



# **POSEDIO**

Your guiding light to innovation



# THE REWE DATA PLATFORM

A step towards a data mesh

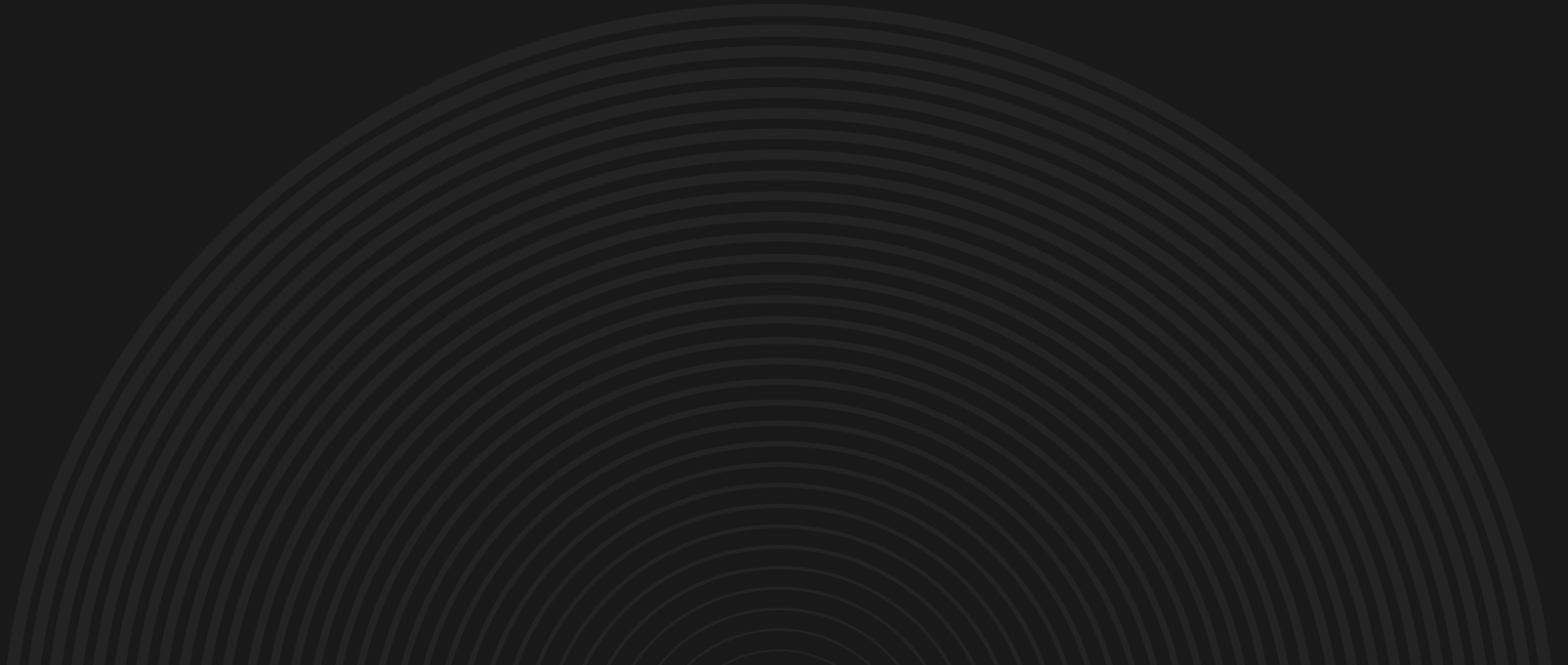
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DAMJAN GJUROVSKI

24 April 2024



# THE REWE DATA PLATFORM

1. Vision and architecture
2. Organizational and technical challenges
3. What we got right – and the impact it had
4. A platform is never finished





# THE VISION

- Self-service producers and consumers
- Data catalogue
- Centralized compliance

## THE VISION.

"To be Earth's best one-stop-shop for providing, searching, and consuming business relevant data."

## Financial Performance



Filters

### YTD Revenue

**\$13.8M**

**▲ 149.7%**

### YTD Hours Booked

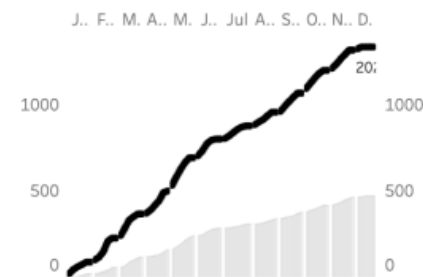
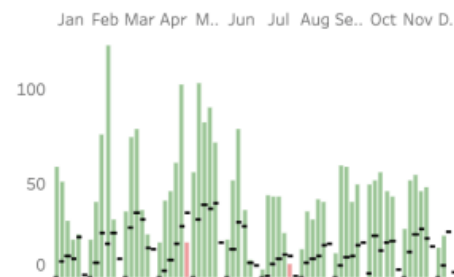
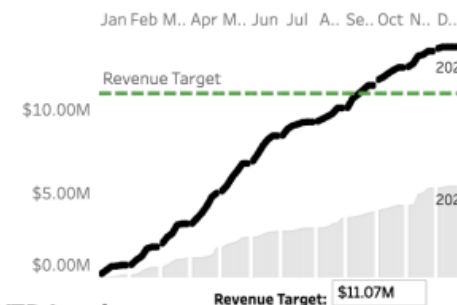
**2,675**

**▲ 170.3%**

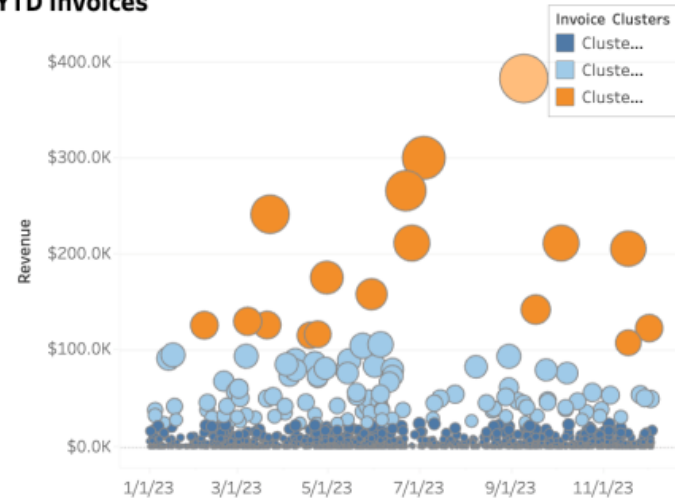
### YTD Customers

**644**

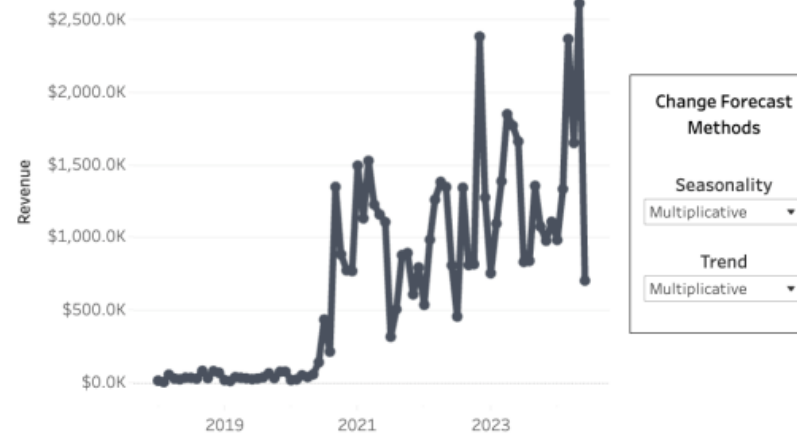
**▲ 138.5%**



### YTD Invoices



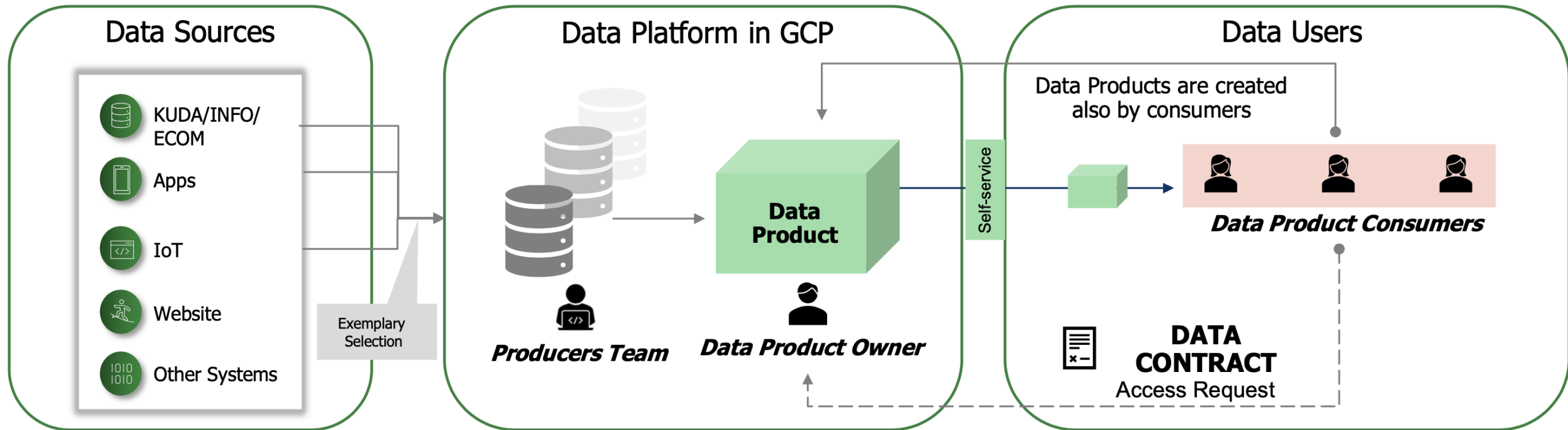
### Monthly Revenue Forecast

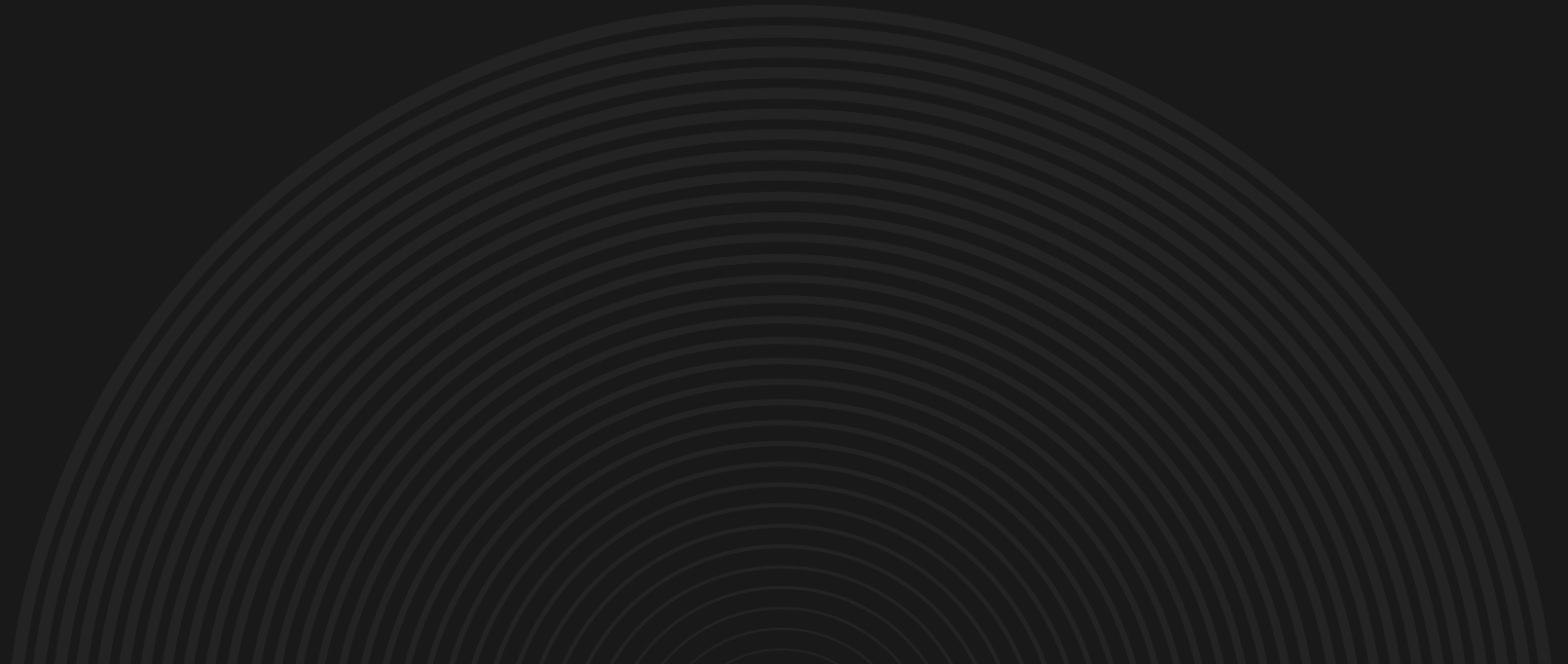


# ARCHITECTURE

## Data Production

## Data Consumption

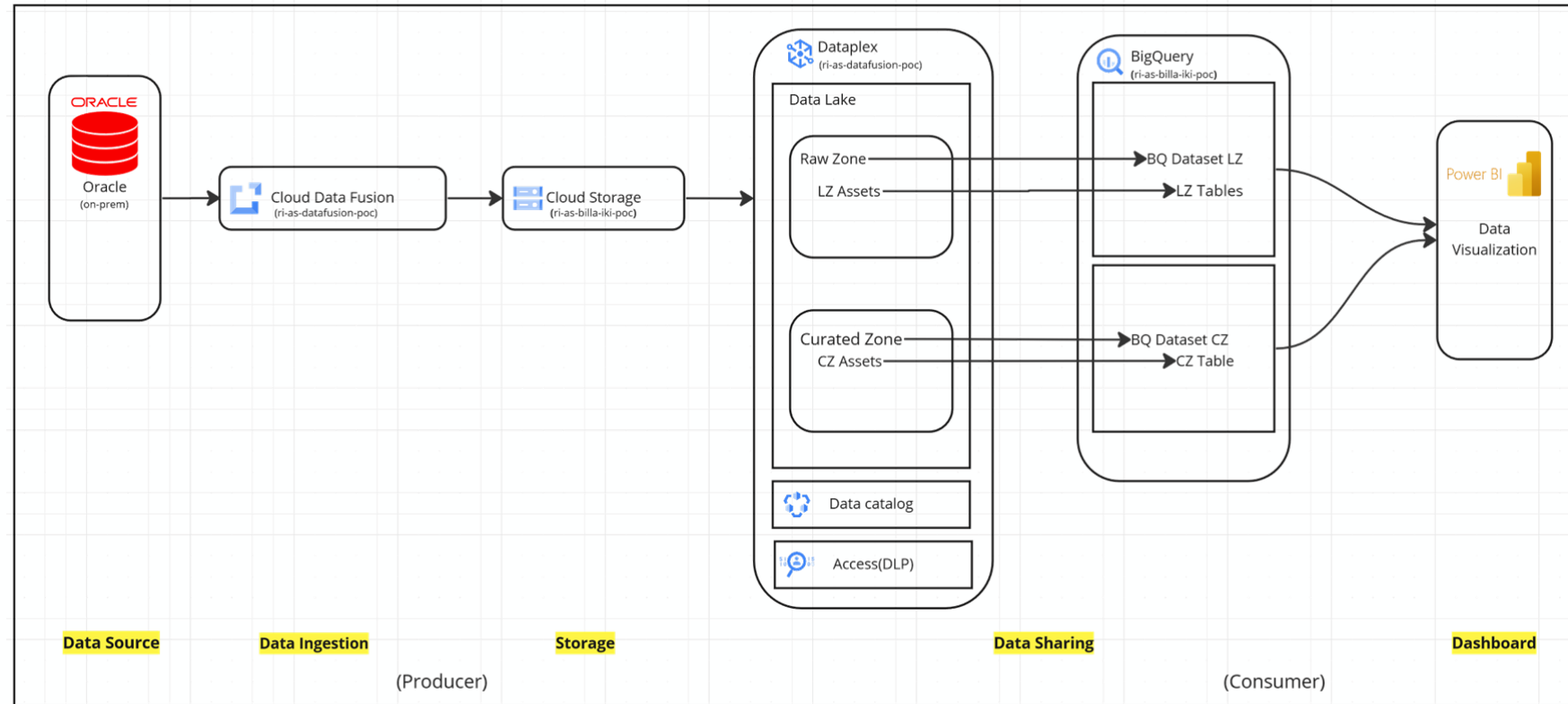






# TECHNICAL CHALLENGES

- Ecosystem is not mature, tools don't always work
- Massive amounts of data



# ORGANIZATIONAL CHALLENGES

- Adoption of a product-based mindset
- Golden path
- Freedom vs. control



## AUF EINEN BLICK

### HANDEL DEUTSCHLAND



### HANDEL INTERNATIONAL



### CONVENIENCE



### BAUMARKT

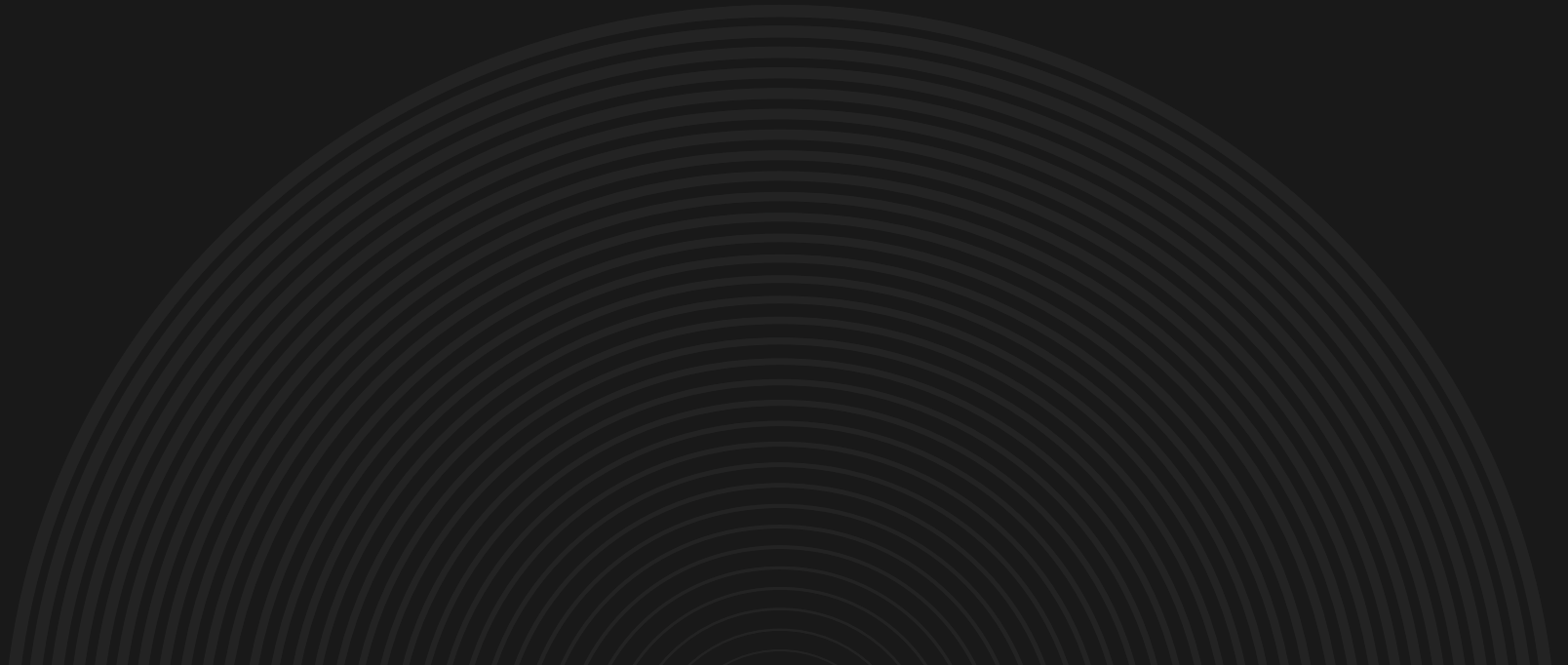


### TOURISTIK



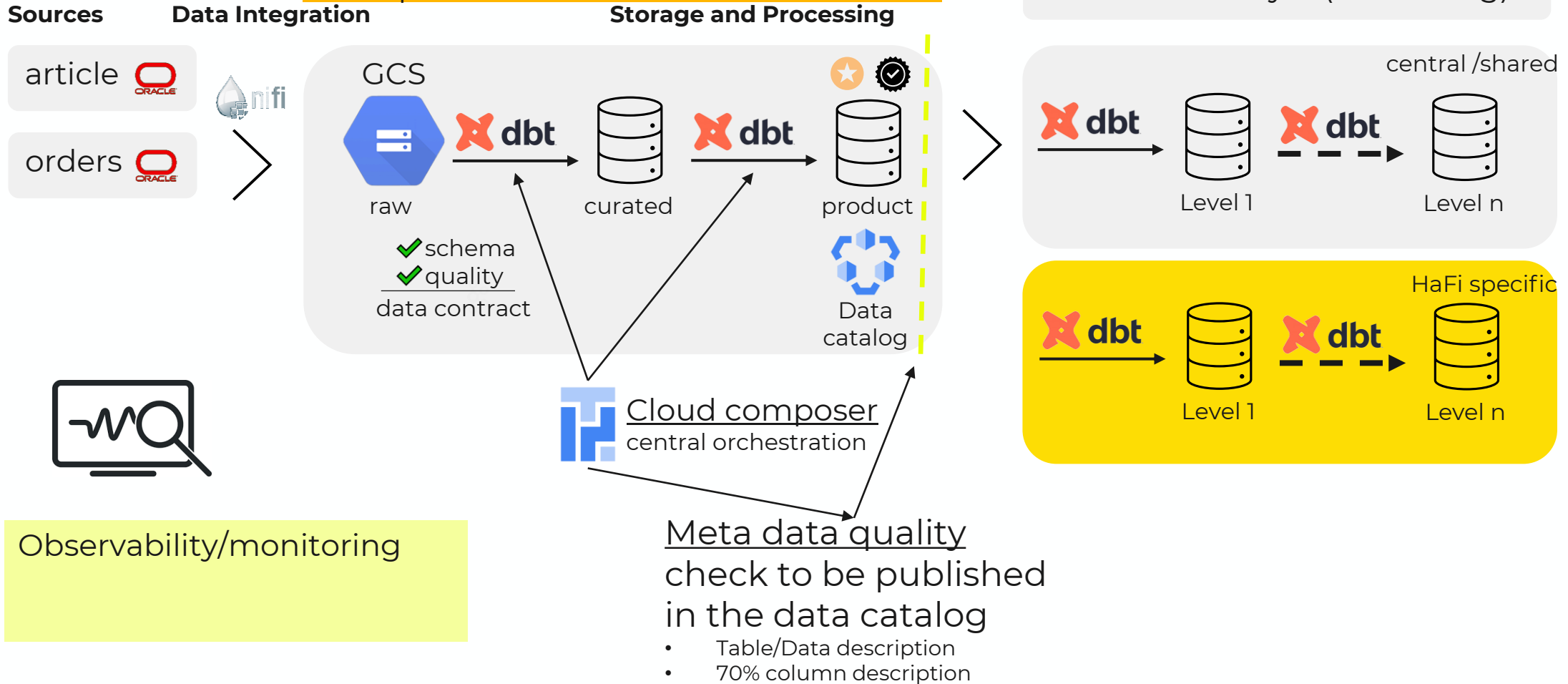
### SONSTIGE



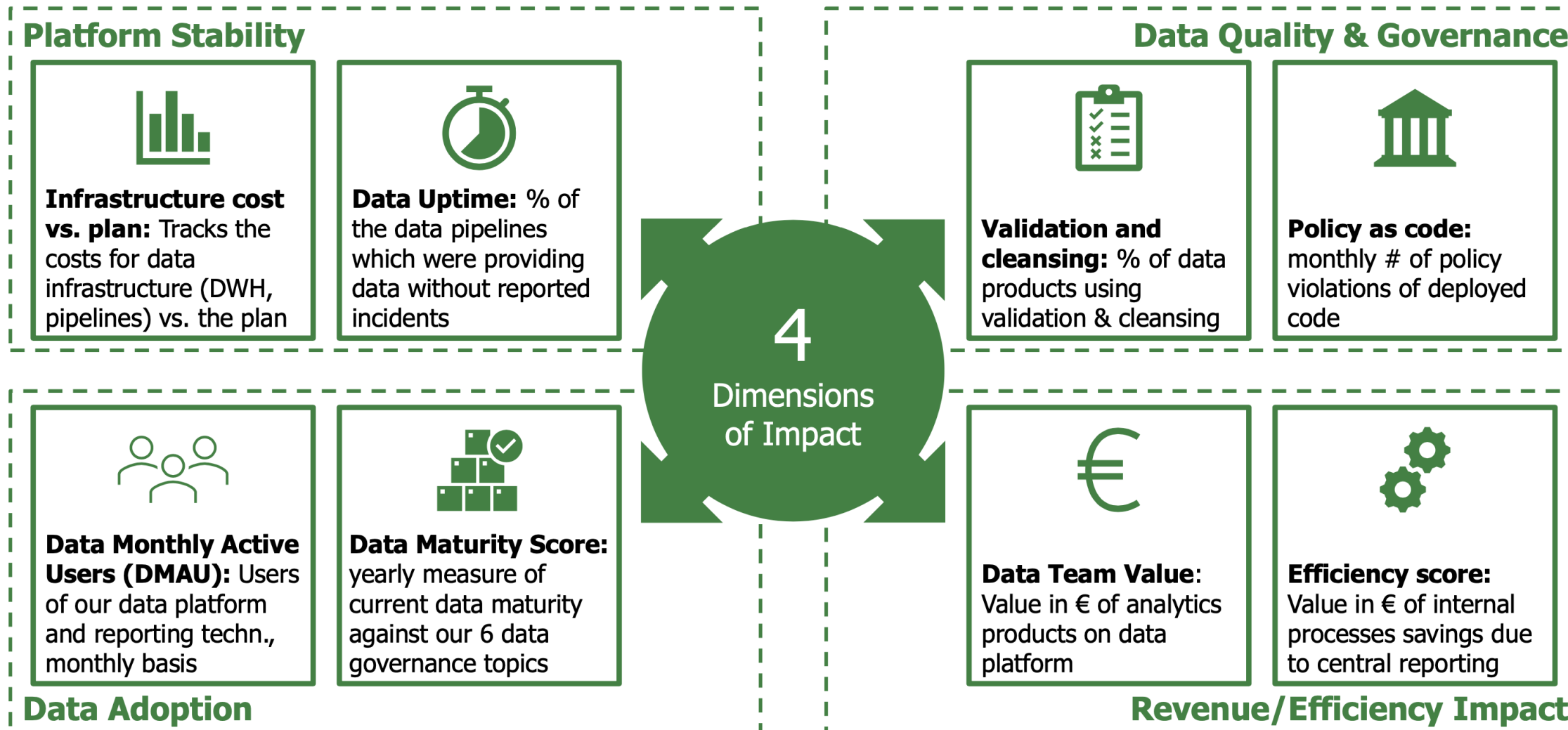


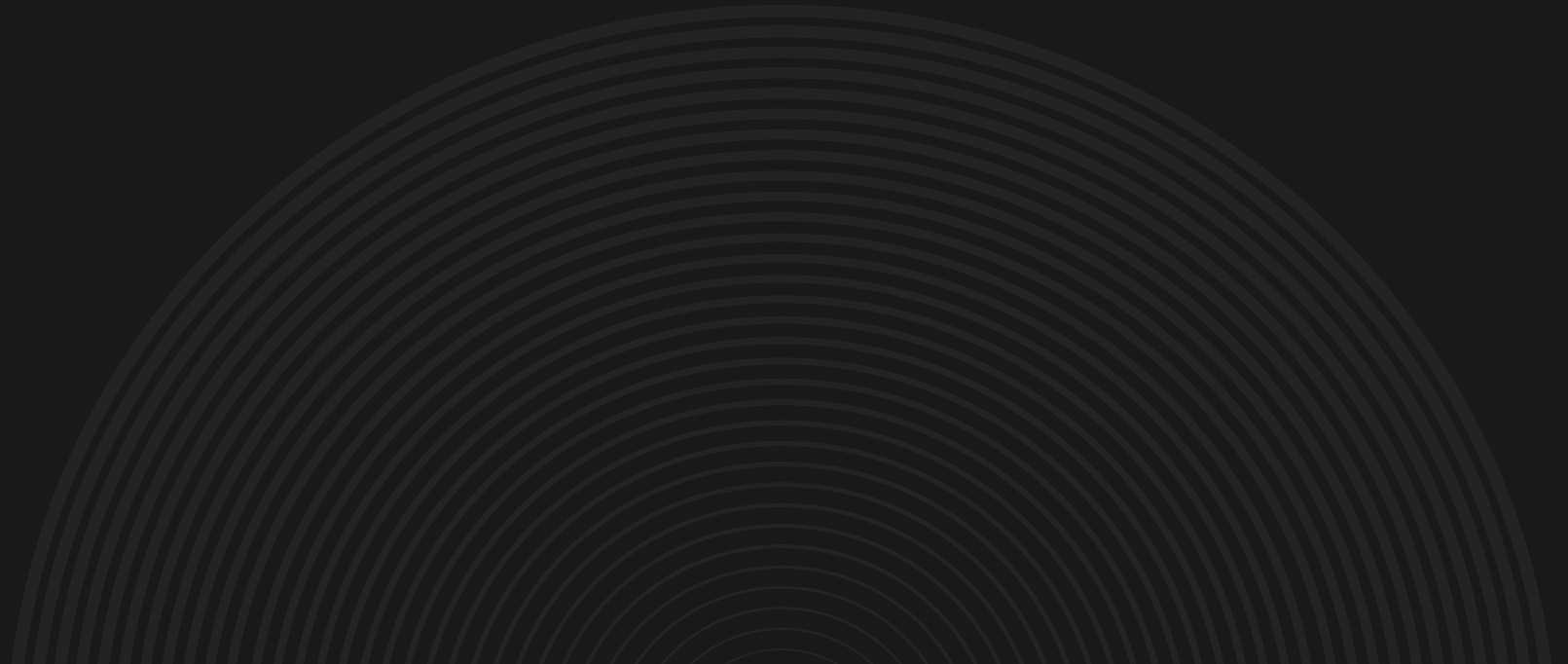
# ARCHITECTURE – DEEP DIVE

## Data platform run



# HOW WE MEASURE IMPACT OF OUR DATA PLATFORM







# THE WAY FORWARD

- Multiplatform
- Easy onboarding
- Data contracts
- MLOps and AI
- Streaming data

## THE VISION.

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