# EDM Webinar

# How Sodexo optimized their Data to drive digital transformation
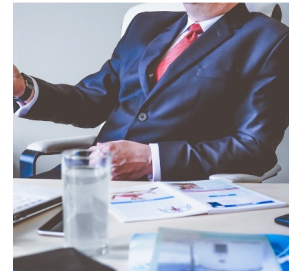
*A conversation with*

**Suki Dhuphar**
Head of EMEA
**Tamr**

**Gildas Bachelier**
Vice President of Global Processes,
Data & Systems – Supply
Management
**Sodexo**

Tamr

EDM Council

# Moderated by **Mike Meriton**
## Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement

- EDM Council Co-Founder & First Chairman (2005-2007)

- EDM Council Finance Board Chair (2007-2015)

- Former CEO GoldenSource (2002-2015)

- Former Executive for D&B Software and Oracle

- FinTech Innovation Lab – Executive Mentor (2011 – Present)

# Today's panel

**Moderator**

**Mike Meriton**
Co-Founder & COO
**EDM Council**

**Suki Dhuphar**
Head of EMEA
**Tamr**

**Gildas Bachelier**
Vice President of Global
Processes, Data & Systems –
Supply Management
**Sodexo**

**sodexo**

Provide services in three areas:

- **Hospitality services (food, catering)**
- **Facilities management**
- **Home care**

400,000 employees
(1,000 in supply management)

Operates in 50+ countries

Purchases 15B€ of goods and services

Works with
150,000 suppliers

Manages millions of
product references

# Supply management digital transformation objectives

Leverage global spend to drive supplier cost savings

Adopt value-add purchasing  to better serve customers

Meet brand goals in areas like  supplier diversity, sustainability, wellness

**Tamr** | **sodexo**

# Poll #1:

Have data quality issues prevented you from identifying top suppliers and best selling products?

1. No, our data quality is solid
2. Yes, answering basic business questions is challenging
3. We're doing the best we can despite quality issues

# Who are our top suppliers?

**Wyatt Produce**
andrew@wyatt.com

Reading
England

Ann. purc: $1.3M
Orders out:
$204,35

**A.J. Wyatt**
help@wyatt

108 Crockhamwell
UK

Spend: €1.3M

**J. Wyatt Produce**
tom.mitchell@wyat.com

Reading
RG5 3JW

Purchases: 1.3
Orders out: 300

**…x Multiple  Records**

**Same vendor?**

**Address to use?**

**Accurate information?**

**No unique ID
Duplicates**

**Out-of-date
Different geographies**

**Errors
Invalid syntax**

# Is this the same product?

Old Farms cheese spread

Category - Diary
Description - Chive, onion

OF cheese sprd

Type - Spread
Category - Pantry
Flavor - Chive and onion

Olde Farms

Type - Spread cheese
Category: Market pantry

**…x Multiple Records**

**Right name?**

**Correct category?**

**Accurate information?**

# Poll #2:

Are you considering using ML and the cloud for data management?

1. No, ML is a black box and we have security concerns about cloud platforms
2. Yes, automation and not handling IT infrastructure saves us tons of time
3. We're considering using these technologies but need to do more research

# Sodexo's Path to Clean Data

# What vendors do we spend the most with?



Wyatt Produce
andrew@wyatt.com

Reading
England

Ann. purc: $1.3M
Orders out: $204,352

A.J. Wyatt
help@wyatt

108 Crockhamwell
UK

Spend: €1.3M

J. Wyatt Produce
tom.mitchell@wyat.com

Reading
RG5 3JW

Purchases: 1.3
Orders out: 300

A.J. Wyatt Produce
tom.mitchell@wyat.com

108 Crockhamwell Rd,
Reading RG5 3JW
United Kingdom

Ann. purc: €2.8 million
Orders out: €300,245

# Product classification impact illustration

**Spend by Tier 1 Category**

*Many small categories from siloed business units*

**Before Tamr**

| | | |
|---|---|---|
| Unclassified $150K | Cheddar $70K | Swiss $50K |

**After Tamr**

| | | | | |
|---|---|---|---|---|
| Cheddar $100K | Swiss $80K | American $75K | Spreadable $70K | String $10K |

# Cloud Data Management Capabilities (CDMC)
## 14 Key Controls for Managing Data Risk

**Sensitive *Data*** includes classifications such as:
- Personal Information (**PI**) / Sensitive Personal Data
- Personally Identifiable Information (**PII**)
- Personal Health Information (**PHI**)
- Company or Client Identifiable Information
- Material Non-Public Information (**MNPI**)
- Specific Information Sensitivity Classifications (such as **'Highly Restricted' and 'Confidential'**)
- Critical Data Elements used for important business processes
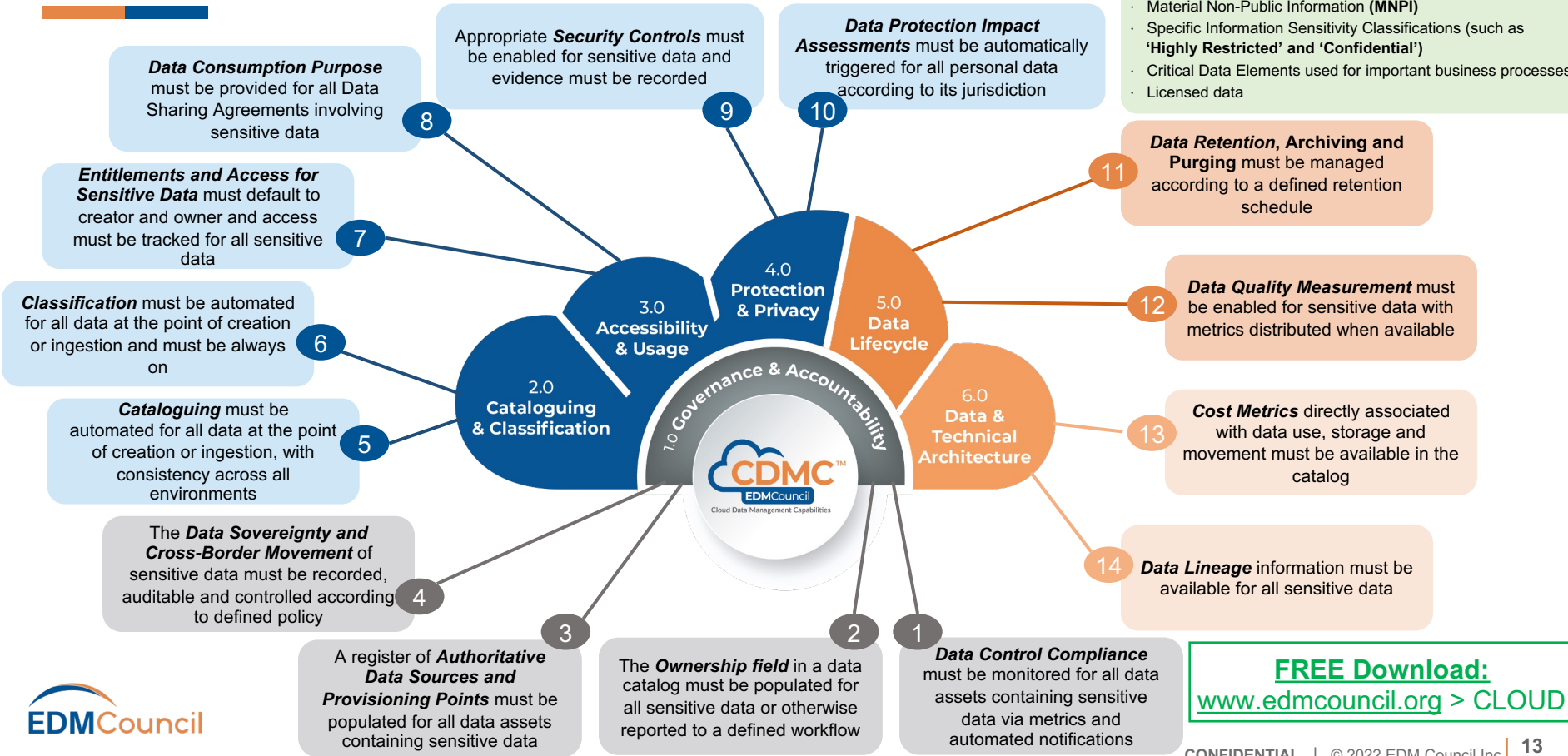- Licensed data

**8** — Appropriate *Security Controls* must be enabled for sensitive data and evidence must be recorded

**9** — *Data Protection Impact Assessments* must be automatically triggered for all personal data according to its jurisdiction

**10**

**Data Consumption Purpose** must be provided for all Data Sharing Agreements involving sensitive data

**Entitlements and Access for Sensitive Data** must default to creator and owner and access must be tracked for all sensitive data **7**

**Classification** must be automated for all data at the point of creation or ingestion and must be always on **6**

**Cataloguing** must be automated for all data at the point of creation or ingestion, with consistency across all environments **5**

**11** — *Data Retention*, **Archiving and Purging** must be managed according to a defined retention schedule

**12** — *Data Quality Measurement* must be enabled for sensitive data with metrics distributed when available

**13** — *Cost Metrics* directly associated with data use, storage and movement must be available in the catalog

**14** — *Data Lineage* information must be available for all sensitive data

### CDMC™
EDMCouncil
Cloud Data Management Capabilities

**1.0 Governance & Accountability**
**2.0 Cataloguing & Classification**
**3.0 Accessibility & Usage**
**4.0 Protection & Privacy**
**5.0 Data Lifecycle**
**6.0 Data & Technical Architecture**

The *Data Sovereignty and Cross-Border Movement* of sensitive data must be recorded, auditable and controlled according to defined policy **4**

A register of *Authoritative Data Sources and Provisioning Points* must be populated for all data assets containing sensitive data **3**

The *Ownership field* in a data catalog must be populated for all sensitive data or otherwise reported to a defined workflow **2**

**1** *Data Control Compliance* must be monitored for all data assets containing sensitive data via metrics and automated notifications

**EDM**Council

**FREE Download:**
www.edmcouncil.org > CLOUD

# Poll #3:

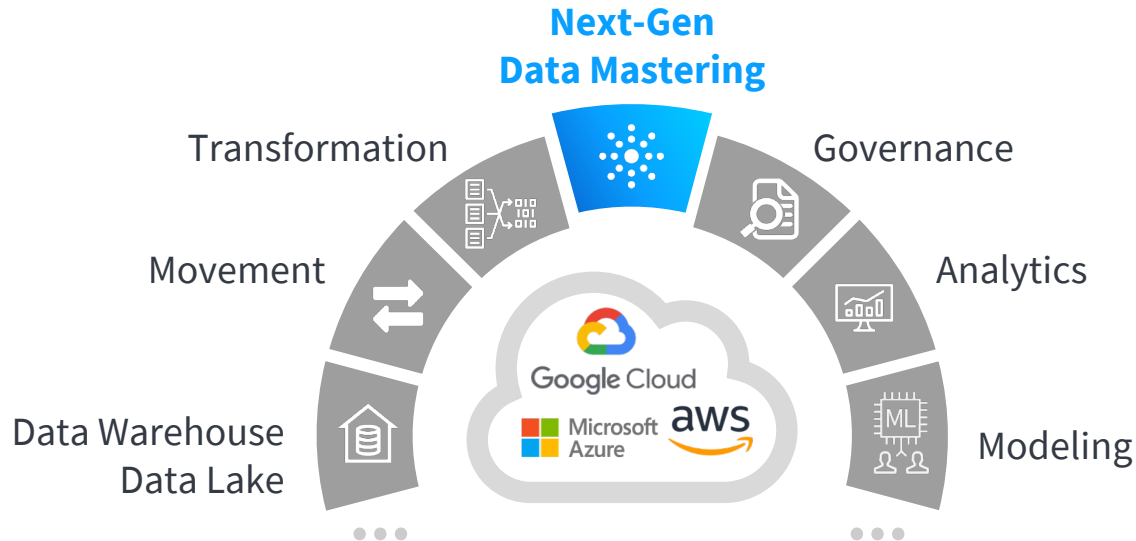Are you rethinking your approach to MDM?

1. Yes, we're over using rules
2. No, rules are challenging to maintain but change is hard
3. We're seeing what new tools are out there but haven't made a decision

# Tamr Next-Gen Data Mastering Platform

Integrates machine learning with human feedback to break down data silos and deliver clean, accurate data

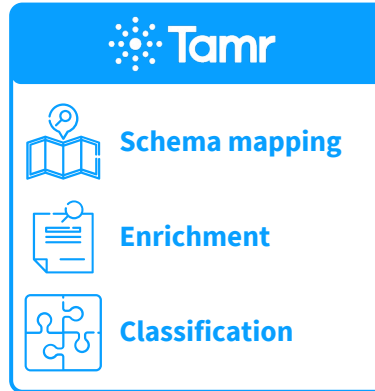# Enable global and granular view of product data

**Product Description**

*MARKET PANTRY, CREAM CHEESE SPREAD, CHIVE ONION*

 SAP

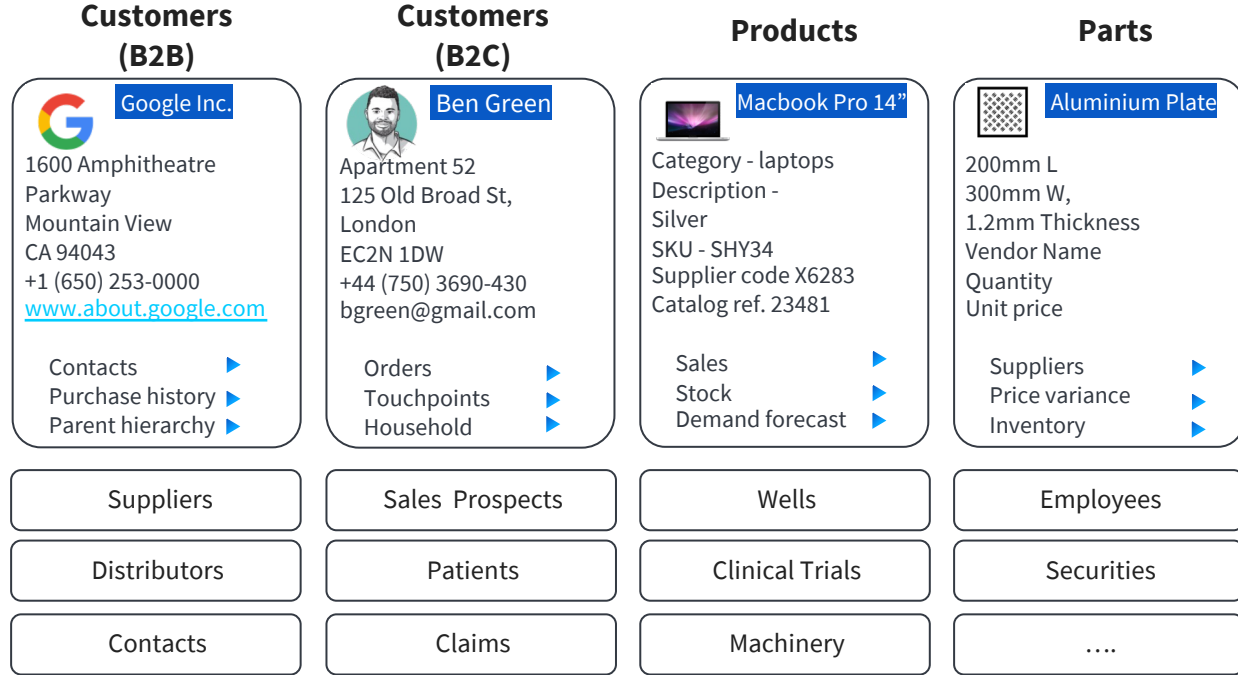*Chive and onion, cheese spread*

 nielsen

*Spread cheese market pantry*

 ORACLE

### Tamr

- Schema mapping
- Enrichment
- Classification

Dairy

Cheese

Spreadable

# Obtain Holistic Views of Key Business Entities

### Customers (B2B)

**Google Inc.**

1600 Amphitheatre Parkway
Mountain View
CA 94043
+1 (650) 253-0000
www.about.google.com

Contacts ▶
Purchase history ▶
Parent hierarchy ▶

Suppliers

Distributors

Contacts

### Customers (B2C)

**Ben Green**

Apartment 52
125 Old Broad St,
London
EC2N 1DW
+44 (750) 3690-430
bgreen@gmail.com

Orders ▶
Touchpoints ▶
Household ▶

Sales Prospects

Patients

Claims

### Products

**Macbook Pro 14"**

Category - laptops
Description - Silver
SKU - SHY34
Supplier code X6283
Catalog ref. 23481

Sales ▶
Stock ▶
Demand forecast ▶

Wells

Clinical Trials

Machinery

### Parts

**Aluminium Plate**

200mm L
300mm W,
1.2mm Thickness
Vendor Name
Quantity
Unit price

Suppliers ▶
Price variance ▶
Inventory ▶

Employees

Securities

….

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Gartner peerinsights™

**4.9** ★★★★★
Master Data Management Solutions

# Visit **tamr.com** to learn more



**Suki Dhuphar**

Head of EMEA

suki.dhuphar@tamr.com