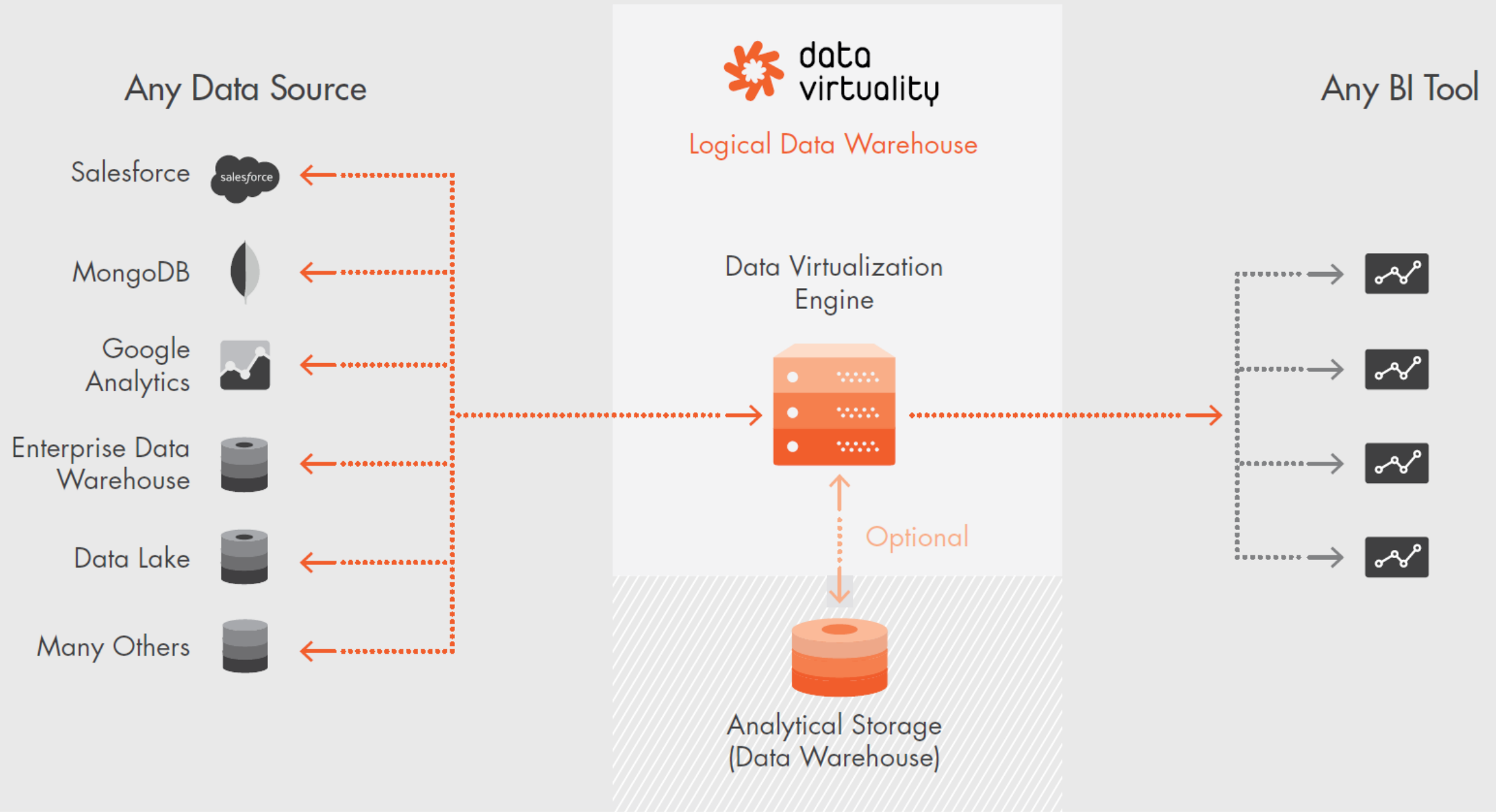
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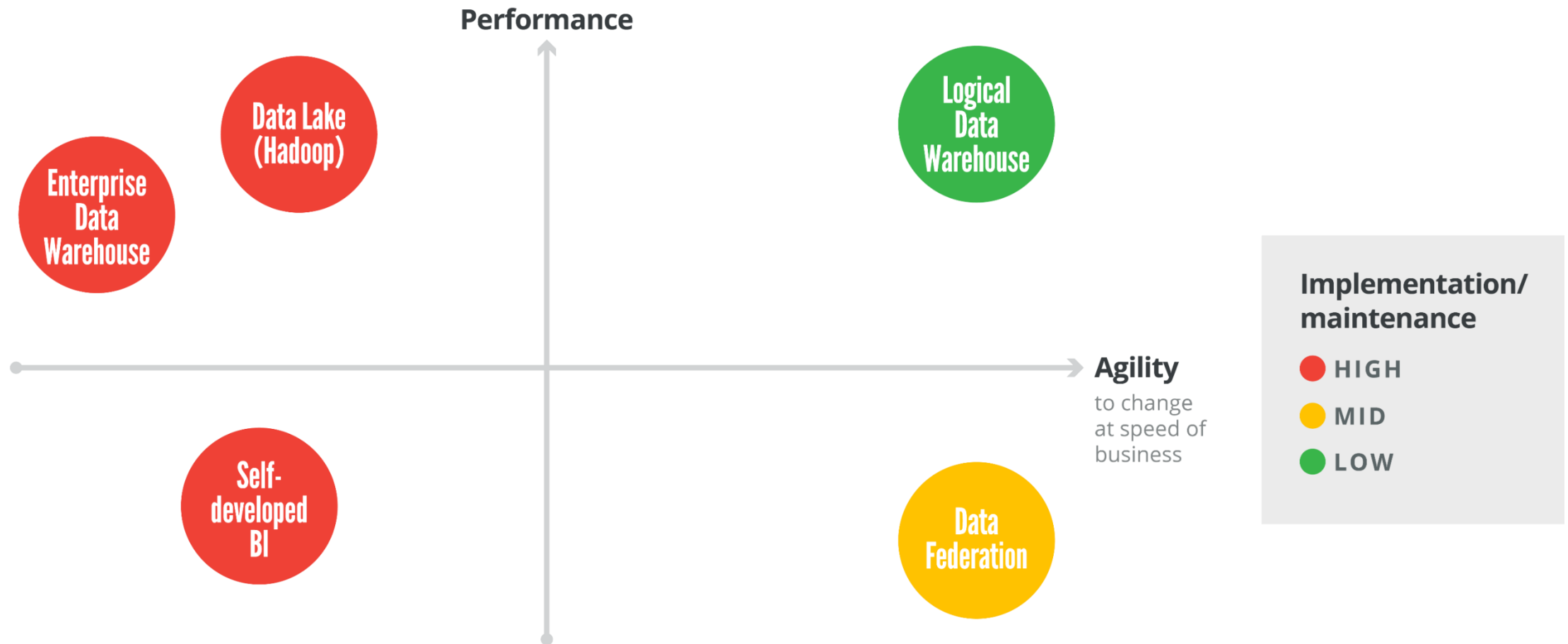
Logical Data Warehouse Architecture

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Technology Landscape

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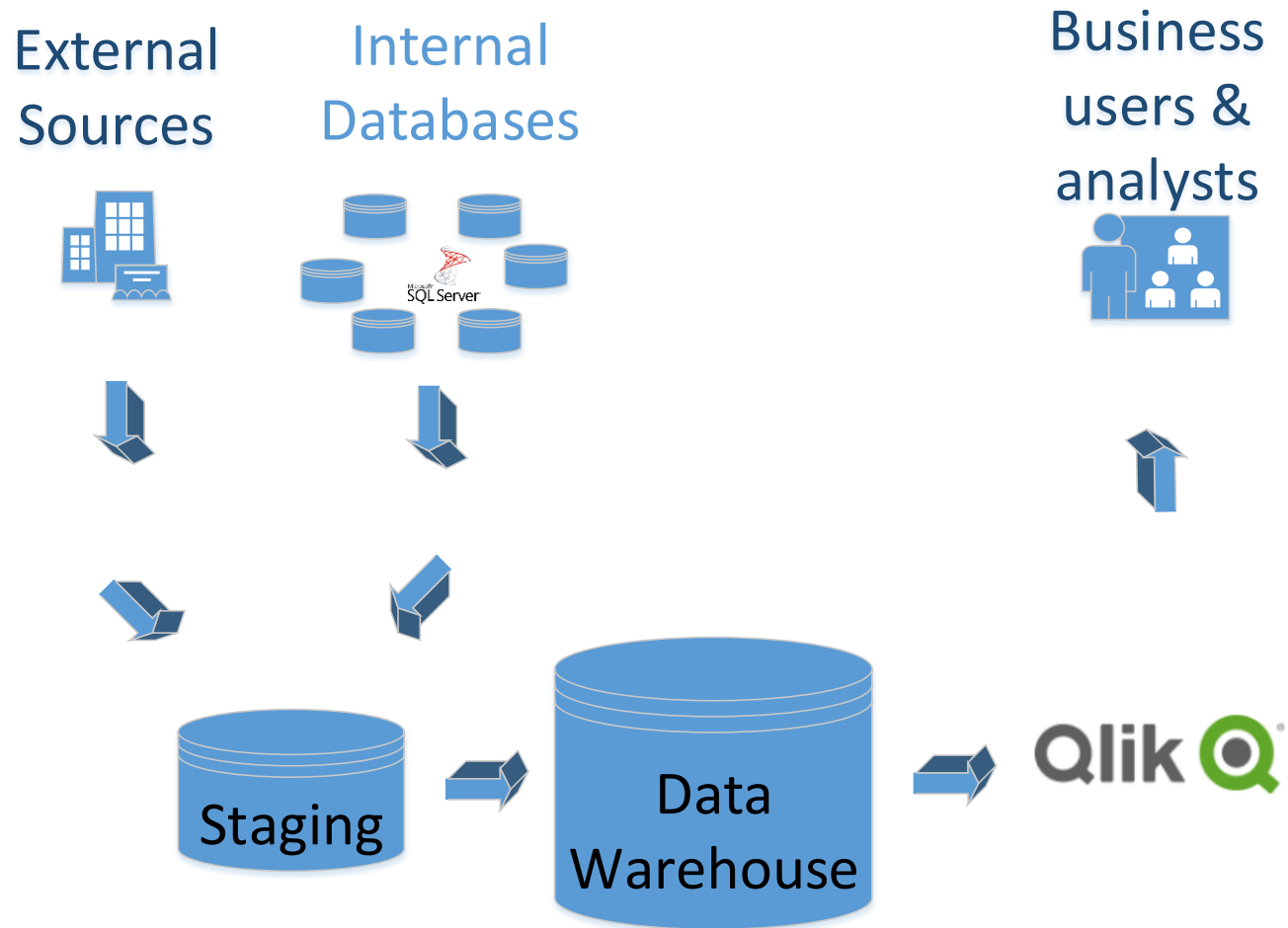




- One of the fastest growing companies in Amsterdam
- 4 Mio customers – in the Netherlands, Belgium, France, Germany, Norway and UK
- Products: Photobooks, Wall Pictures, Photo Prints and Cards, Photo Calendars
- All manufactured in Den Haag

The Challenge

5



- Designing the data model and developing the data import processes are very labor-intensive, time-consuming and costly.
- They are also tailored to specific business needs, which means creating silos.
- Silos put limitations on how we can query data.
- Totally not flexible.

Albelli's Mission

6

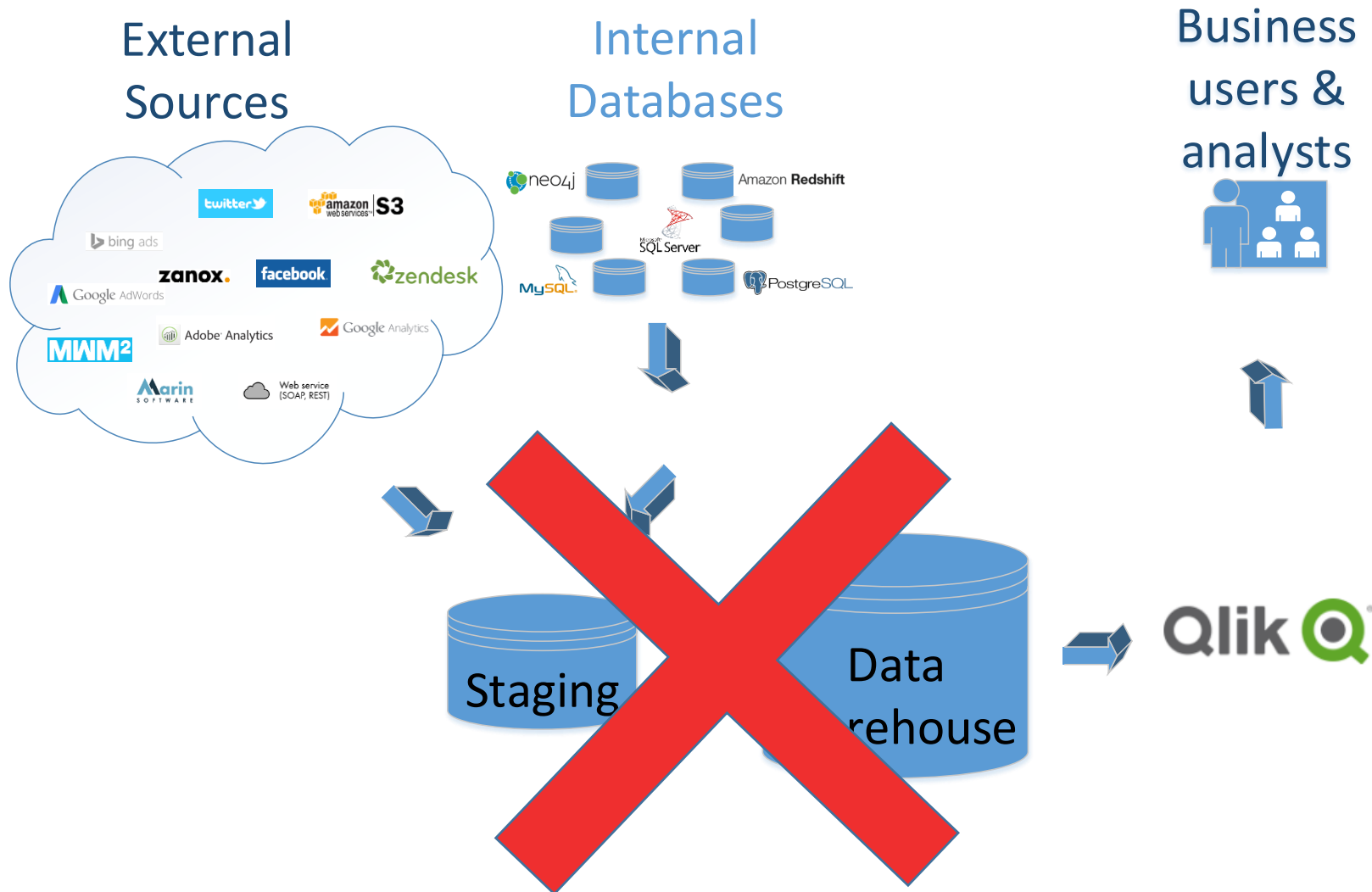
*“ A few months ago I developed a vision. In that vision data is democratised, meaning that each and everyone in our company will have access to all of our data in one place. “ **

Sjors Takes, Data Platform Engineer
www.devopsdba.com | @devopsdba

* With the according permission system

A possible Solution?

7

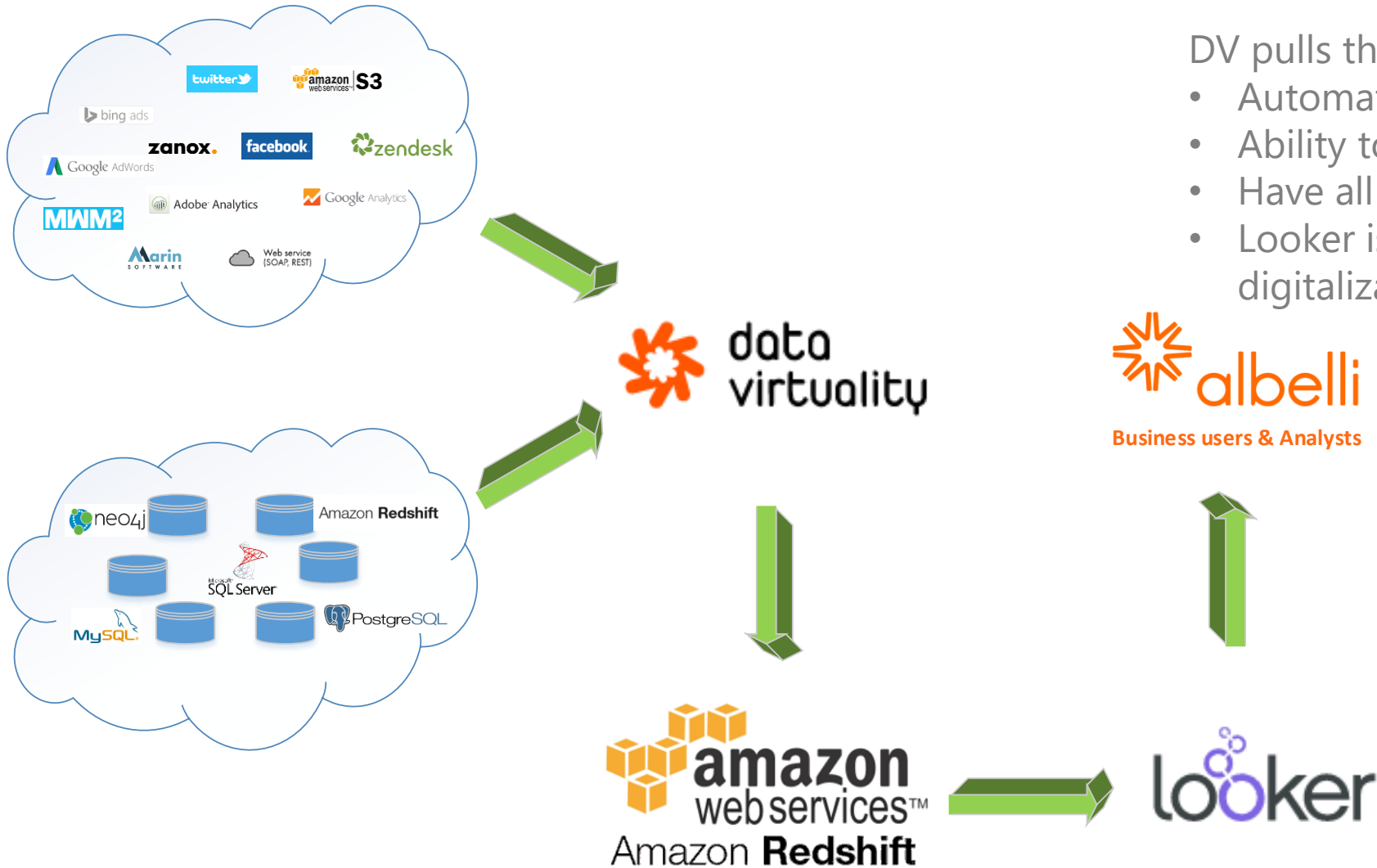


It would take months to set up processes to get the data from these sources and build reports and dashboards.

Our business has to wait too long for information and when they have it, it's too old and too little.

Welcome to the new Solution!

8



DV pulls the whole data into redshift now

- Automated
- Ability to connect new datasources quickly
- Have all data in one place
- Looker is cloud based, good example of digitalization

Status Quo & Next Steps

9

Basics are implemented

Plan to use real time data in the future

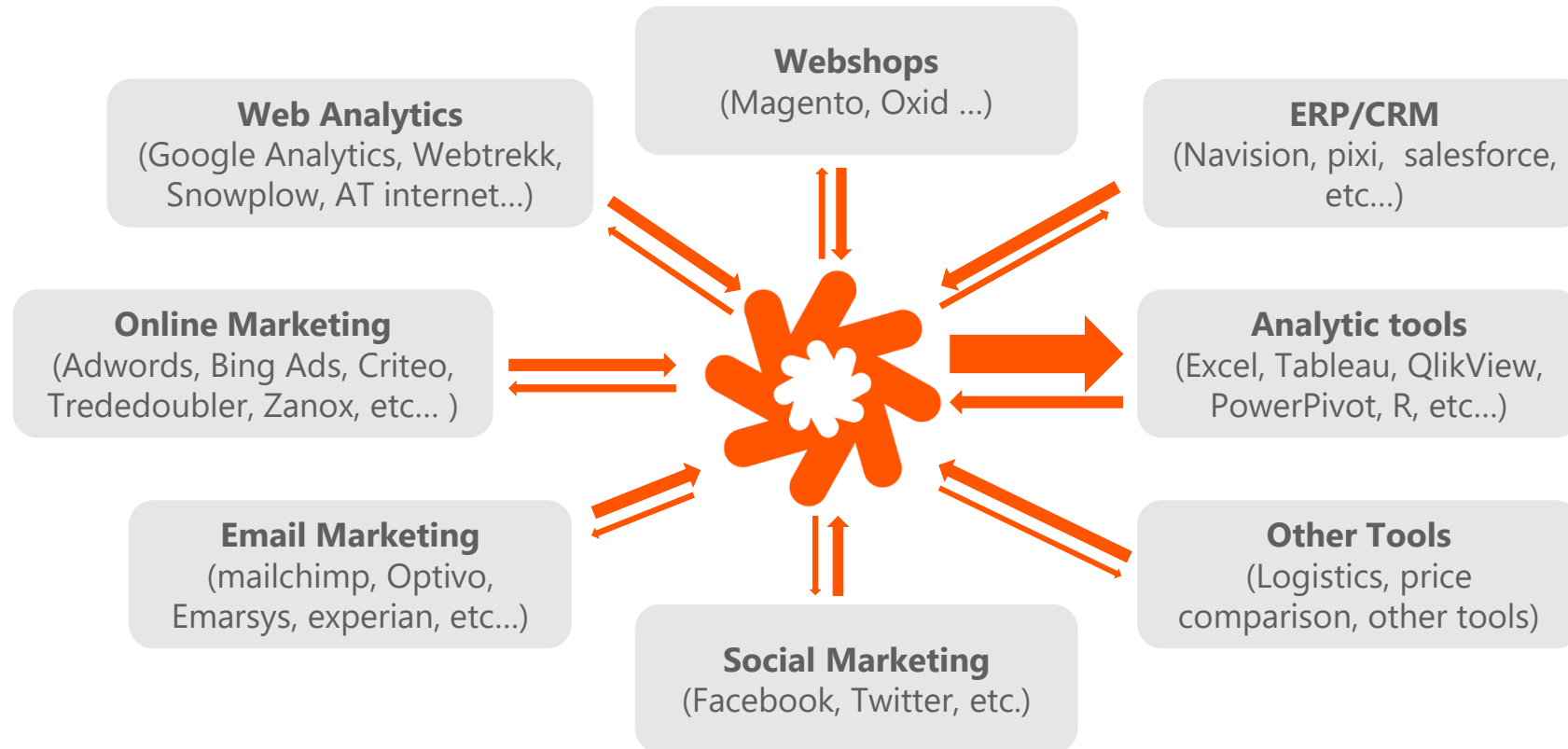
Get more data into the organization -> become data driven

Enable Self service BI

Have cross functional teams opposed to Analysts working on their own

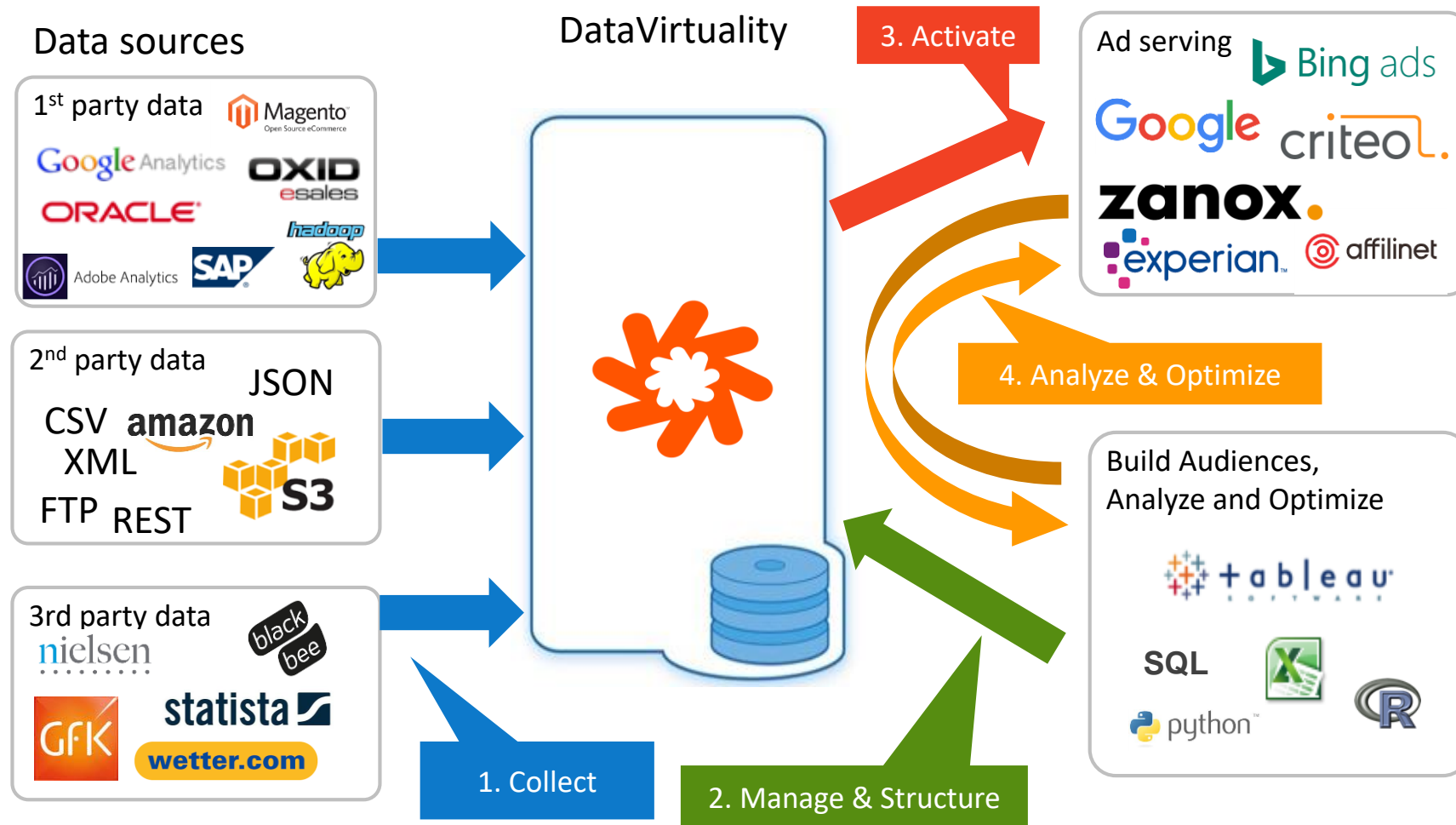
Marketing Use Case

10



Use Case Data Management Platform

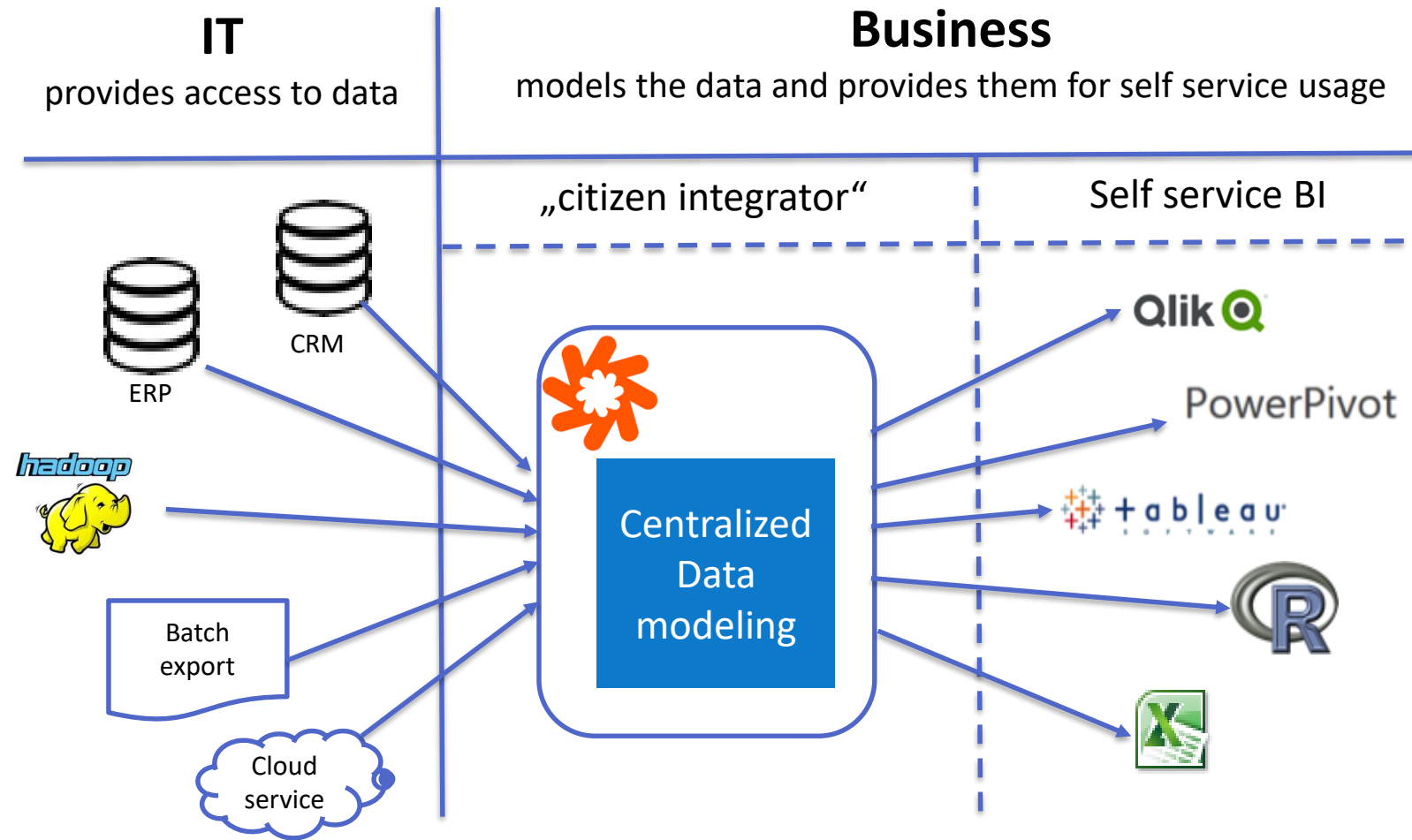
11



Use Case: Agile Data Management for Self Service BI

12

Providing Managed Self Service BI / Agile Data Bureau to business users



DataVirtuality

Thinking Data Warehouse...Think Logical

Many thanks to Sjors Takes for his input and Slides!

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Meer weten?

14



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Everything is connected.