

# Data Governance, Intellectual Capital & Customer Value Creation

**GLOBAL FORUM**

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**Maximising the  
Customer Value**

**more  
for  
your  
customers**

# Why Data Governance ?

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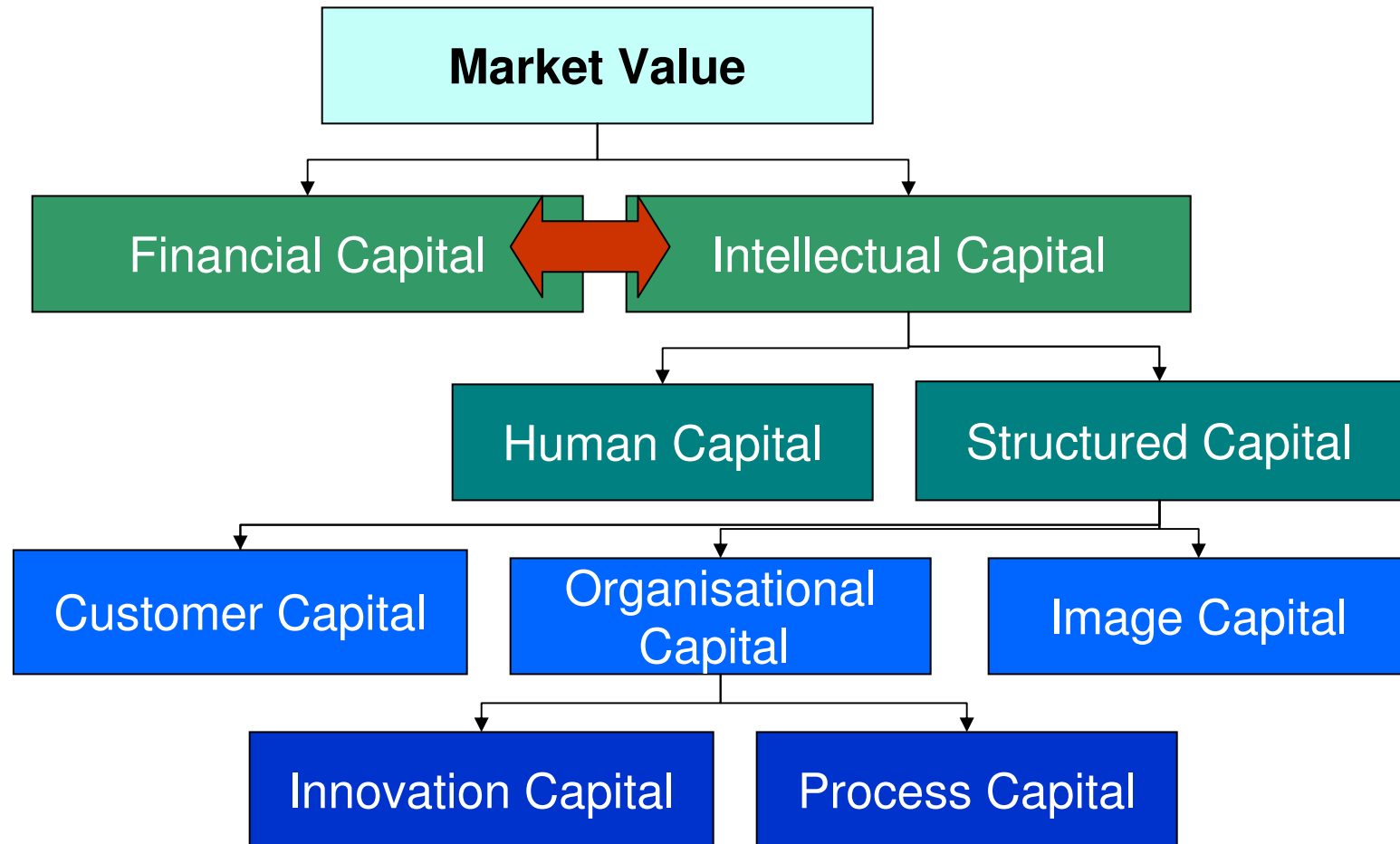
- Governance everywhere!
  - ◆ Enterprise Governance
  - ◆ GRC
  - ◆ SI Governance
  - ◆ ....
- An other Marketing Buzz Word ?
- Today everything has changed
  - ◆ Amount of data
  - ◆ Technology (SOA, Web 2.0, Widgets, Mashup, Storage...)
  - ◆ Globalisation
  - ◆ Financial crisis
  - ◆ Economic crisis

# Why Data Governance ?

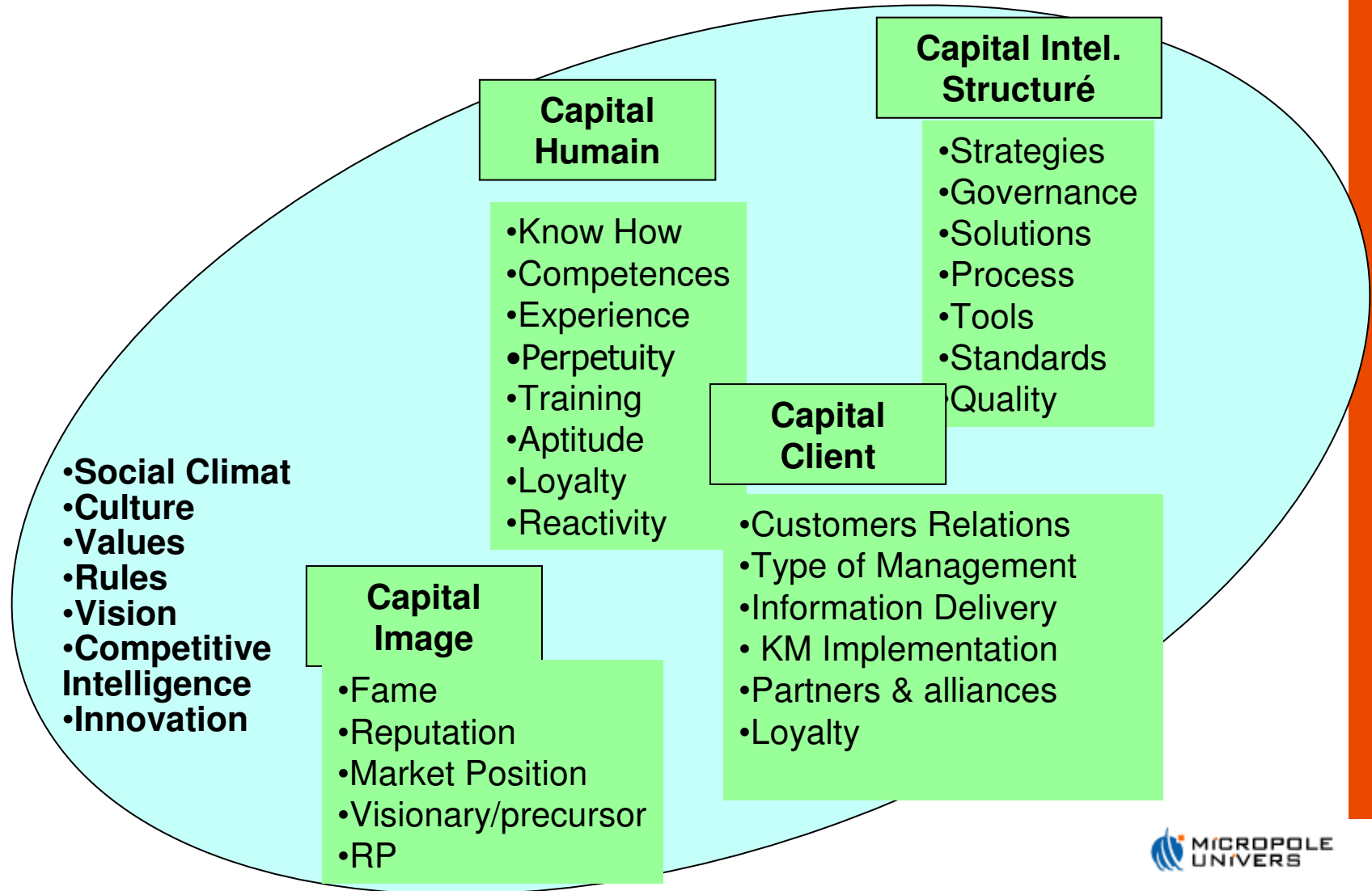
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- More compliance to come
  - ◆ Failure of SOX, IFRS...
  - ◆ Data Manipulation by banks & governments
- More and more data to manage
  - ◆ Usefull and useless data !!!
- Competitiveness of our companies !!
  - ◆ Data quality/master data
    - Reduce cost
    - Better decision making
  - ◆ Cross selling/ up selling
- Enterprise value
  - ◆ Enterprise benchmarking
    - Reliability of corporate data
    - Data Governance Scorecard
  - ◆ How to increase the impact on the market value
    - Move from business perspective to Intellectual Capital perspective
    - Add Customer Value

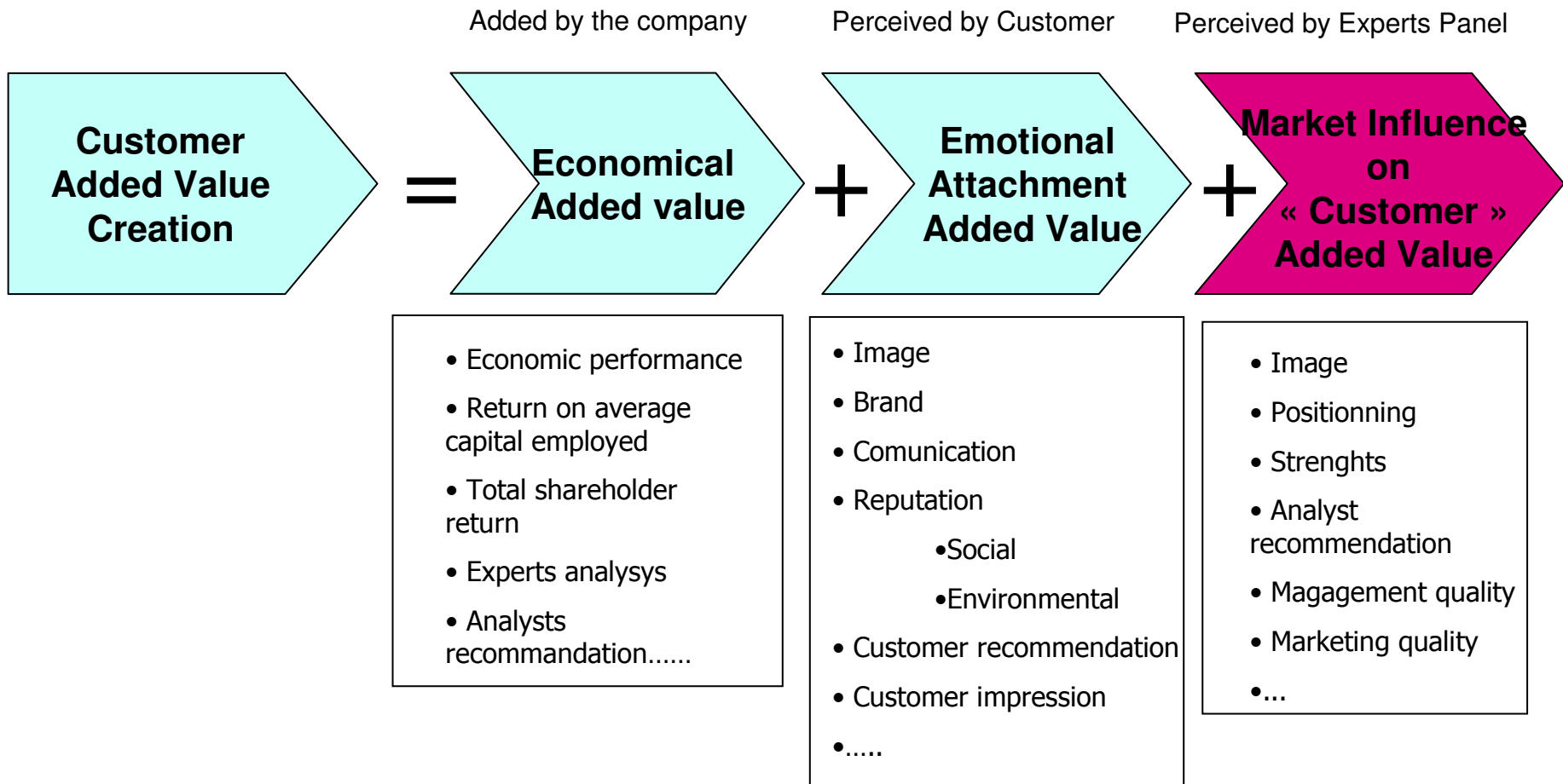
# Rehabilitation of Intellectual Capital



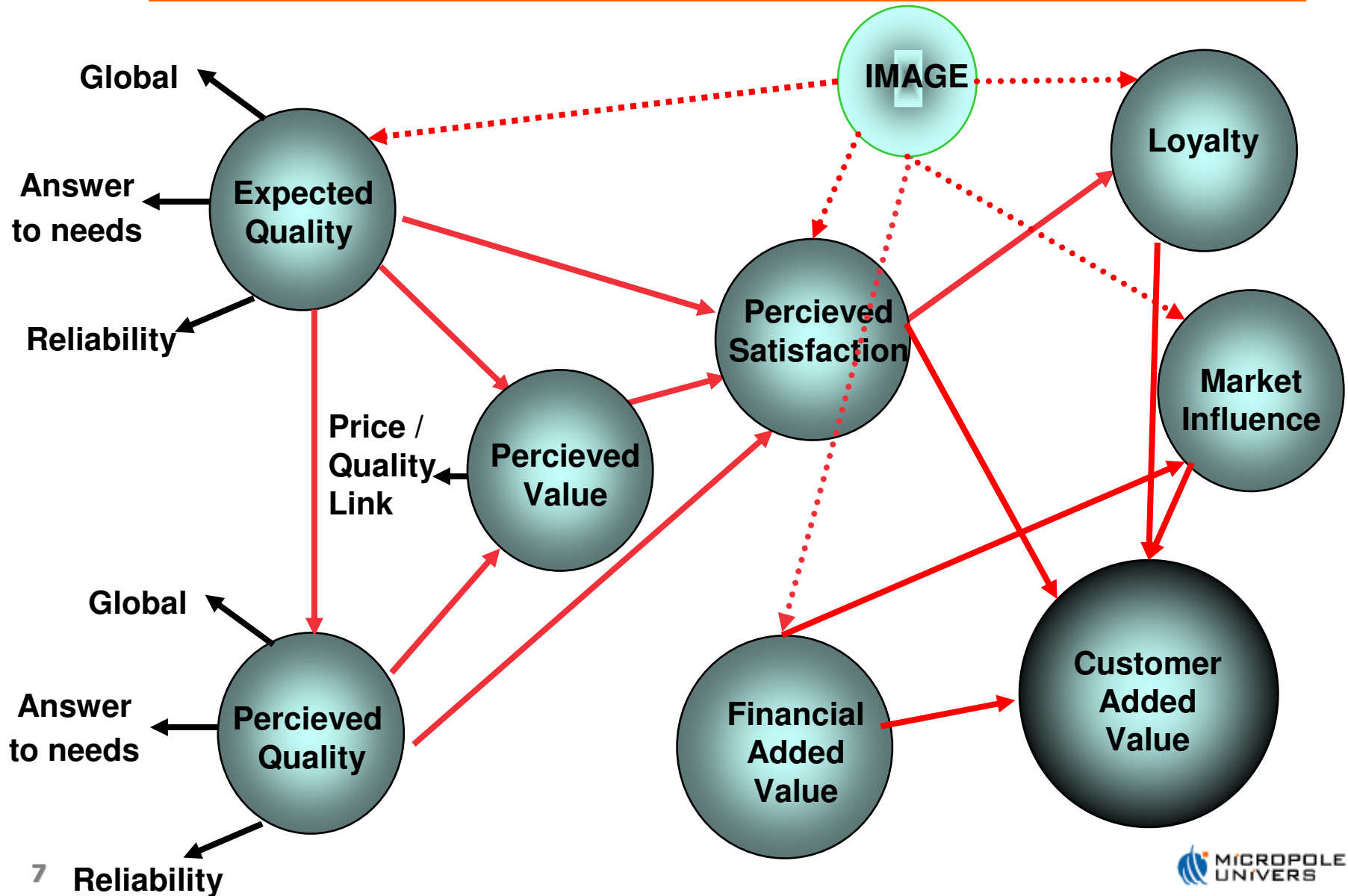
# Micropole Univers Intellectual Capital



# The Micropole Univers Customer Value Chain

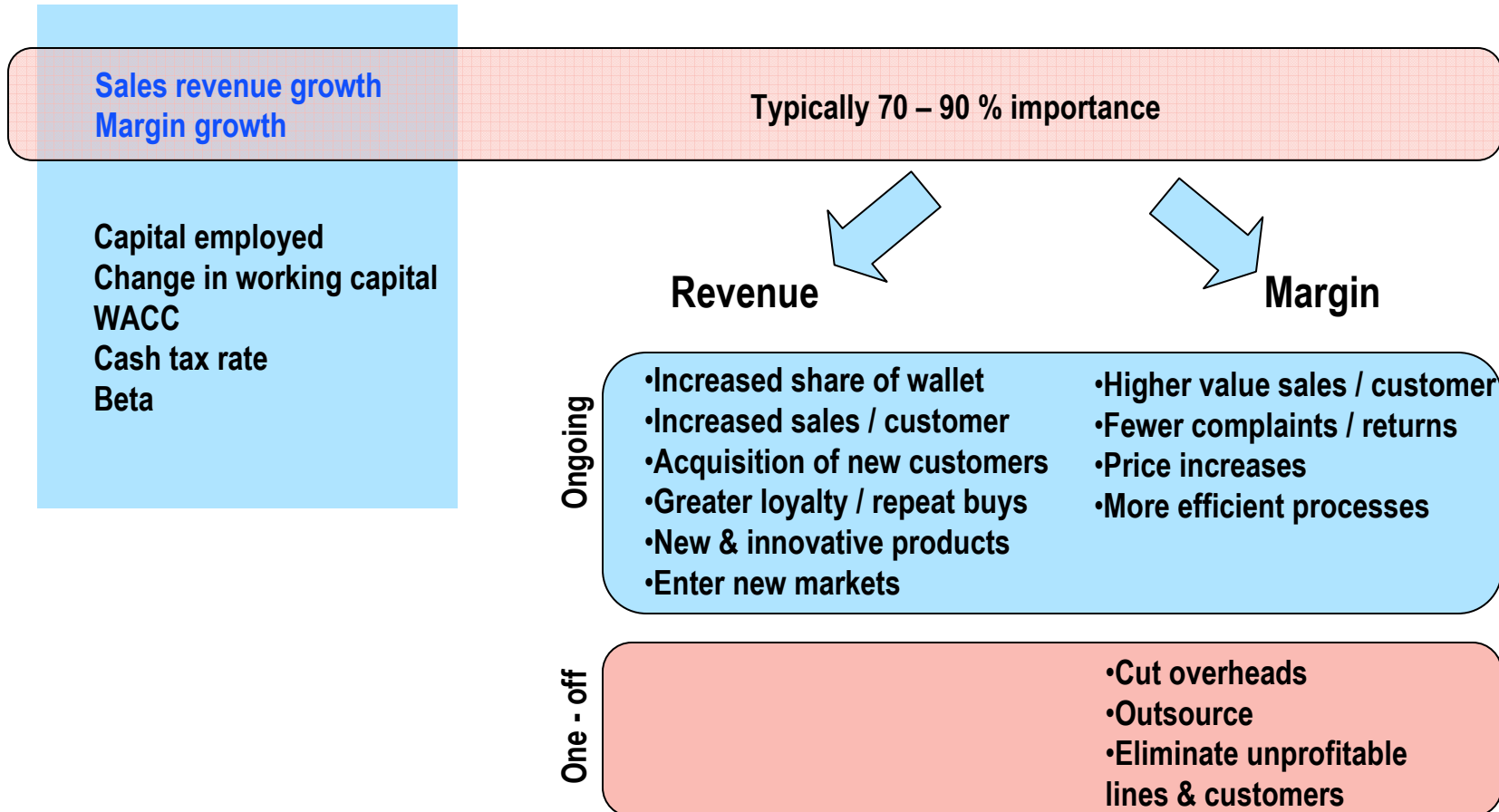


# Micropole Univers Measure model prototype



# Linking Customer Value to Shareholder value

## Drivers of Shareholder Value





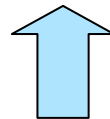
# The key drivers to Create and Maximise Customer value and achieve Revenue and Margin growth

## Revenue growth

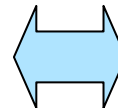
- Increased share of wallet
- Increased sales / customer
- Acquisition of new customers
- Greater loyalty / repeat buys
- New & innovative products
- Enter new markets

## Margin improvement

- Higher value sales / customer
- Fewer complaints / returns
- Price increases
- More efficient processes



**Creating and Maximising  
Customer Value**



## Key drivers

Customer centric organisation  
Customer knowledge  
Customer intimacy  
Innovation  
Time to market  
Employee motivation & competence  
Deliver Customer satisfaction  
Corporate and brand image  
Value for Money  
Product and service value proposition  
Effective communications  
Quality of service and customer support  
etc.....