

Data Marketplace @ Drei

ADV Konferenz

Wien, 11.04.2024

Drei. Macht's einfach.



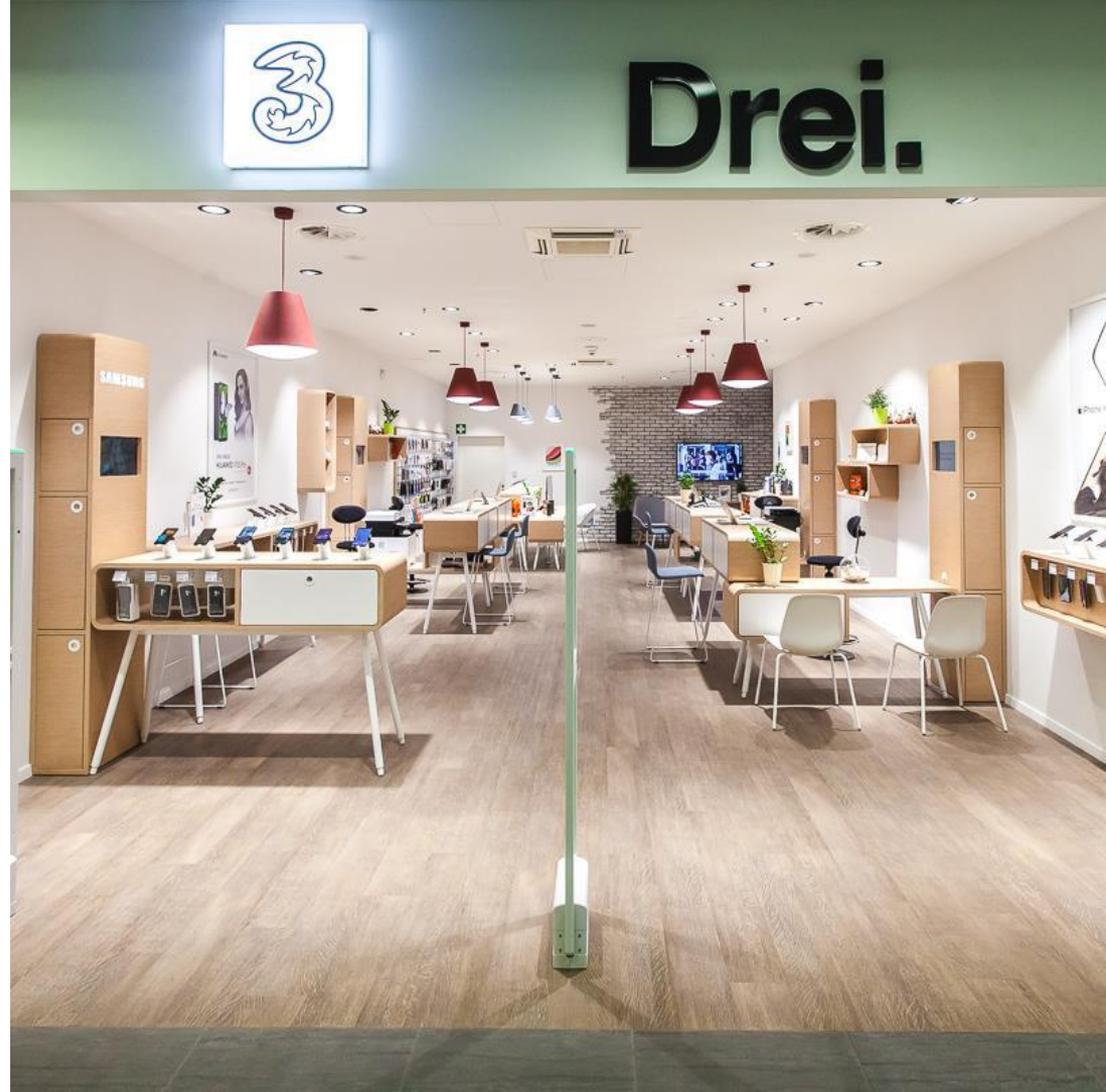
Agenda.

- ❖ **Drei**

- ❖ Data Governance **journey** @ Drei (framework, facts & figures, architecture)

- ❖ **Data Marketplace**: approach, benefits, demo

Who are we?



**Drei:
Everything from
a single source.**



Mobile



Internet



Fixed-line



TV



Business
Solutions



Wholesale

Drei Business: Ideal Solutions for corporate customers.



Telephony.

Individual tariffs for small, medium and large enterprises incl. Mobile Device Management.



Internet.

Mobile and fixed line-solutions support efficient work in the office and on the go.



Interconnection.

The connection of individual enterprise locations enables efficient and secure cooperation; campus networks for enterprise locations.



Digital Solutions

M2M/ IoT solutions for new business areas, Digital Signage, **Data Analytics**.

Drei Business: Ideal Solutions for corporate customers.



IT-Services.

Drei Support of IT-Infrastructure; Cloud and Enterprise Filesharing



Comprehensive solutions

E-Card-Connection and complete individual solutions, e.g. for pharmacies and medical doctors.



Consultation.

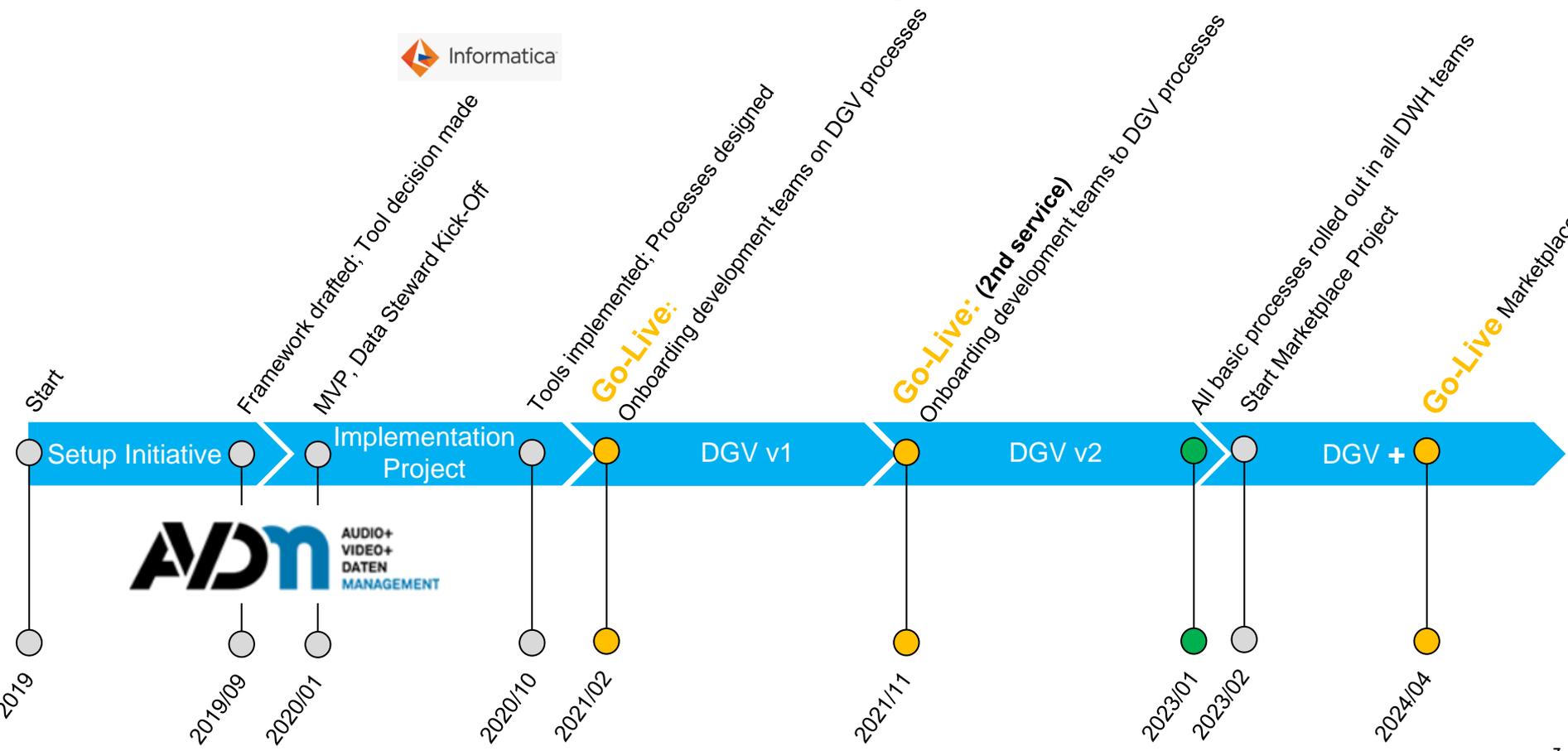
Individual consultation from the first SIM-Card.



Customer-service.

Competent, friendly, flexible and in proximity.

Data Governance Journey.



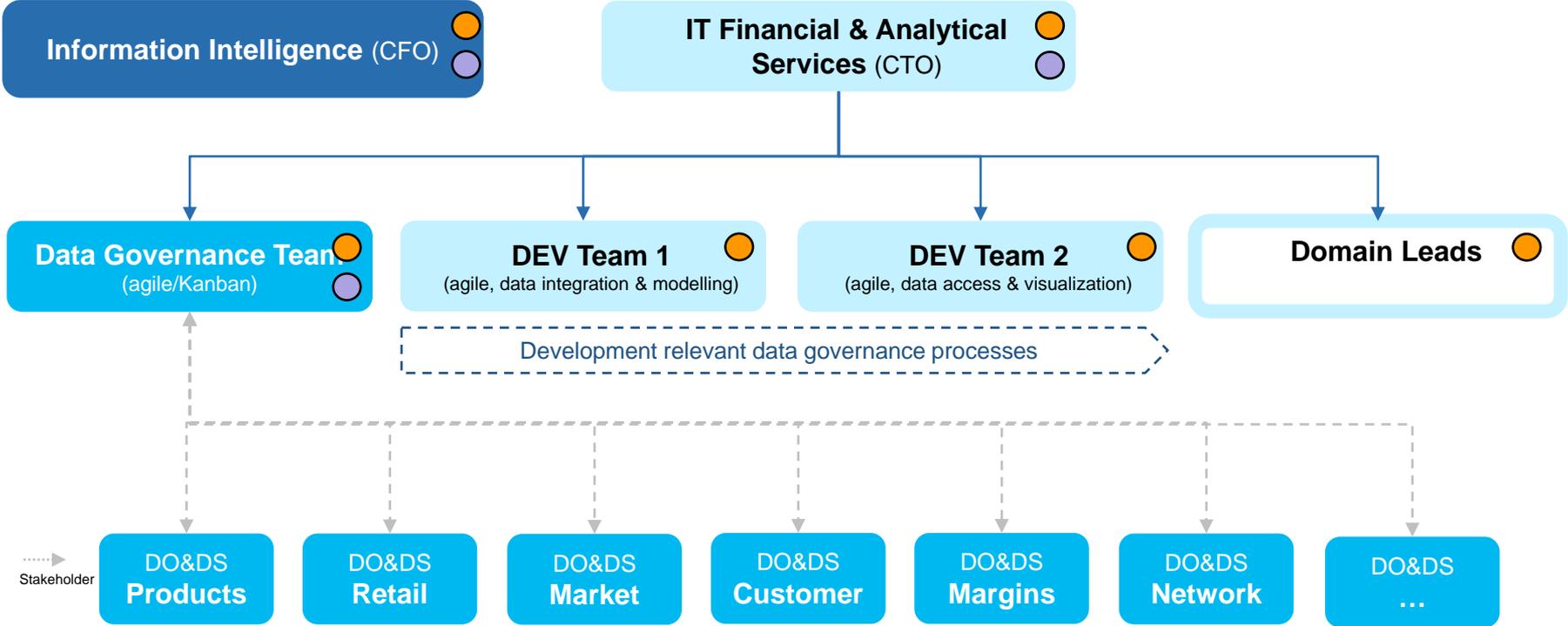
Organizational embedding.

Data Governance Review

Monthly frequency, All operative decisions as well as many strategic decisions made in this body. Representative of every involved team/stakeholder present.

Management Board

Occasionally, resources, Initiative progress & success



Data Governance Framework.

Approach

- ❖ **Focused approach** from the very beginning.
- ❖ Start with two DWH development teams **only**.
- ❖ Scope limited to data for **reporting systems** (Tableau, SAP BO) and relevant **source system** (DWH, Denodo and connected source systems).
- ❖ Data Catalog **only** scans respective systems.
- ❖ Legacy data documentation **only** occasionally, → every **new dataset** leaving the „factory“ must fulfill data governance minimum standards.
- ❖ Automatization of data governance processes.

Facts & Figures

Commitment & responsibility through data ownership



Data Scope targeted



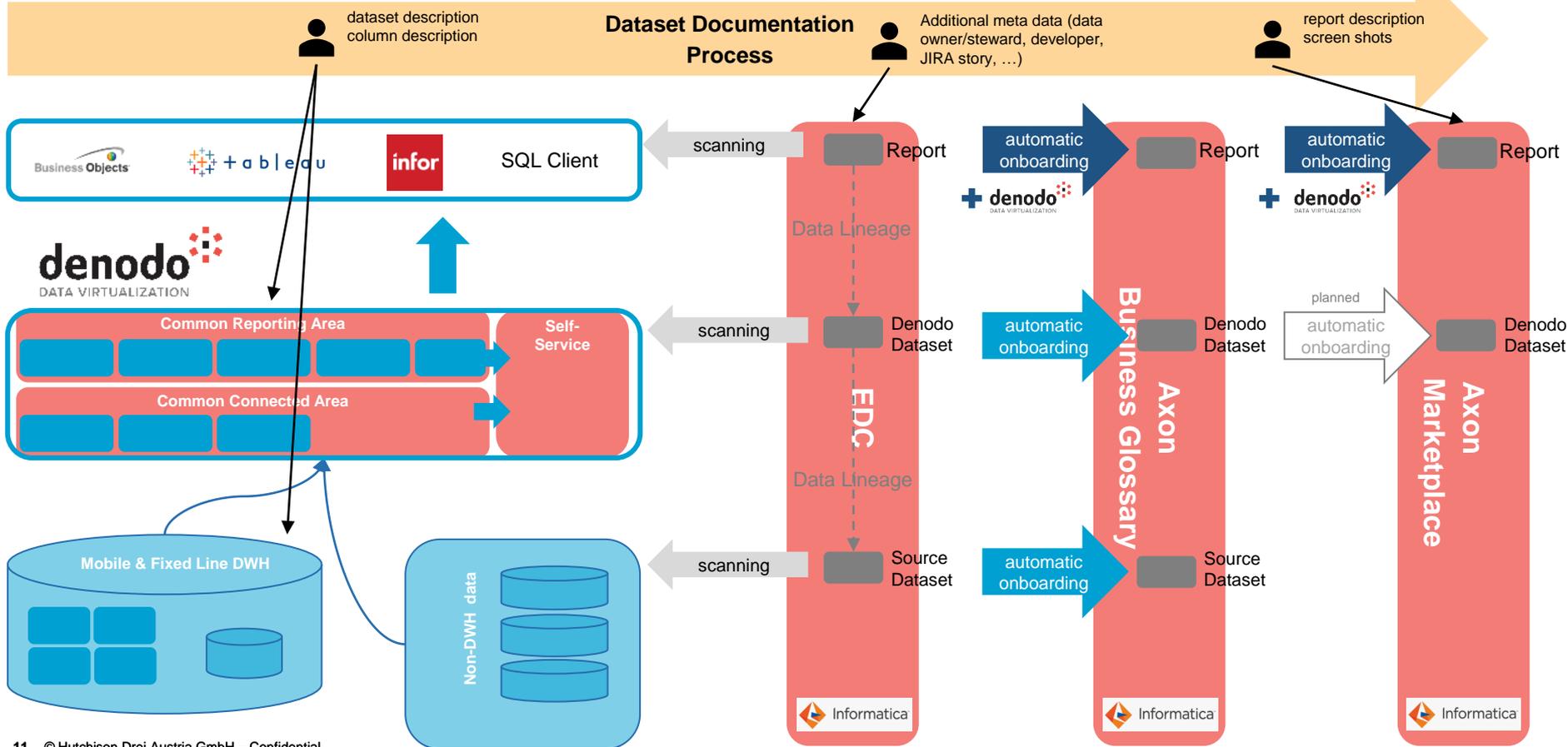
Data Knowledge continuously increasing



Challenges.

- ❖ **Abstract** topic, hard to make it **visible** and **tangible** to an organization.
- ❖ Significant **lead time** until benefits materialize.
- ❖ Continuous **justification challenges** on benefits of Data Governance.
- ❖ Secure **resources** continuously.
- ❖ **Resistance** on multiple levels in the organization.
- ❖ **Organizational integration** of data governance team. Skills, experience, recruiting.
- ❖ **Configuration** of tools and workflows, **design** of data governance processes.

Data Governance & Marketplace: Architecture



Cloud Data Governance: Quo VAIdis

Intelligent Data Management Cloud



DATA CATALOG



DATA INTEGRATION & ENGINEERING



API & APP INTEGRATION



DATA QUALITY & OBSERVABILITY



MDM & 360 APPLICATIONS



GOVERNANCE & PRIVACY



DATA MARKETPLACE



ACCESS MANAGEMENT

CLAIRE™

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

Multi-Cloud

Hybrid



On-premises



DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

Intelligent Data Management Cloud

DISCOVER &
UNDERSTAND



DATA
CATALOG

ACCESS &
INTEGRATE



DATA INTEGRATION &
ENGINEERING

CONNECT &
AUTOMATE



API & APP
INTEGRATION

CLEANSE &
TRUST



DATA QUALITY &
OBSERVABILITY

MASTER &
RELATE



MDM & 360
APPLICATIONS

GOVERN &
PROTECT



GOVERNANCE &
PRIVACY

SHARE &
DEMOCRATIZE



DATA
MARKETPLACE

ACCESS &
PROTECT



ACCESS
MANAGEMENT

CLAIRE[®]

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

DATA SOURCES



SaaS Apps
Sources

+



Mainframe



Applications



Databases

On-premises
Sources

+



IoT



Machine Data



Logs

Real-time /
Streaming
Sources

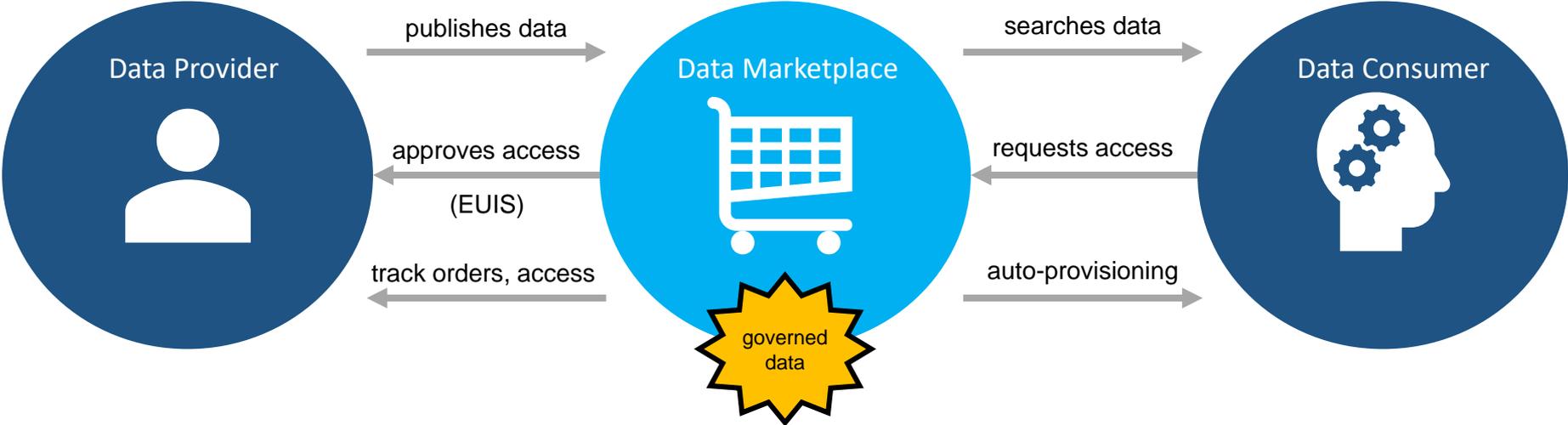
Data Marketplace Approach.

- ❖ A **company wide platform** for **everybody** in Drei! No access restrictions for any internal employee.

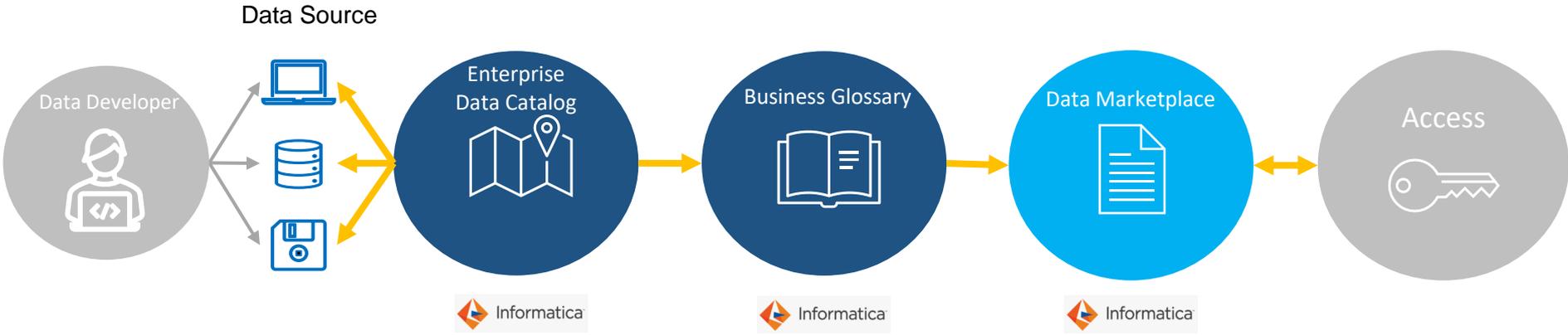


- ❖ Data Marketplace is an **integrated component** of Informatica Axon.
- ❖ Only **governed data** are onboarded to Data Marketplace!
- ❖ First data product: **Tableau** reporting.
- ❖ Next data products: will be defined within **learning phase** in 2024 together with business units
- ❖ **Access requests** to Tableau reports **triggered via Data Marketplace**, ...
- ❖ ... but actual **approval workflow/management** remains in centralized access mgmt application.

Data Marketplace.



Publication.



1. Dataset created / changed
Data Developer

2. Enterprise Data Catalog scanning data sources
DGV Team

3. Dataset documented in Enterprise Data Catalog
Data Developer

4. Onboard dataset to Business Glossary via Business Term mapping
Data Developer

5. Onboard dataset „Data Product“ to Data Marketplace (= publication)
DGV Team

6. [optional] Set up access process
DGV Team

Data Marketplace Demo.

The screenshot displays the Axon Data Marketplace interface. At the top, a blue navigation bar contains the following elements: a logo on the left, a dropdown menu for 'Data Marketplace', an active 'Explore' tab, and other tabs for 'My Items' and 'Create'. On the right side of the bar, there is a notification bell with '11' alerts, a user profile for 'Paul Just', and a help icon.

Below the navigation bar is a secondary menu with links for 'Home', 'Search', 'My Data', 'My Orders', 'Tasks', and 'History'. A 'Settings' gear icon is located in the top right corner of this menu.

The main content area is titled 'Data Marketplace' and includes a welcome message: 'Welcome to the Axon Data Marketplace! Publish data collections that other teams in your organization can use. Similarly, find and request access to published data collections on a self-service basis.' A close button is present in the top right of this section.

The 'Most Popular this Month' section features three data items:

- Jira Reporting**: 5 stars, 21 requests.
- End2End Process Management...**: 5 stars, 1 request.
- Tableau Project**: All production Tableau Projects.

At the bottom right of the main content area, there are two view toggle buttons: 'Tiles' (selected) and 'List'. A 'Help Me' button is located in the bottom left corner of the page.

Search.

🔍 Find Data Collections by name or purpose Search Clear Search

Name Description

+ Filters Category Owners Data Sets System

Data Collections

NAME	DESCRIPTION	DATA SETS	CATEGORY	OWNERS	RATING
3rd Party Retail Targets	3rd Party Retail Targets Visualization of target achievement per person	3rd Party Retail Targets	Tableau Project	Thomas Ollivier	★★★★★
3rd Party Retailer Commission	3rd Party Retailer Commission Report is supporting the commission approv...	3rd Party Retailer Commission	Tableau Project	Thomas Ollivier	★★★★★
3rd Party Retailer Reporting	Reporting on 3rd Party Retailer using the data only relevant to 3rd Party Reta...	3rd Party Retailer Reporting	Tableau Project	Thomas Ollivier	★★★★★
CMI for Coverage Steering	CMI for Coverage Steering for this Purpose: When national roaming (NR) will...	CMI for Coverage Steering	Tableau Project	Markus Lohwasser	★★★★★
Data Governance	This Tableau project contains reporting for Data Governance from a strategi...	Data Governance, +18	Tableau Project	Jürgen Keller	★★★★★
End2End Process Management KPI	This Tableau project contains monitoring of End-to-End processes performa...	End2End Process Management KPI, +1	Tableau Project	Manuel Krennauer	★★★★★
Jira Reporting	This Tableau project contains visualizations supporting work with Jira, like p...	Jira Reporting, +5	Tableau Project	Alexander Popovits	★★★★★
Own Shop Traffic	This Tableau projects visualizes the number of people visiting our Drei shop...	Own Shop Traffic, +3	Tableau Project	Willy Herberich	★★★★★
Retailer Reporting	This Tableau project provides detailed analytics of sales performances in ou...	Retailer Reporting, +3	Tableau Project	Willy Herberich	★★★★★
Upselling Report	This Tableau project contains two types of reporting about own shops. The ...	Upselling Report, +2	Tableau Project	Andreas Pöschmann	★★★★★

1 - 10 of 10 data collections Rows: 10

Data Product Summary.

Data Marketplace | Explore | My Items | Create | 11 | Paul Just | Settings

Home | Search | My Data | My Orders | Data I Own | Tasks | History

Home > Upselling Report REF: 01-43

Summary

DESCRIPTION

This Tableau project contains two types of reporting about own shops. The Upselling Reporting provides insides about our performance to up- or down-sell our customers when prolonging or changing their contracts. The Marketing Permission Reporting shows our success in receiving our customer's consent for marketing activities.

RATING ★★★★★

STATUS Published

APPROVERS [Andreas Pischmann](#)

DEVELOPER [Stephan Hoffmann](#)

CATEGORY [Tableau Project](#)

[Edit](#)

Delivery

DEFAULT TARGET Tableau Project

FORMAT Tableau Report

METHOD WEBLINK

LOCATION Tableau Server

DESCRIPTION Access granted via Axon Data Marketplace

Requests

0 ACCESS REQUESTS

[Raise Request](#)

Access

Dashboard Preview

[Upselling Reporting - TG VVL&TW.jpg](#) 06-Mar-2024

[Upselling Reporting - TG Neukunden.jpg](#) 06-Mar-2024

[Upselling Reporting - Shop Übersicht.jpg](#) 06-Mar-2024

+5 more files...

[Edit](#)

Data Sets | Delivery | Policies | Approve | Access | Rating | Discussion

Data Sets

NAME	DEFINITION	REF.	LIFECYCLE	SYSTEM SHORT NAME	ATTRIBUTES	DATA QUALITY	
Marketing Permissions per date an...	V_SUBS_MKTG_PERM_AGGR Reporting...	DS-2217	Approved	DWH-DB	20 attributes	0%	...
Upselling Report	We launched a new commission syste...	DS-2466	Approved	Tableau	0 attributes	0%	...
Upselling Report Base View	V_PARTNER_UPSELL_COMM_RESULT I...	DS-2117	Approved	DWH-DB	27 attributes	0%	...

[Add](#)

[Help Me](#)

Data Product Preview.

Extract last refresh: 06/03/2024 07:48:31

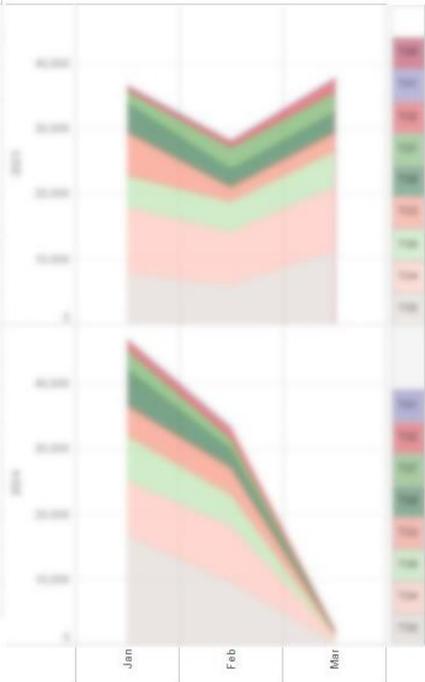
Aktuelle Tarifgruppe
Monatlich & Jährlich

Aktuelle Tarifgruppen (All)	Vertragsstatus (All)	VVL/Bonusprämie (All)	Vertriebskanal (All)	Region (All)
Aktueller Tarifname (All)	Transaktionstyp (All)	Data/Voice (All)	Business/Consumer (All)	Shop POS Name (All)



YOY Monatliche Aktuelle Tarifgruppen

YOY Verteilung der Tarifgruppen pro Monat



Request Access.

Data Marketplace | Explore | My Items | Create

Home | Search | My Data | My Orders | Data I Own | Tasks | History | Settings

Home > Upselling Report REF: 01-43

Summary

DESCRIPTION

This Tableau project contains two types of reporting about own shops. The Upselling Reporting provides insides about our performance to up- or down-sell our customers when prolonging or changing their contracts. The Marketing Permission Reporting shows our success in receiving our customer's consent for marketing activities.

RATING ★★★★★

STATUS Published

APPROVERS [Andreas Pöschmann](#)

DEVELOPER [Stephan Witzel](#)

CATEGORY [Tableau Project](#)

[Edit](#)

Delivery

DEFAULT TARGET Tableau Project

FORMAT Tableau Report

METHOD WEBLINK

LOCATION Tableau Server

DESCRIPTION Access granted via Axon Data Marketplace

Dashboard Preview

[Upselling Reporting - TG VVL&TW.jpg](#) 06-Mar-2024

[Upselling Reporting - TG Neukunden.jpg](#) 06-Mar-2024

[Upselling Reporting - Shop Übersicht.jpg](#) 06-Mar-2024

+5 more files...

[Edit](#)

Requests

0 ACCESS REQUESTS

Access

[Raise Request](#)

Data Sets | Delivery | Policies | Approve | Access | Rating | Discussion

Data Sets

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Upselling Report Base View	V_PARTNER_UPSELL_COMM_RESULT I...	DS-2117	Approved	DWH-DB	27 attributes	0%

[Add](#)

[Help Me](#)

Business Justification.



Request Details

Reuse Last Details

BUSINESS JUSTIFICATION (optional)

B I U S [List Icon] [List Icon] [Link Icon]

I need access to this report I my new responsibility as a sales channel analyst.

DELIVERY TARGET

Tableau Project - Tableau Report - WEBLINK	
FORMAT	Tableau Report
METHOD	WEBLINK
LOCATION	Tableau Server
DESCRIPTION	Access granted via Axon Data Marketplace

DELIVERY REQUESTS (optional)

B I U S [List Icon] [List Icon] [Link Icon]

TABLEAU ROLE

Viewer

Back Next

Order Summary

REF 01-43
Upselling Report

DESCRIPTION

This Tableau project contains two types of reporting about own shops. The Upselling Reporting provides insides about our performance to up- or down-sell our customers when prolonging or changing their contracts. The Marketing Permission Reporting shows our success in receiving our customer's consent for marketing activities.

APPROVERS

[User Icon] [User Name]

DEVELOPER

[User Icon] [User Name]

CATEGORY

Tableau Project

Access Request History.

Data Marketplace | **Explore** | **My Items** | **Create**

Home | Search | My Data | **My Orders** | Data I Own | Tasks | History | Settings

My Orders

View the orders and status of data collections for which you have requested access.

Most Recently Updated

End2End Process Management K...

ACCESS REJECTED

ORDER **Ord000041**
ORDERED 19-Feb-2024
John Admin, Consumer
You already requested or have access to this Project

Own Shops Traffic Reporting

ORDER FULFILLED

ORDER **Ord000036**
ORDERED 08-Sep-2023
Sandeep Jangra, Owner
Approved

Orders | Custom Requests

ORDER	ORDERED	DATA COLLECTION	BUSINESS JUSTIFICATION	LAST UPDATED	STATUS
Ord000069	07-Mar-2024	Jira Reporting	-	08-Mar-2024	ACCESS REJECTED
Ord000041	19-Feb-2024	End2End Process Management KPI	tzest	05-Mar-2024	ACCESS REJECTED
Ord000040	18-Feb-2024	End2End Process Management KPI	test	05-Mar-2024	ACCESS REJECTED
Ord000039	16-Feb-2024	Drei Nachhaltigkeits KPI	-	18-Mar-2024	ACCESS REJECTED
Ord000038	26-Jan-2024	End2End Process Management KPI	I need this report blabla	05-Mar-2024	ACCESS REJECTED
Ord000036	08-Sep-2023	Own Shops Traffic Reporting	asdf	08-Sep-2023	ORDER FULFILLED

[Help Me](#)

Data Access.

My Data ⊞

View the data collections that have been provisioned for you.

Recently Added

 **Own Shops Traffic Reporting**

● AVAILABLE

CATEGORY Tableau Project

FULFILLED 08-Sep-2023

Access Details

DATA COLLECTION	DESCRIPTION	TARGET	ACCESS ID	STATUS	FULFILLED
 Own Shops Traffic Reporting	Project is about visualisation the point-based shop sales per...	Default Provisioning Target	 Acc000008	● AVAILABLE	08-Sep-2023

1 - 1 of 1 access detail

< 1 of 1 >

Rows: 10

Governed Data – Data Sets.

The screenshot shows the 'Upselling Report' page in the Data Marketplace. The page is divided into several sections: Summary, Delivery, Requests, Access, and Dashboard Preview. The Summary section contains a description, a 5-star rating, and a 'Published' status. The Delivery section lists details like 'Tableau Project' and 'Tableau Report'. The Requests section shows '0 ACCESS REQUESTS' and a 'Raise Request' button. The Access section is currently empty. The Dashboard Preview section shows a list of report thumbnails with dates from March 2024. At the bottom, there is a 'Data Sets' table with columns for Name, Definition, Ref, Lifecycle, System Short Name, Attributes, and Data Quality. A red circle highlights the first three rows of the Data Sets table.

Summary Edit

DESCRIPTION: This Tableau project contains two types of reporting about own shops. The Upselling Reporting provides insides about our performance to up- or down-sell our customers when prolonging or changing their contracts. The Marketing Permission Reporting shows our success in receiving our customer's consent for marketing activities.

RATING: ★★★★★

STATUS: Published

APPROVERS:

DEVELOPER:

CATEGORY: Tableau Project

Delivery

DEFAULT TARGET: Tableau Project

FORMAT: Tableau Report

METHOD: WEBLINK

LOCATION: Tableau Server

DESCRIPTION: Access granted via Axon Data Marketplace

Requests

0 ACCESS REQUESTS

Access

Raise Request

Dashboard Preview Edit

- Upselling Reporting - TG VVL&TW.jpg 06-Mar-2024
- Upselling Reporting - TG Neukunden.jpg 06-Mar-2024
- Upselling Reporting - Shop Übersicht.jpg 06-Mar-2024
- +5 more files...

Data Sets Add

NAME	DEFINITION	REF	LIFECYCLE	SYSTEM SHORT NAME	ATTRIBUTES	DATA QUALITY
Marketing Permissions per date an...	V_SUBS_MKTG_PERM_AGGR Reporting...	DS-2217	Approved	DWH-DB	20 attributes	0%
Upselling Report	We launched a new commission syste...	DS-2466	Approved	Tableau	0 attributes	0%
Upselling Report Base View	V_PARTNER_UPSELL_COMM_RESULT I...	DS-2117	Approved	DWH-DB	27 attributes	0%

Help Me

Governed Data – Data Attributes.

Data Marketplace | Explore | My Items | Create

Home | Search | My Data | My Orders | Data I Own | Tasks | History | Settings

+5 more files...

Data Sets | Delivery | Policies | Approve | Access | Rating | Discussion

Data Sets

NAME	DEFINITION	REF.	LIFECYCLE	SYSTEM SHORT NAME	ATTRIBUTES	DATA QUALITY
Marketing Permissions per date an...	V_SUBS_MKTG_PERM_AGGR Reporting...	DS-2217	Approved	DWH-DB	20 attributes	0%
Upselling Report	We launched a new commission syste...	DS-2466	Approved	Tableau	0 attributes	0%
Upselling Report Base View	V_PARTNER_UPSELL_COMM_RESULT L...	DS-2117	Approved	DWH-DB	27 attributes	0%

Attributes

ATTRIBUTE	DEFINITION	REF.	DATA SET NAME	SYSTEM SHORT NAME
ACCOUNTTYPE	Indicates how the invoices are paid. Possible values are...	AT-3828	Upselling Report Base View	DWH-DB
BASIC_DESCR	Categorisation of tariffs into groups (internal descriptio...	AT-3830	Upselling Report Base View	DWH-DB
BASICTARIFFCODE	The Tariff Code that the Subscriber has bevor the previo...	AT-3829	Upselling Report Base View	DWH-DB
CHANNEL	Terms related to non H3A sales channels aka Retailer. It...	AT-3831	Upselling Report Base View	DWH-DB
CHANNEL_DESCR	Terms related to non H3A sales channels aka Retailer. It...	AT-3809	Upselling Report Base View	DWH-DB
CUSTOMER_TYPE_ID	Type of a customer. Possible allowed values: - Business...	AT-5786	Marketing Permissions per date and Retailer	DWH-DB
CUSTOMERTYPE	Type of a customer. Possible allowed values: - Business...	AT-3810	Upselling Report Base View	DWH-DB
DATE_ID	Entry date of a customer order.	AT-4701	Marketing Permissions per date and Retailer	DWH-DB
EFFECTIVEDATE	it is the Date when the Order was Incoming to us.	AT-3811	Upselling Report Base View	DWH-DB
FINANCIAL_TARIFF_GROUP	Verwendung für Tarifstruktur mit folgender Hierarchie: ...	AT-4705	Marketing Permissions per date and Retailer	DWH-DB

1 - 10 of 47 attributes

1 of 5

Flows: 10

Help Me

Data Discovery.

The screenshot displays the Axon Data Marketplace interface. At the top, there is a navigation bar with 'Data Marketplace', 'Explore', 'My Items', and 'Create'. Below this is a secondary navigation bar with 'Home', 'Search', 'My Data', 'My Orders', 'Data I Own', 'Tasks', and 'History'. The main content area is titled 'Upselling Report' (REF: 01-43) and is divided into several sections:

- Summary:** Contains a description of the Tableau project, a 5-star rating, and a 'Published' status. It also lists the approvers and developer.
- Delivery:** Lists details such as 'DEFAULT TARGET' (Tableau Project), 'FORMAT' (Tableau Report), 'METHOD' (WEBLINK), 'LOCATION' (Tableau Server), and 'DESCRIPTION' (Access granted via Axon Data Marketplace).
- Dashboard Preview:** Shows a list of dashboard files, including 'Upselling Reporting - TG VVL&TW.jpg', 'Upselling Reporting - TG Neukunden.jpg', and 'Upselling Reporting - Shop Übersicht.jpg', all dated 06-Mar-2024.
- Requests:** Shows '0 ACCESS REQUESTS' and a 'Raise Request' button.
- Access:** A section for managing access permissions.

At the bottom, there is a 'Data Sets' section with a table listing various datasets. The table has columns for NAME, DEFINITION, REF, LIFECYCLE, SYSTEM SHORT NAME, ATTRIBUTES, and DATA QUALITY. The 'Upselling Report' dataset is highlighted, and its 'DATA QUALITY' section is circled in red, showing a green checkmark, '0%', and a 'View in Axon' button. A tooltip below the button reads 'Opens Axon Data Governance in a new tab'.

NAME	DEFINITION	REF	LIFECYCLE	SYSTEM SHORT NAME	ATTRIBUTES	DATA QUALITY
Marketing Permissions per date an...	V_SUBS_MKTG_PERM_AGGR Reporting...	DS-2217	Approved	DWH-DB	20 attributes	0%
Upselling Report	We launched a new commission syste...	DS-2466	Approved	Tableau	0 attributes	0%
Upselling Report Base View	V_PARTNER_UPSELL_COMM_RESULT L...	DS-2117	Approved	DWH-DB	27 attributes	0%

Business Glossary – Data Set Summary.

Navigation bar: Data Governance, Search, Maps, My Items, Create, Paul Just, 11 notifications, Edit button.

Page Title: DS-2117: Upselling Report Base View
Data Set in DWH+DB

Menu: SUMMARY (highlighted), ATTRIBUTES, RELATIONSHIPS, STAKEHOLDERS, ENTERPRISE CATALOG, VALUES, DATA QUALITY, IMPACT, HISTORY, CHANGE, FOLLOW

DEFINITION

V_PARTNER_UPSELL_COMM_RESULT is a data set providing details about upselling, downselling tariff groups based on tariff change and mobile upgrade as well as the tariff group of the new customer based on grossadds. Jira Story A6C1-4033.

Ref.:	DS-2117
System Short Name:	DWH-DB
Usage:	Not specified
Glossary Name:	Retailer and Retail Data
Data Collections:	Upselling Report
AD Role:	Not specified
HORST:	Not specified
VVZ:	Not specified
Comment:	Not specified

CLASSIFICATIONS

BASIC CLASSIFICATIONS

Axon Status:	Active
Lifecycle:	APPROVED
Type:	Data Set
Axon Viewing:	Public
Created By:	John Admin
Created:	05-Dec-2022
Last Updated By:	John Admin
Last Updated:	04-Apr-2024
Last Approved Date:	Not Available
Next Review Date:	Not Enforced

> DOCUMENTS 0 RECORD

Business Glossary – Data Attributes.

DS-2117: Upselling Report Base View
Data Set in DWH-DB

SUMMARY **ATTRIBUTES** RELATIONSHIPS STAKEHOLDERS ENTERPRISE CATALOG VALUES DATA QUALITY IMPACT HISTORY CHANGE FOLLOW

DATA ATTRIBUTES Actions

Ref.	Name	Definition	KDE	Origin	Physical Fields	Glossary Name	Attribute Glossary Definition	Glossary Type	Data Type	Data Length
AT-3828	ACCOUNTTYPE	Indicates how the invoices are paid. Possible values are: Postpaid - a monthly invoice is created after the services have been consumed Prepaid - credit is loaded and then consumed		Enterprise Catalog	ACCOUNTTYPE	Account Type	Indicates how the invoices are paid. Possible values are: Postpaid - a monthly invoice is created after the services have been consumed Prepaid - credit is loaded and then consumed	TERM	VARCHAR2	800
AT-3829	BASICTARIFFCODE	The Tariff Code that the Subscriber has bevor the previous event.		Enterprise Catalog	BASICTARIFFCODE	Pre Tariff Code	The Tariff Code that the Subscriber had before the previous event.	TERM	VARCHAR2	1020
AT-3830	BASIC_DESCR	Categorisation of tariffs into groups (internal description and categorization): Pre or Postpaid, Mobile Voice, Mobile Data, Fixed Line		Enterprise Catalog	BASIC_DESCR	Tariff Group	Categorisation of tariffs into groups (internal description and categorization): Pre or Postpaid, Mobile Voice, Mobile Data, Fixed Line	TERM	VARCHAR2	1020
		Terms related to non H3A sales channels aka Retailer. It's also an attribute within Oracle ERP and Retailer Category The same Same Sales Channel					Terms related to non H3A sales channels aka Retailer. It's also an attribute within Oracle ERP and Retailer Category The same Same Sales Channel can be found under different Retail Category, e.g.			

27 records

Business Glossary – Stakeholder.

Data Governance Search Maps My Items Create

DS-2117: Upselling Report Base View
Data Set in DWH-DB

SUMMARY ATTRIBUTES RELATIONSHIPS **STAKEHOLDERS** ENTERPRISE CATALOG VALUES DATA QUALITY IMPACT HISTORY CHANGE FOLLOW

Stakeholders Followers

DATA SETS

Role	Name	Org Unit	Role Accepted
Developer	Shantanu Ghoshal	Products & IT	No
Glossary Governance	Shantanu Ghoshal	Products & IT	No
Data Steward	Shantanu Ghoshal	Consumer & Small Enterprise	No
Data Owner	Shantanu Ghoshal	Consumer & Small Enterprise	No

4 records

DATA ATTRIBUTES

This data item does not have an attribute stakeholder.

STAKEHOLDER COMMUNITY

All 5 Glossary 5

Object Name	Role	Name	Org Unit
Retailer and Retail Data	Data Owner	Shantanu Ghoshal	Consumer & Small Enterprise
Retailer and Retail Data	Data Steward	Shantanu Ghoshal	Consumer & Small Enterprise
Retailer and Retail Data	Glossary Governance	Sandeep Jengra	Products & IT

Business Glossary – Data Catalog Link.

3 Data Governance Search Maps My Items Create

DS-2117: Upselling Report Base View
Data Set in DWH-DB

Summary ATTRIBUTES RELATIONSHIPS STAKEHOLDERS **ENTERPRISE CATALOG** VALUES DATA QUALITY IMPACT HISTORY CHANGE

Follow Edit

PHYSICAL FIELDS

Name	Type	Parent	Resource	Glossary
ACCOUNTTYPE	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Account Type ✓
BASICTARIFFCODE	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Pre Tariff Code ✓
BASIC_DESCR	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Tariff Group ✓
CHANNEL_DESCR	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Retailer Channels ✓
CUSTOMERTYPE	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Customer Type ✓
EFFECTIVEDATE	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Order Entry Date ✓
MANDATORYTARIFFCODE	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Tariff Code ✓
MAND_DESCR	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Tariff Option Name ✓
ORDERID	View Column	V_PARTNER_UPSELL_COMM_RESULT	DWH_PROD	Order ID ✓

22 records

Data Catalog – Data Set Overview.

The screenshot displays the Informatica Enterprise Data Catalog interface. The top navigation bar includes 'Informatica Enterprise Data Catalog', 'Discovery', and 'Data Asset Analytics'. The left sidebar shows 'Home', 'Search Results', and the current data set 'V_PARTNER_UPSE...' with the 'Overview' tab selected. The main content area is titled 'Upselling Report Base View' with the identifier 'V_PARTNER_UPSELL_COMM_RESULT' and a breadcrumb path '>> DWH_PROD > EDWP14 > EDW'. The 'Overview' tab is active, showing sections for Description, Technical Remarks, WWZ, Sample Columns, Reviews, and Questions. The 'Sample Columns' section contains a table with columns for Name, Business Title, and Data Domains. The 'Reviews' section has a form for entering a review. The right sidebar lists 'People' (Data Champions, Data Developer, Data Owner, Data Steward, Report Owner), 'Business Terms' (Business Subject Area, Retailer and Retail Data), and 'Custom Attributes' (AXON Onboard, Approval Required, Organization Unit, Reference Ticket, Requesters, Technical Subject Area).

Upselling Report Base View
V_PARTNER_UPSELL_COMM_RESULT
>> DWH_PROD > EDWP14 > EDW

Overview Columns Lineage and Impact Relationships Reviews Questions

Description
Data set providing details about upselling, downselling tariff groups based on tariff change and mobile upgrade as well as the tariff group of the new customer based on grossadds.

Technical Remarks
No details found. Click the icon to add details to this section.

WWZ
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Sample Columns Show All

Name	Business Title	Data Domains@
BATCH_JOB_ID		
START_TIME		
END_TIME		
TRX_ID		
ACCOUNTTYPE	Account Type	

Reviews Show All

Questions Show All

People

- Data Champions
not assigned
- Data Developer
[Name]
- Data Owner
[Name]
- Data Steward
[Name]
- Report Owner
not assigned

Business Terms

- Business Subject Area
 - Retailer and Retail Data

Custom Attributes

- AXON Onboard
true
- Approval Required
true
- Organization Unit
HoD SCM & Sales Support
- Reference Ticket
RRT-47267, A6C1-4033
- Requesters
not assigned
- Technical Subject Area
not assigned

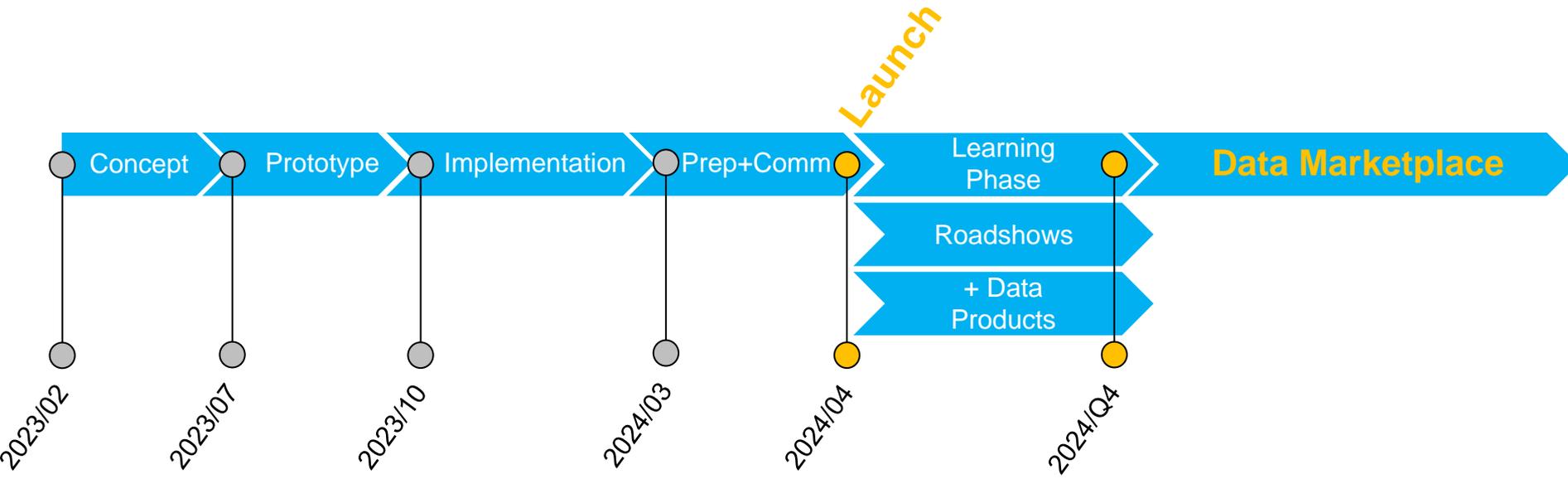
Data Catalog – Data Lineage.

The screenshot displays the Informatica Enterprise Data Catalog interface. The main view is titled "Upselling Report Base View" with the asset ID "V_PARTNER_UPSELL_COMM_RESULT". The breadcrumb path is "DWH_PROD > EDW1.1 > EDW". The "Lineage and Impact" tab is selected and highlighted with a red circle. The interface includes controls for "Lineage" and "Impact" (Hide/Show All) and a "Classic View" toggle. The data lineage diagram shows a flow from source data in the "DWH_PROD" environment through intermediate views like "V_DIMRETAILER" and "V_PARTNER_UPSELL" to a "Tableau_Production" environment. In Tableau, the data is used for "Calculations" and reports such as "Upselling Report" and "Commission Report".

Benefits.

- ❖ Establish **landing page** to share, search and shop for data.
- ❖ Create a **cultural to stimulate pro-active sharing** of data instead of maintaining data silos.
- ❖ Have **governed data** at the centre of attention.
- ❖ Reduce **time spent to search and access data** or identify responsibilities.
- ❖ **Increased efficiency** by a modern data management infrastructure (data distribution, data ownership, access management, development time, etc.)
- ❖ **Data Driven Organization & Data Democratization:** More data, easier available for more data consumer.

Data Marketplace Roadmap.



Thank you.

Macht's einfach.

