



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

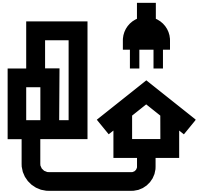
****Please score and comment on this session and speaker
in the event mobile app****



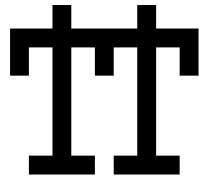
Case Study: Gamification in Data Governance at Vattenfall

Sebastian Kaus, Data Governance Lead Vattenfall

Vattenfall, a diverse Organisation



Production



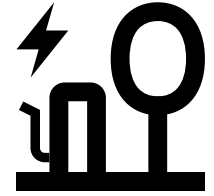
Distribution



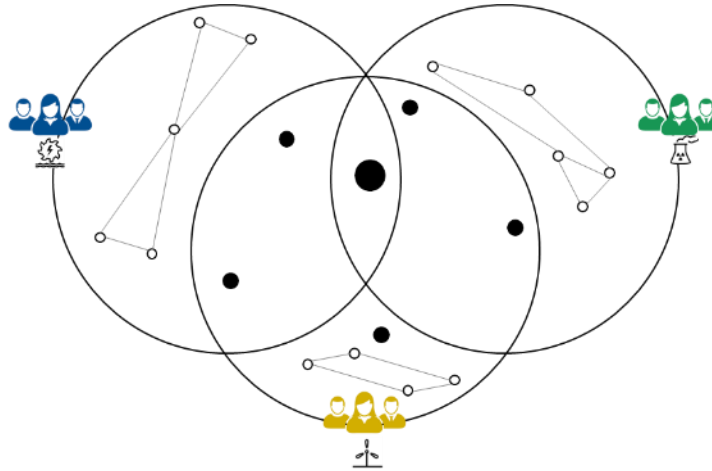
Energy Trade



District Heating



Energy Services





H-Day 1967

Foto: Jan Collsiöö

Why is Ikea selling Hot Dogs?

Hot dog

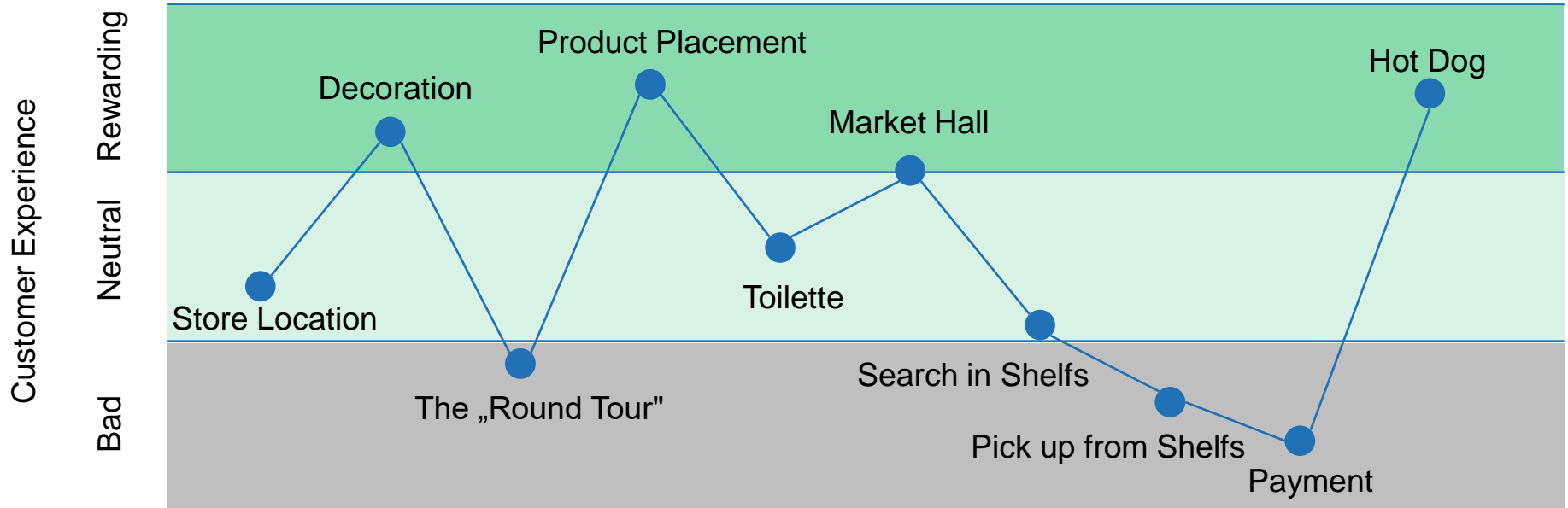
Hot dog
€ 1,-

Veggie dog

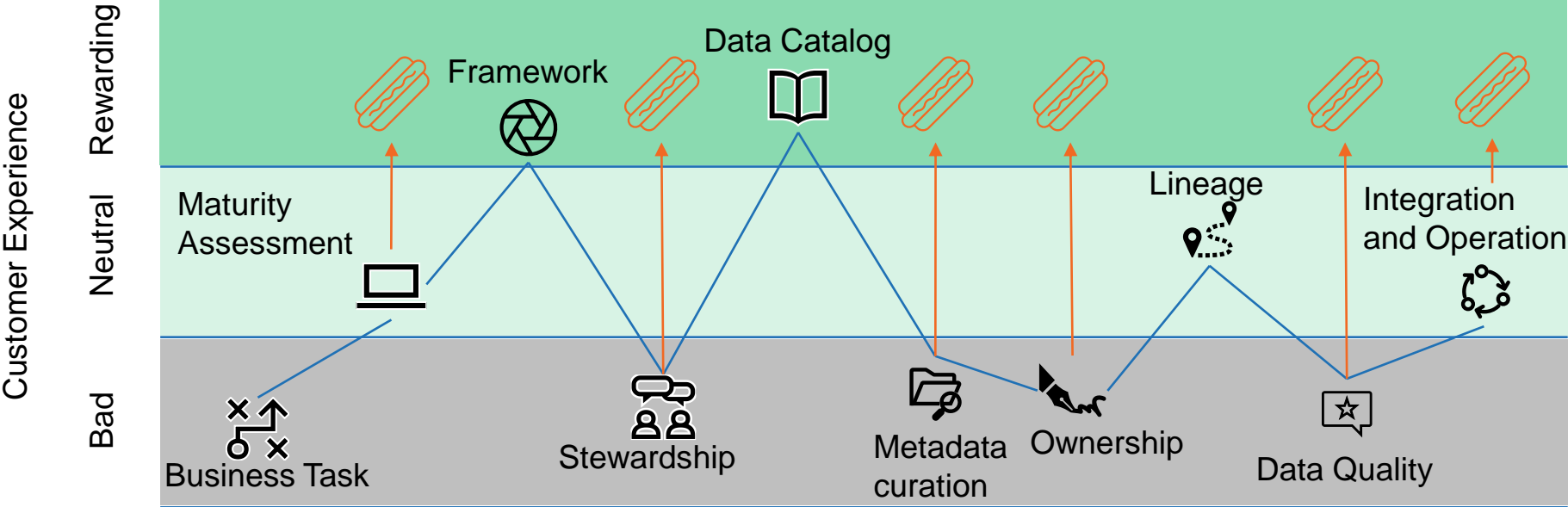
Vegetarischer Hot dog
€ 1,-



Example IKEA Customer Journey



Data Management Customer Journey




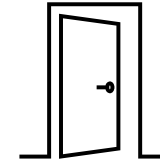
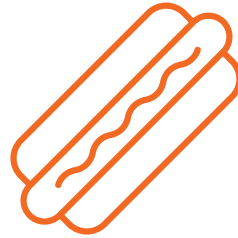
Use Case Example

  Maturity Assessment

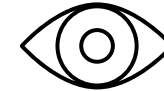
  Data Quality

  Metadata curation

  Integration and Operation



Availability



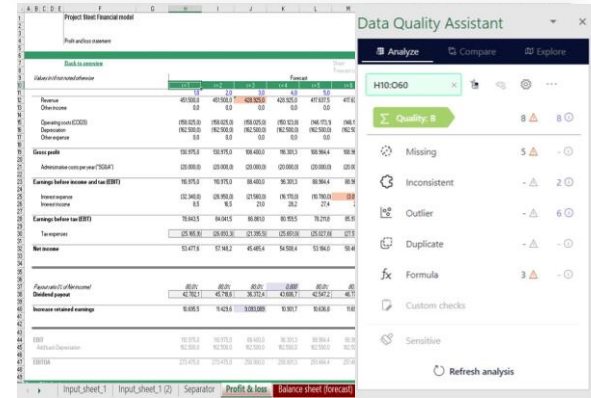
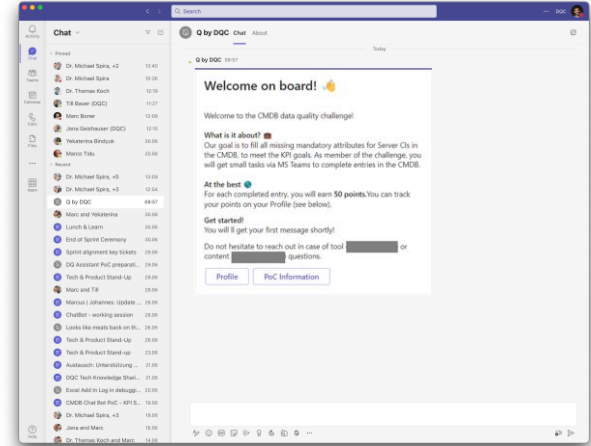
Transparency



Rewarding

Availability

- Meet the people where they are
- Leverage existing tools and processes
- Automate repetitive tasks



Rewarding

- *Gamification* of invisible and unrewarded tasks
- Improving the quality of master and transaction data
- Maturity Surveys and *Flagging* of Complex Quality Issues



You have a new task!

[cndb_table1](#)

Your support is needed. Please fill in the required fields. Click on the CI Name to jump to Remedy.

How it works? ▾

| Server CI | #Issues | Attributes to add | Fwd | Done |
|-----------------------------------|---------|-------------------|--------------------------|--------------------------|
| sunx1ip4527.co... | 7 | Authenti... | <input type="checkbox"/> | <input type="checkbox"/> |
| snmwgde6547 | 3 | Manage... | <input type="checkbox"/> | <input type="checkbox"/> |
| snacpin2841.co... | 3 | Authenti... | <input type="checkbox"/> | <input type="checkbox"/> |

[Forward](#) [More tasks](#) [Profile](#) [Info](#)



Hey Thomas! 🎉

This is your profile overview. Click on underlined text to receive further information.

Current status in July

No.1 rank 1038240 points
You 1038240 points (rank 1)
Ø avg company 1038240 points

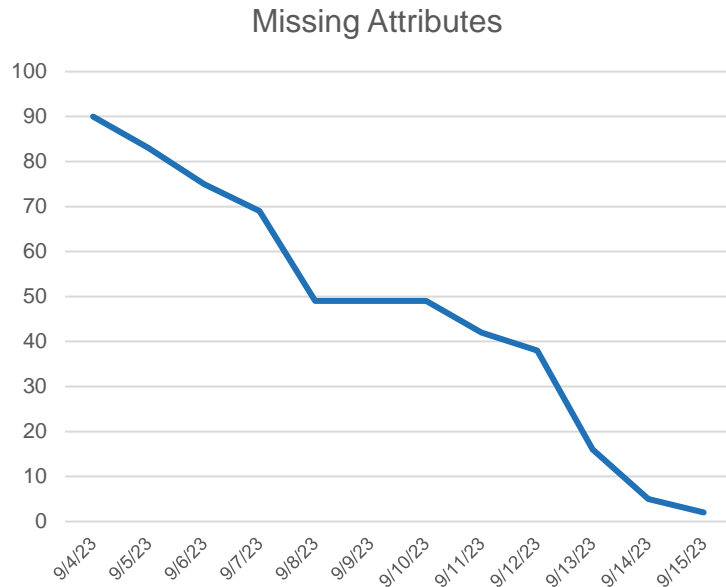
Lifetime awards (Click any award for more information.)

| | | | | |
|----------------------|--------------------|---------------------|-------------------|-------------------|
| | | | | |
| Dr. Wats... 16/20 | Pro Bron... 1/3 | Pro Silve... 1/3 | Pro Cha... 1/3 | Sherlock 15/50 |

[Reload profile](#)

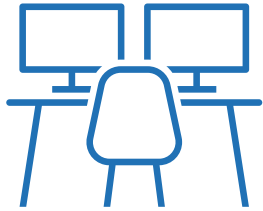
Use Case CMDB

Pilot Results



- **Goal achievement: Yes, finished:** No
Data management is not a project
- **2/3 faster than expected:** 2 instead of 6 weeks
- **Positive feedback from end users**
 - “ Incentive of collecting points is a *nice and fun add-on*
 - “ The PoC did not only **lead to data improvement**, but also to a discussion how to **improve underlying processes**

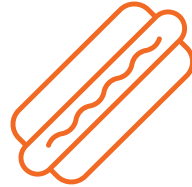
From Talk to Action: Takeaways



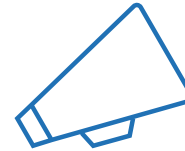
Data problems are business problems



Flexibility and user-centricity. Get into action!



Create a rewarding user experience!



Communication before technology!



First rule of Fight Club!

Q&A

Vattenfall
Sebastian Kaus
sebastian.kaus@vattenfall.com



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

****Please score and comment on this session and speaker
in the event mobile app****