



Knowledge grows

Winshuttle transformation

with Yara ERP Master Data team &
Precisely

**Olga Lotherington & Björn
Alexanderson**



Exploding need for trusted data

Data is the fuel for decision-making today



83% of CEOs want their organization to be more data-driven

IDC



Digital transformation investments to top \$6.8 trillion globally by 2023

IDC



Global data infrastructure spending expected to reach \$200 billion this year

Gartner



68% of Fortune 1000 businesses now have CDOs – up 6x in the last decade

Forbes

There's still work to do

We surveyed 300+ C-Level Data Executives in the Americas, EMEA and Asia Pacific

73%

say a lack of technology or services to facilitate data integration is creating challenges for their teams

82%

say data quality concerns represent a barrier to their digital transformation projects

80%

find it challenging to ensure data is enriched at scale consistently

82%

say deploying accessible location data across their enterprises is challenging

Data Integrity

Application

- Govern and Control data in an application
- Data stewards manage data in an application like SAP or other master systems.

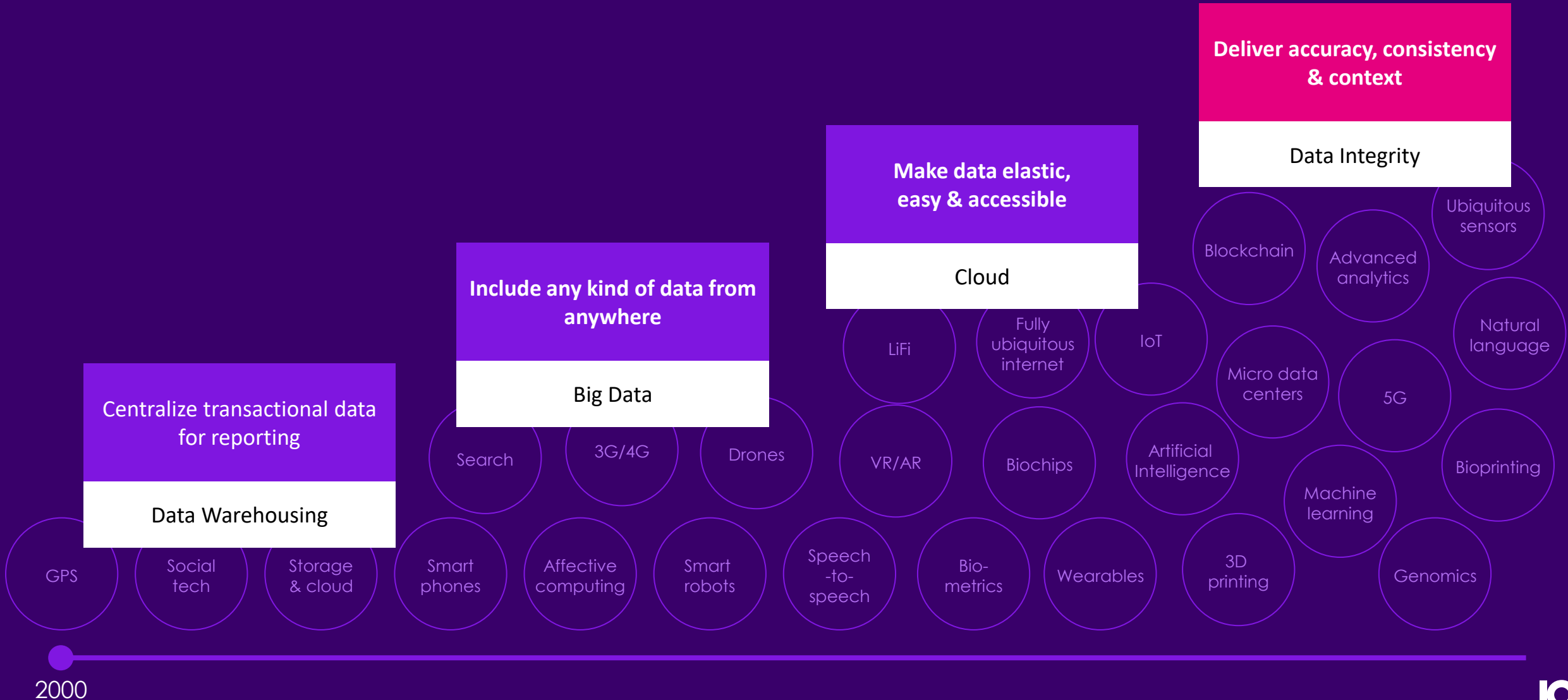
Process

- Build workflows to make sure the data quality is automated and governed before entering into a production.
- Verify different flows to make sure they are equal to prevent fraud or data quality issues

Company

- Understand the data you are looking at, where does it come from, what system is the master, what quality level does it have, when is it updated, what processes and what approvals are applied.

Data Integrity is today's business imperative

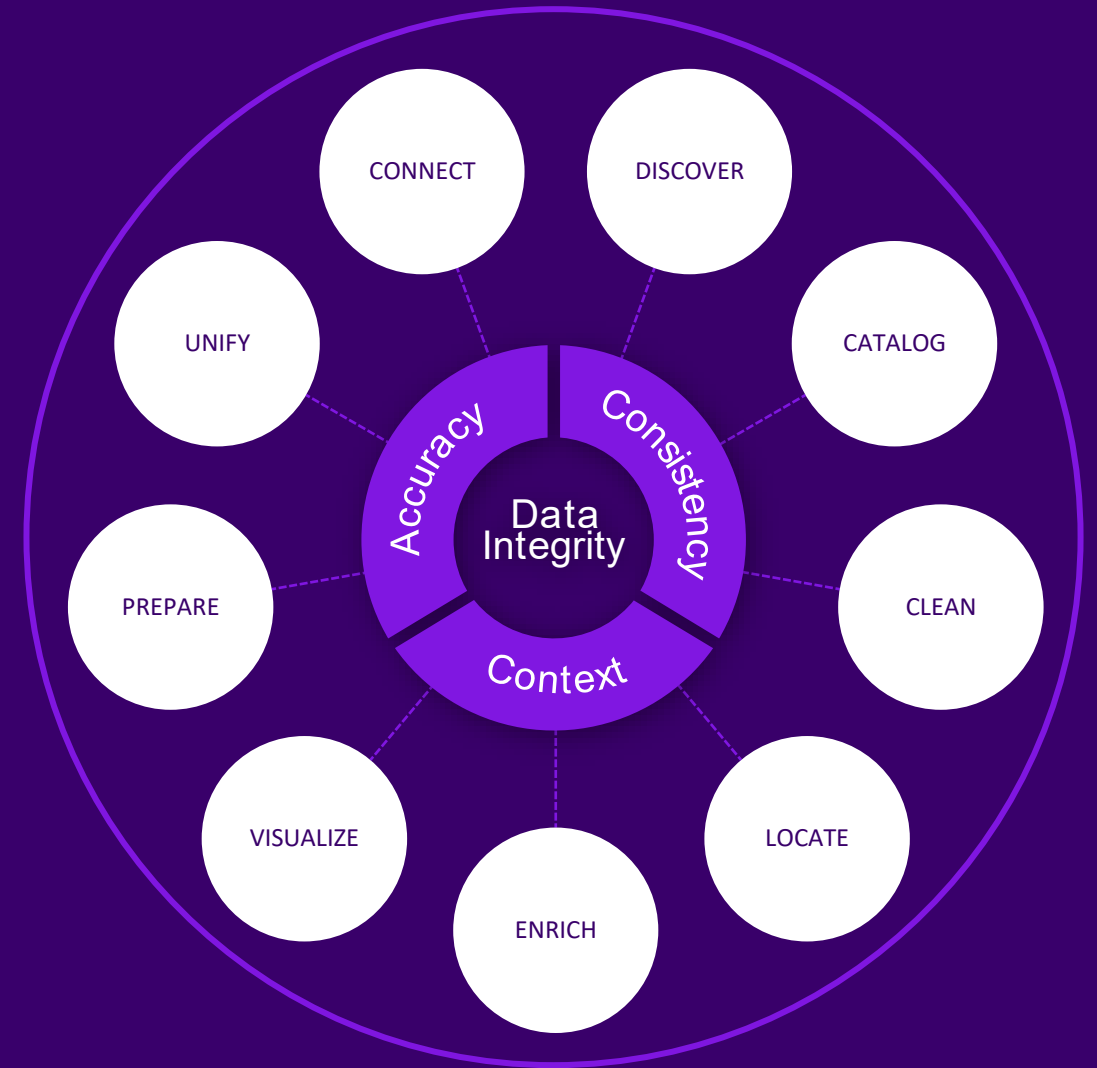


2000

Data integrity is a journey

- Every journey to data integrity is unique and driven by business initiatives
- Market trends are accelerating the need for data integrity
- Precisely addresses needs across the data integrity journey

The Precisely Data Integrity Suite
unites the steps to data integrity that
unlock incremental value





The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000

customers

99

of the Fortune 100

100

countries

2,500

employees

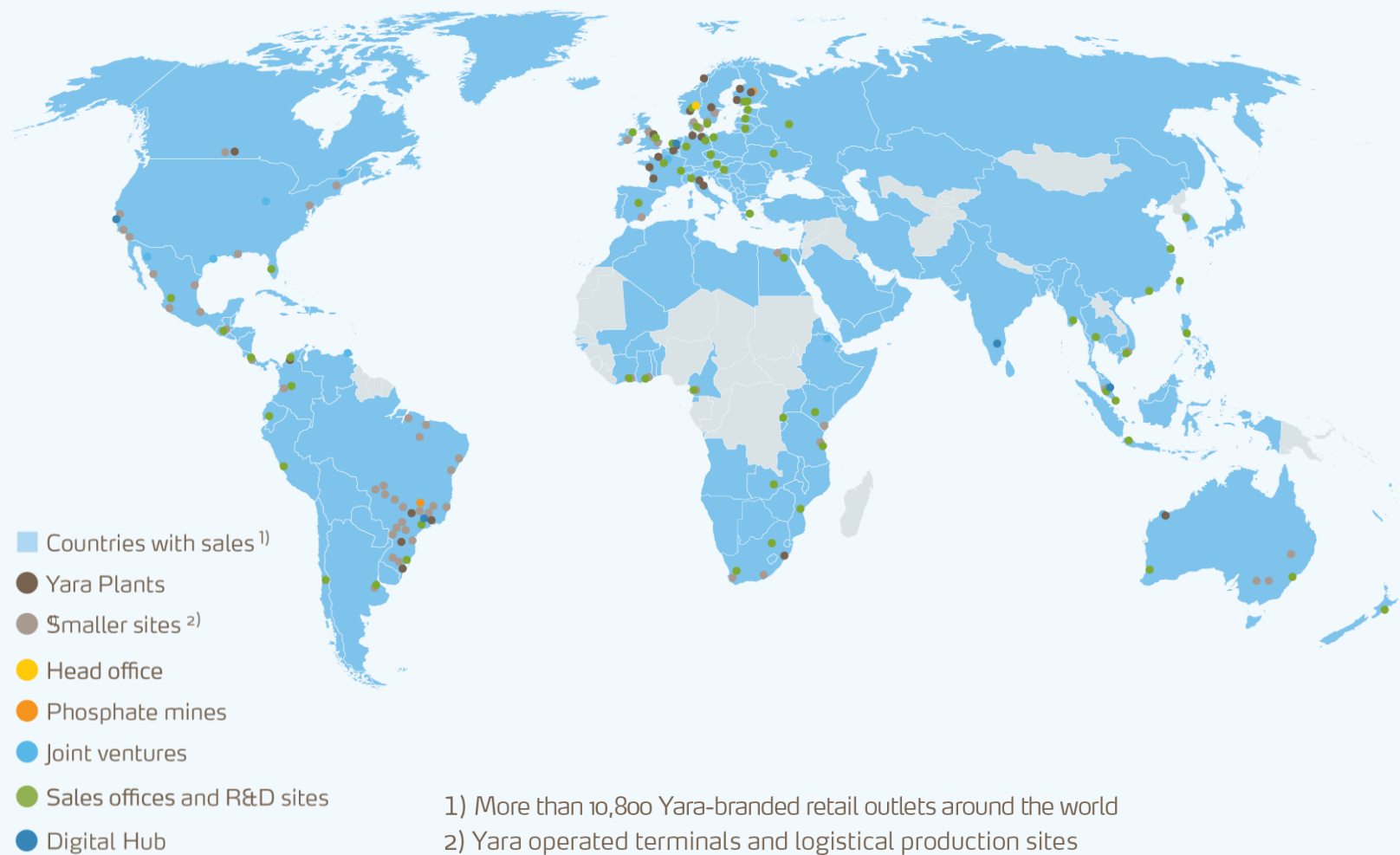
Brands you trust, trust us



Data leaders partner with us



Global mission, global presence



17,000

Employees worldwide

16.6

Billion USD
revenue

28

Production
plants

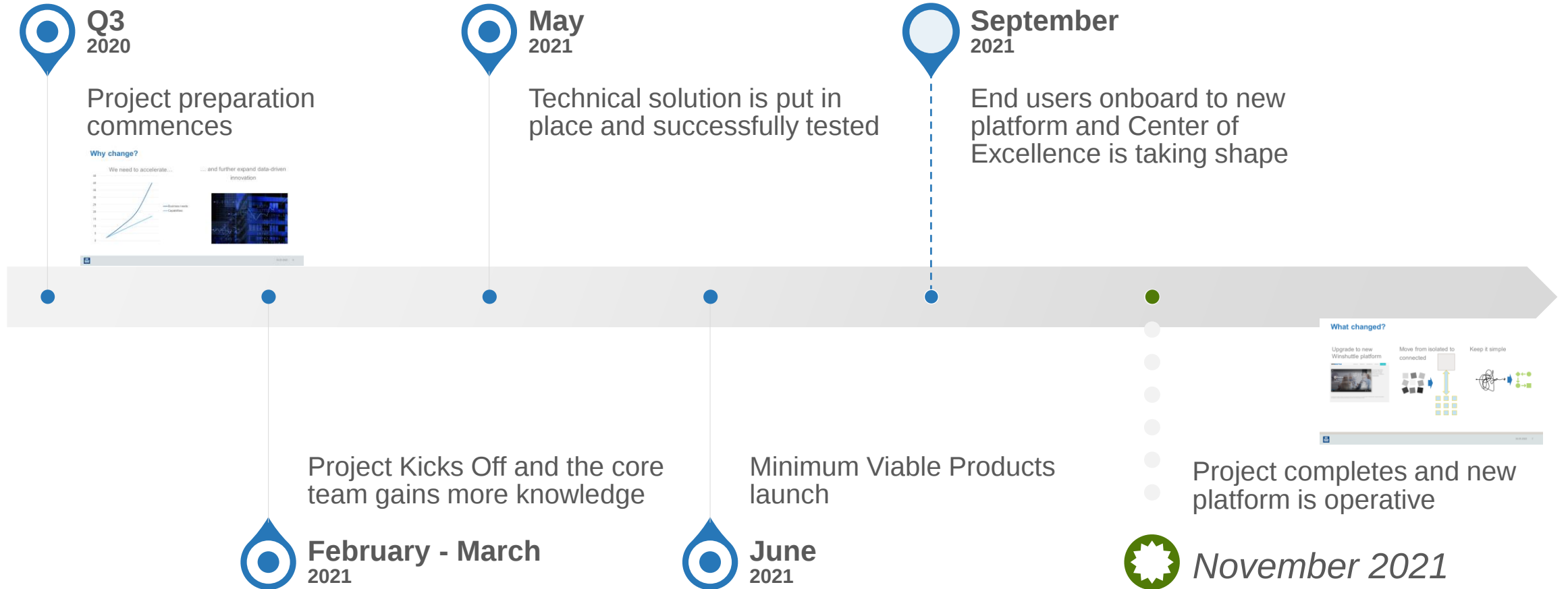
160

Countries
with sales

10,800

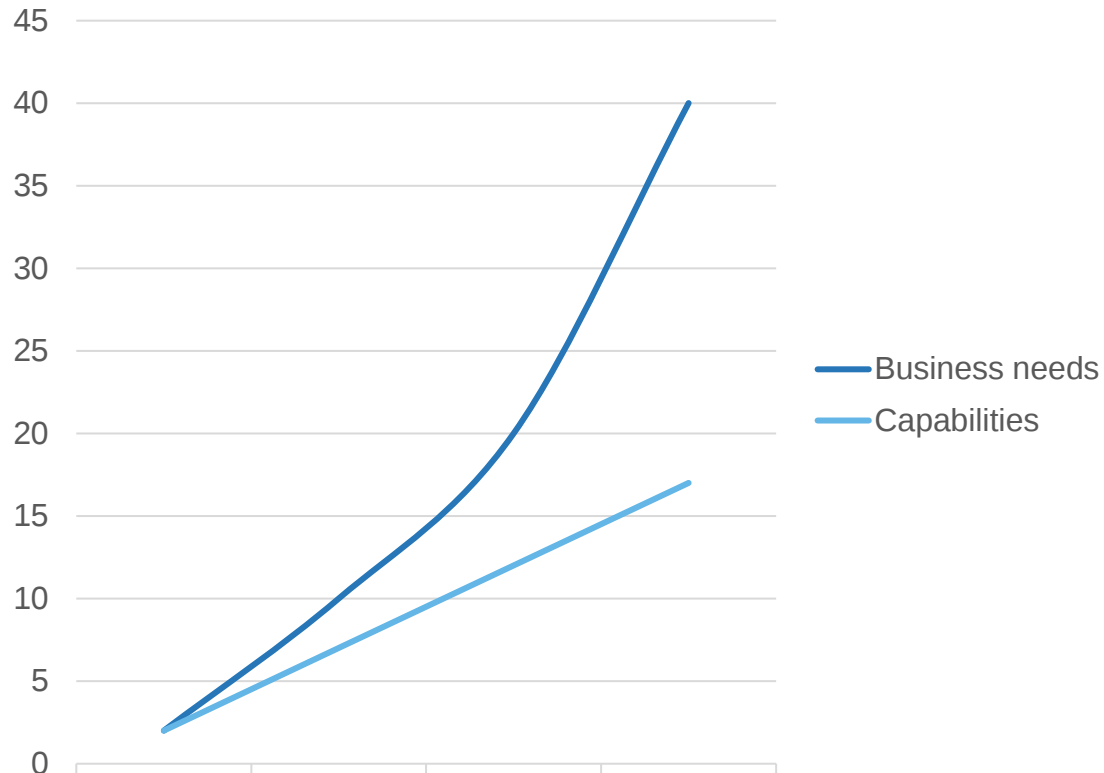
Yara-branded retail outlets globally

A year of transformation



Why change?

We need to accelerate...

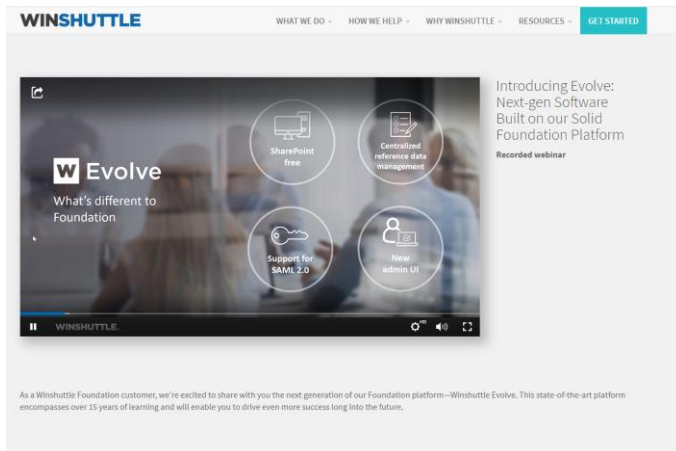


... and further expand data-driven innovation

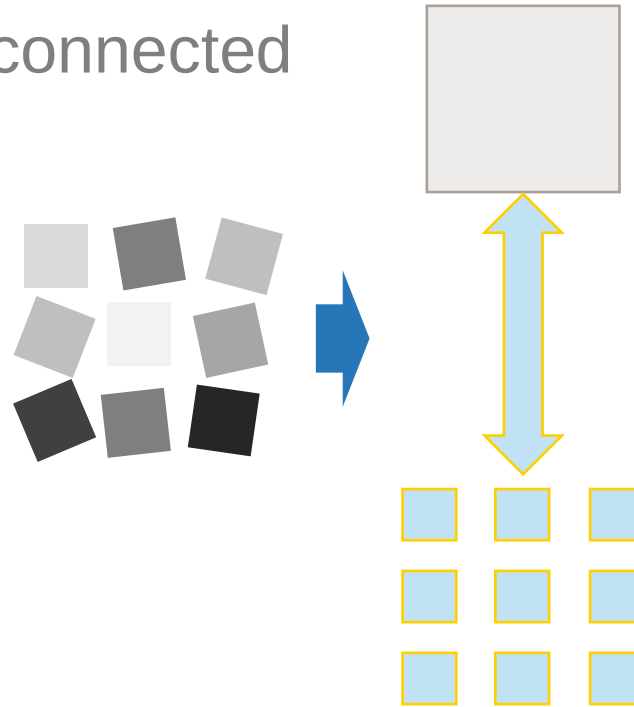


What changed?

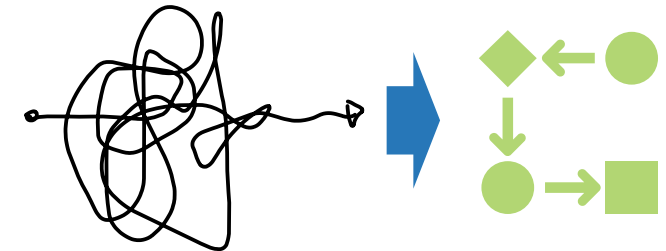
Upgrade to new Winshuttle platform



Move from isolated to connected



Keep it simple



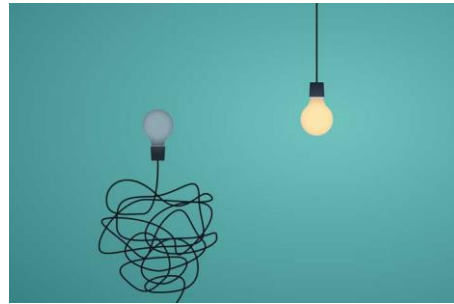
Our key takeaways

Close
collaboration

Continuous
communication



Strong
governance
(Keep it simple)



Ensure the
correct skillsets
are available on
the team



Partnership of
IT and
business
provides
business
value



Thank you !

Olga Lotherington

Project Manager

Yara People Process & Digitalization (100015)

Digital Technology

Mobile phone: +4790083039

Email: olga.lotherington@yara.com



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Yara International ASA
Drammensveien 131
0277 Oslo, Norway
www.yara.no

Bjorn Alexanderson

Territory Manager

Precisely.com

p +46 709 209474

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