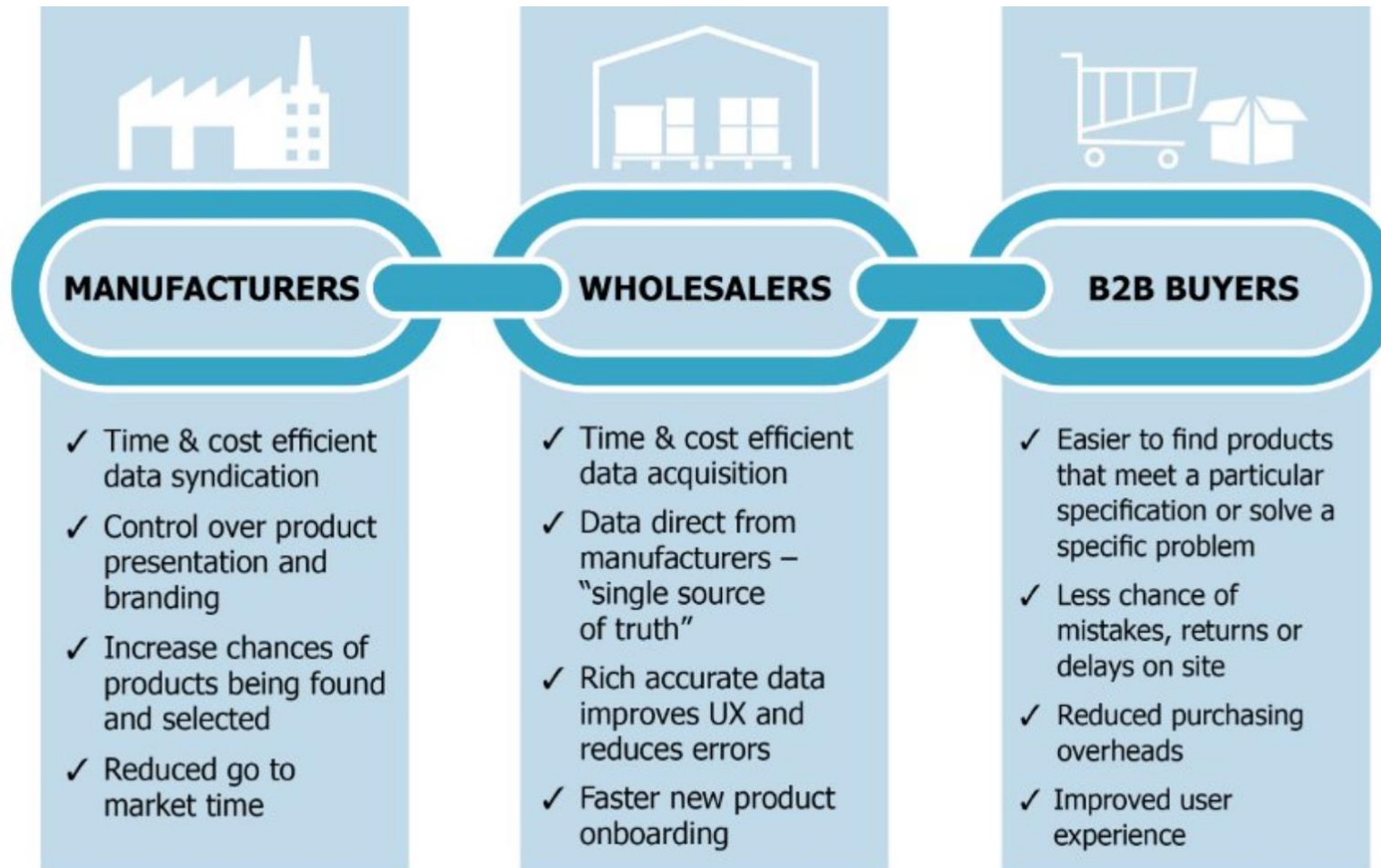


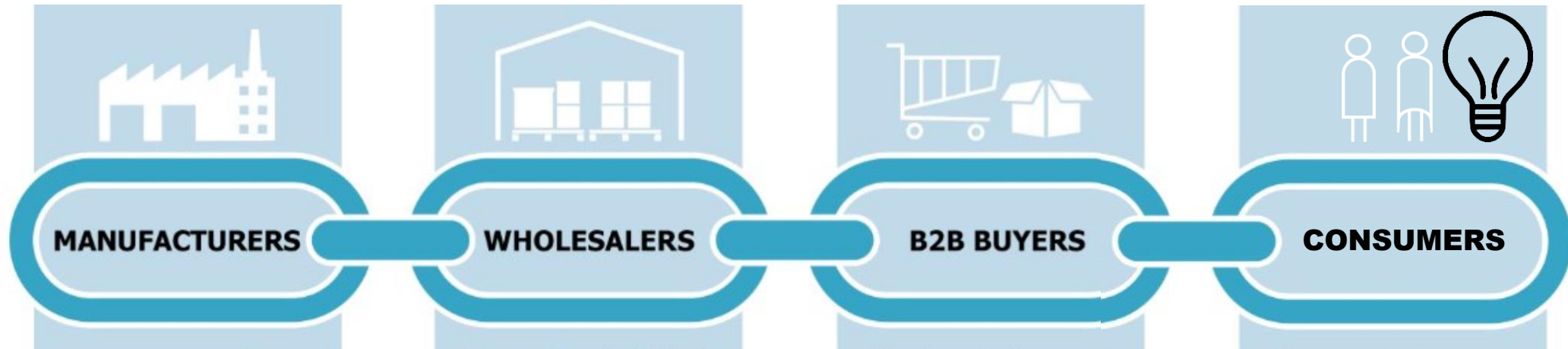
Digital Horizons

Stuart Squires
Comma Group

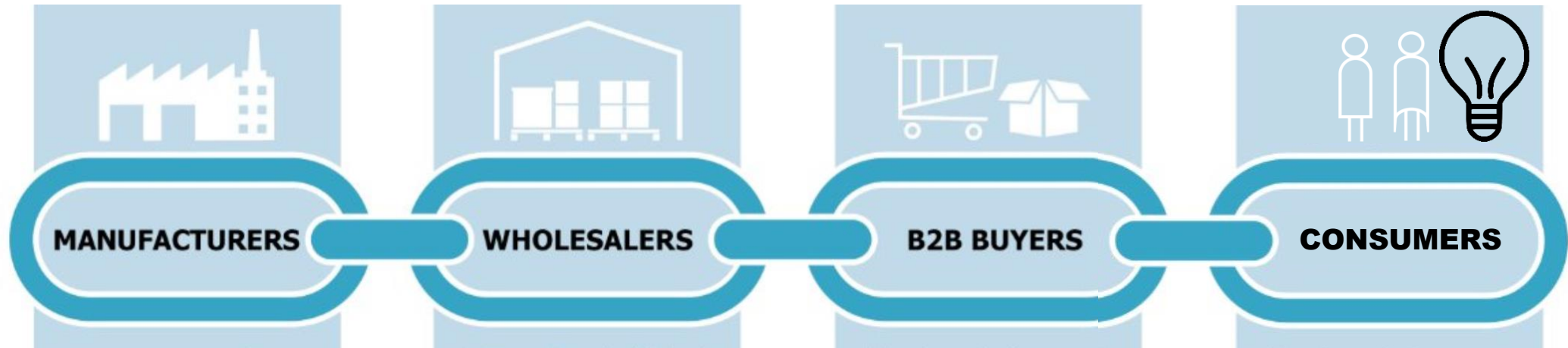
Benefits of shared data supply chain



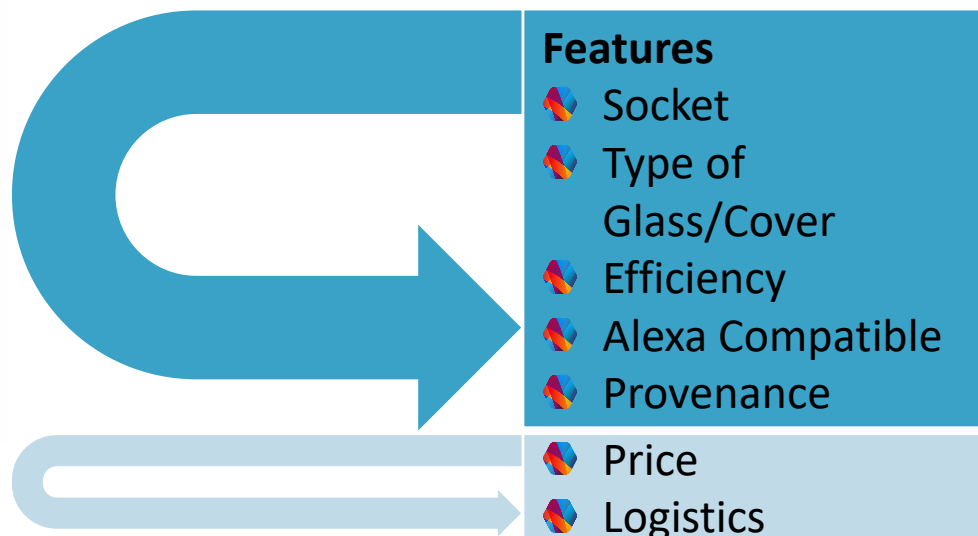
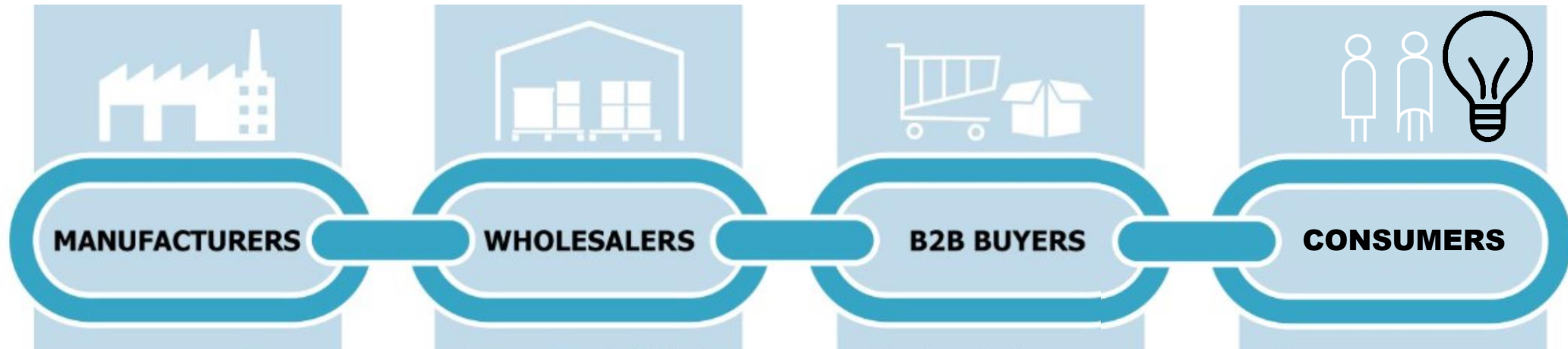
What data needs to be supplied?



What data needs to be supplied?



What data needs to be supplied?



What does good data look like?



Data Standards

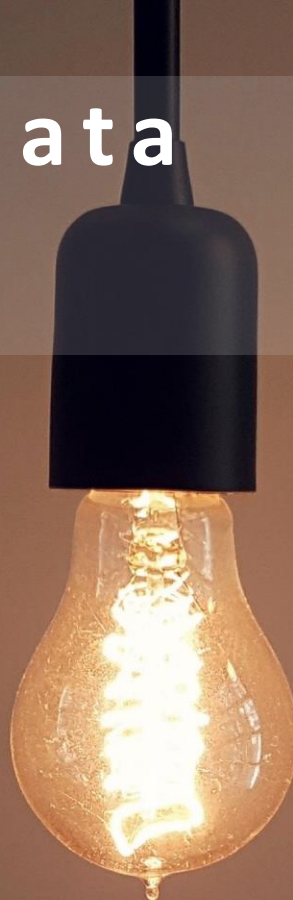
Classification

Features

Data Testing

Test on the way in

Test on the way out





**Can technology
help?**



**Data Mapping
/Quality Tools**

**Artificial Intelligence
/Machine Learning**

**Product information
Management**



**What about data
governance?**

And...wake up

Stuart Squires

Consulting Director

stuart.squires@comma-group.com