The Business Bottom Line of Data Lakes

Real Life Experiences
Our Marketing Data Lake

Franz Aman
SVP Marketing Strategy and Operations
I HATE SALES. CAN YOU CROSS-TRAIN ME TO BE AN ENGINEER?

ABSolutely. ALL YOU NEED IS A TIME MACHINE AND A BRAIN WITH TWICE AS MANY FOLDS AS YOUR CURRENT MODEL.

MAYBE I COULD TRY MARKETING.

THAT'S JUST LIQuor AND GUESSING.
Most important imperatives/strategy for driving business growth:

#1  Ability to make **data-informed decisions** (86%)

#2  The **analytics/capabilities to measure marketing effectiveness/ROI** (80%)

#3  **Analytics/capabilities to understand customer behavior** (78%)

2015 report Association of National Advertisers (ANA), McKinsey & Co., and GfK
Connecting the dots

Demandbase → Adobe Analytics
Lattice → Marketo

MKTO ID

SFDC ID

Market Data Lake

Salesforce

Tableau

Informatica

Hadoop

Cloudera

VMware
Summary of results

• Schema on Read vs Write: Rapid access to data, no incremental heavy lifting required
• Business self service
• Support for ABM (Account Based Marketing)
• Account views make information actionable for sales, excellent traction with the field
• Truly data-driven marketing (investment decisions, predictive driving actions, mining for sales opportunities)
Examples
Identifying the buying team
Level: PPC (SEM-Display-Remarketing)

- Won License USD (Credit): $7,371,791
- Members: 68,467
- New Names: 58,262
- Success..Total.: 68,299
### Attribution

<table>
<thead>
<tr>
<th>Level</th>
<th>Won Cloud New + Upsell ACV USD (Credit)</th>
<th>Won Opportunities Credit</th>
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### Attribution Bar Chart
Frederic Collin
Big Data Lead Architect, CIB Data Hub | BI SSC
BNP Paribas
Our Mandate

- Provide Cost Effective and Agile Business Insight Services to BNPP CIB
  - For operational intelligence
  - For regulatory reporting

- Support BNPP CIB’s Business Transformation
  - Offer an agile sandbox environment for experimenting with new usages

- Transform the way BNPP CIB manages its data assets
  - Develop a holistic and transverse view of data throughout CIB
High-Level Functional Architecture

Data consumers

Data Hub

Feeds & BI

certified data

Data Lab

Data Hub Storage

Data Presentation

search / visualization

data security

Data Access

Data Ingestion

data collection & storage

Referential & Operational systems

virtually onboarded Golden Sources

physically onboarded Golden Sources

External Data Sources

metadata

data quality checks

data factory

data analytics

Metadata

business dictionary

metadata

Data Governance

Data Ingestion

Data Hubs Storage

derived data

source data

sandboxes

External Data Sources

metadata

data quality checks

data factory

data analytics

High-Level Functional Architecture
High-Level Applicative Architecture

Data Hub

Data Ingestion
- Virtually onboarded Golden Sources
- Physically onboarded Golden Sources

Data Access
- Data Quality Checks
- Source Data
- Derived Data

Data Hub Storage
- Sandboxes
- External Data Sources

Data Presentation
- Tableau
- SharePoint
- Alteryx
- Data Security

Feed & BI
- Data Consumers
- Certified Data

Data Hub Storage
- Source Data
- Derived Data

External Data Sources
- Data Quality Checks
- Data
- Metadata

Referential & Operational Systems
- virtually onboarded Golden Sources
- physically onboarded Golden Sources
Visit us at booth #590
Download “The Marketing Data Lake” book