



# Information Management initiatives in Latin-American Countries

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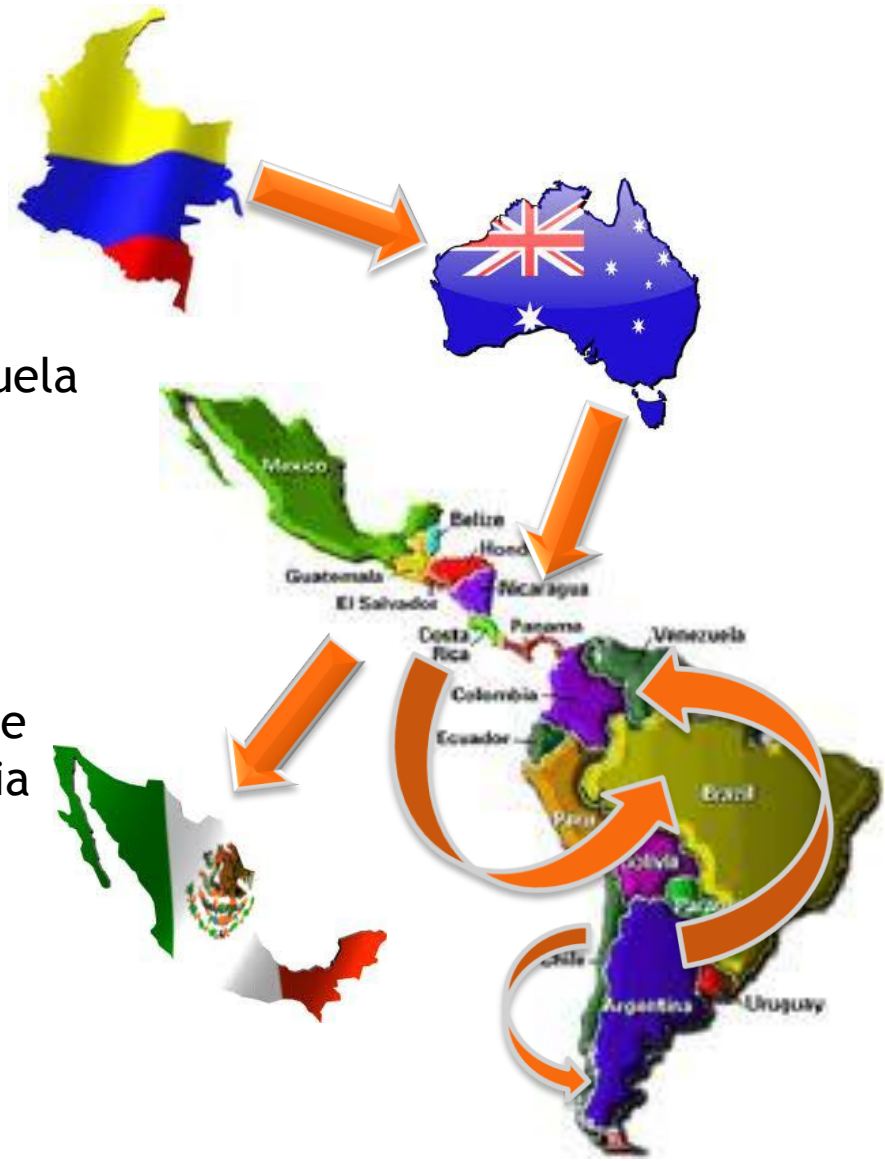
- John Salazar
- Introduction
- Information Mgm understanding
- Expending trends in Latin-America
- Our experience in Mexico



Associate for Intellego  
Head for Financial Services Practice  
Director of Operations Colombia and Venezuela

Bachelor of Economics  
Minor in Law  
Los Andes University; Bogotá, Colombia

Masters International Economics and Finance  
University of Queensland; Brisbane, Australia





**More than 450 professionals in Mexico**



**More than 150 professionals over other countries in Latin America**



**More than 200 clients in Latin America**



**Information Management & Business Intelligence leading firm in Mexico and one of the largest in Latin America**



**Revenues of more than 40 Mll USD in 2010, just for Information Mgm services in Mexico**



**Offices Mexico City, Monterrey, Bogotá, Miami, Santiago de Chile, Panamá City, San Juan**



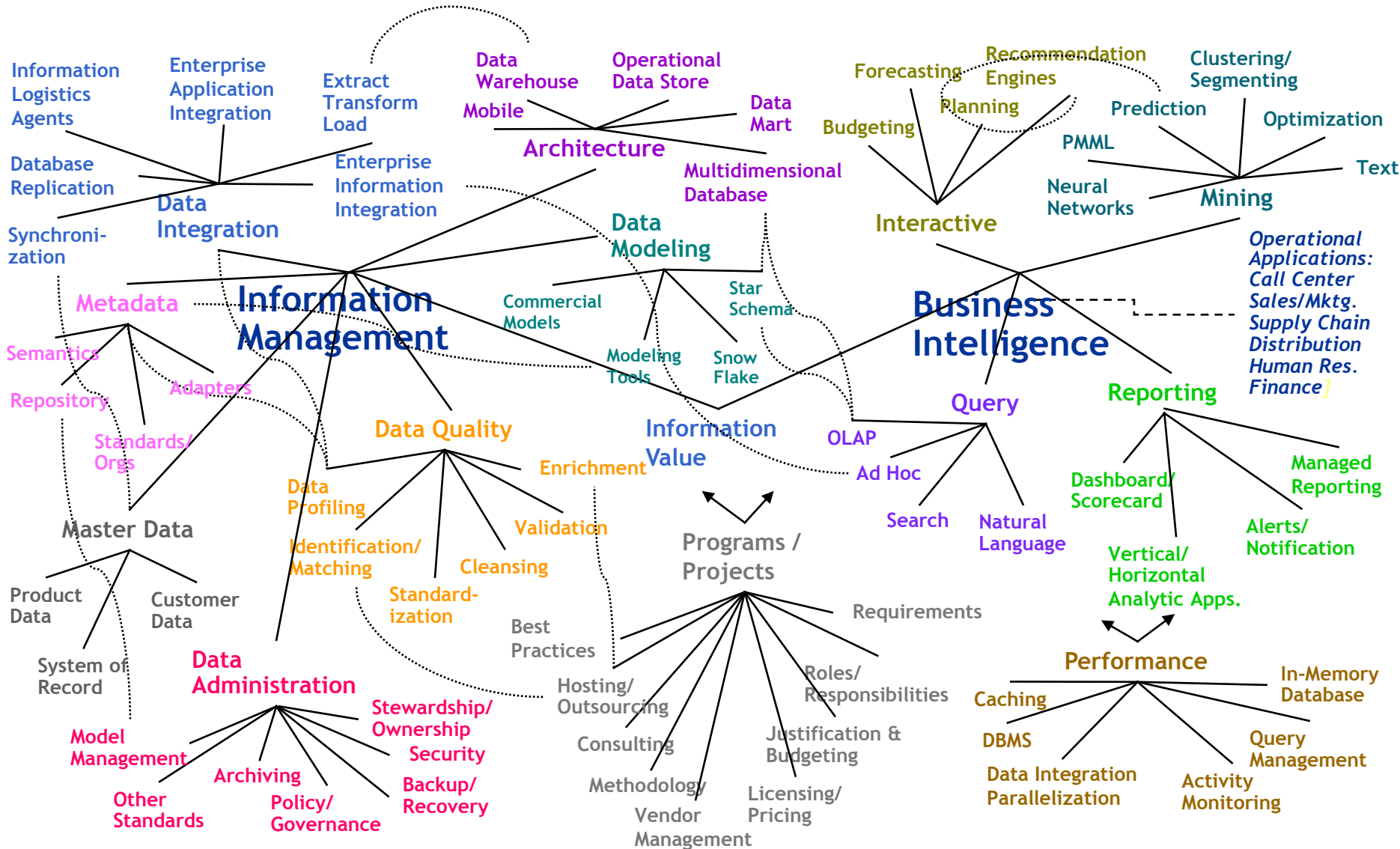
### Partnerships



### Clients



# Information Management



Total IT services spending US: \$ 213.100 Mll USD

Total IT services spending Latin America: \$ 17.724 Mll USD

Total IT services spending Mexico: \$ 3.304 Mll USD

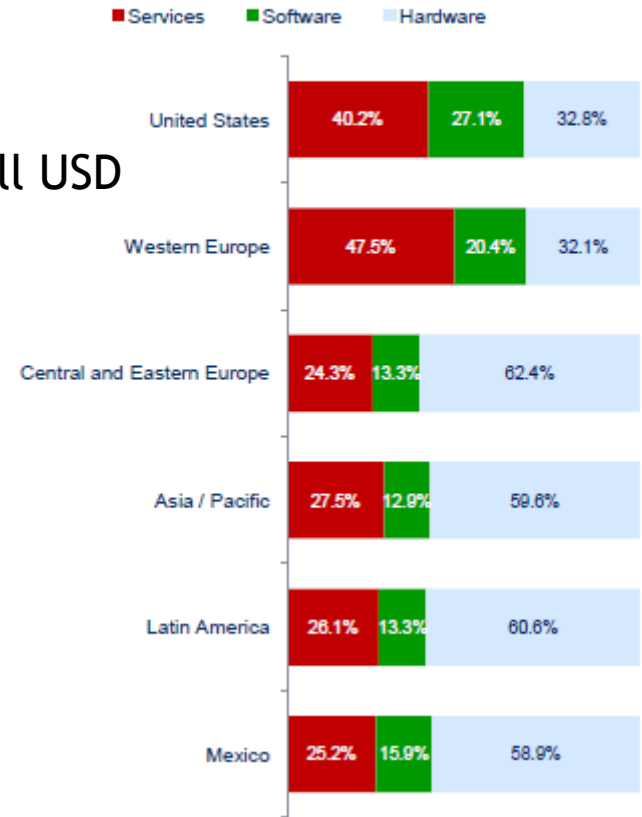
In Mexico less than 4% of the IT spending is focused on Information Management Solutions

Latam & Mexico Landscape:

Small budgets for Information Mgm projects  
Lack of priority from IT and the business users

A very small window @ this time  
Or a grate opportunity!!!!

WW Total IT Spending by Market Proportions 2010



## Usual Sales Speech

### Qualitative Benefits:

Greater confidence in analytic systems and information

Single version of the truth

Enhance Marketing and other areas' decision making capabilities

Better understanding our clients

Maintain information and data as an asset

Increase employee satisfaction

### Cuantitative Benefits:

Increase sales and revenue

Reduce Costs of processes that depend on the Q of data

How to get the attention of budget owners and increase the priority of the initiatives based on the business impact???????????

Understand the flow of data and it's quantitative impact  
Structure a simple ROI model



Understand costs and opportunities  
Associate them to business & IT sponsors



**Follow the Money!!!**



Client: Instituto Mexicano Seguro Social

Objective: Increase service levels for beneficiaries

Scope: Implement an Operational Data Hub for the Institute, that assures the quality of the beneficiaries information, and allows a single point of access to data to all front end systems

## What we implemented

Implementation a full governance model

- SOA Alignment
- MDM Alignment
- Data Stewardship

Construction of a single data base that integrates:

- Data from 6 front end applications
- 15 groups of business rules
- Structured and not structured data

Front end application for Data Stewards

## Challenges

Institute 's culture

Work on Data Pathing

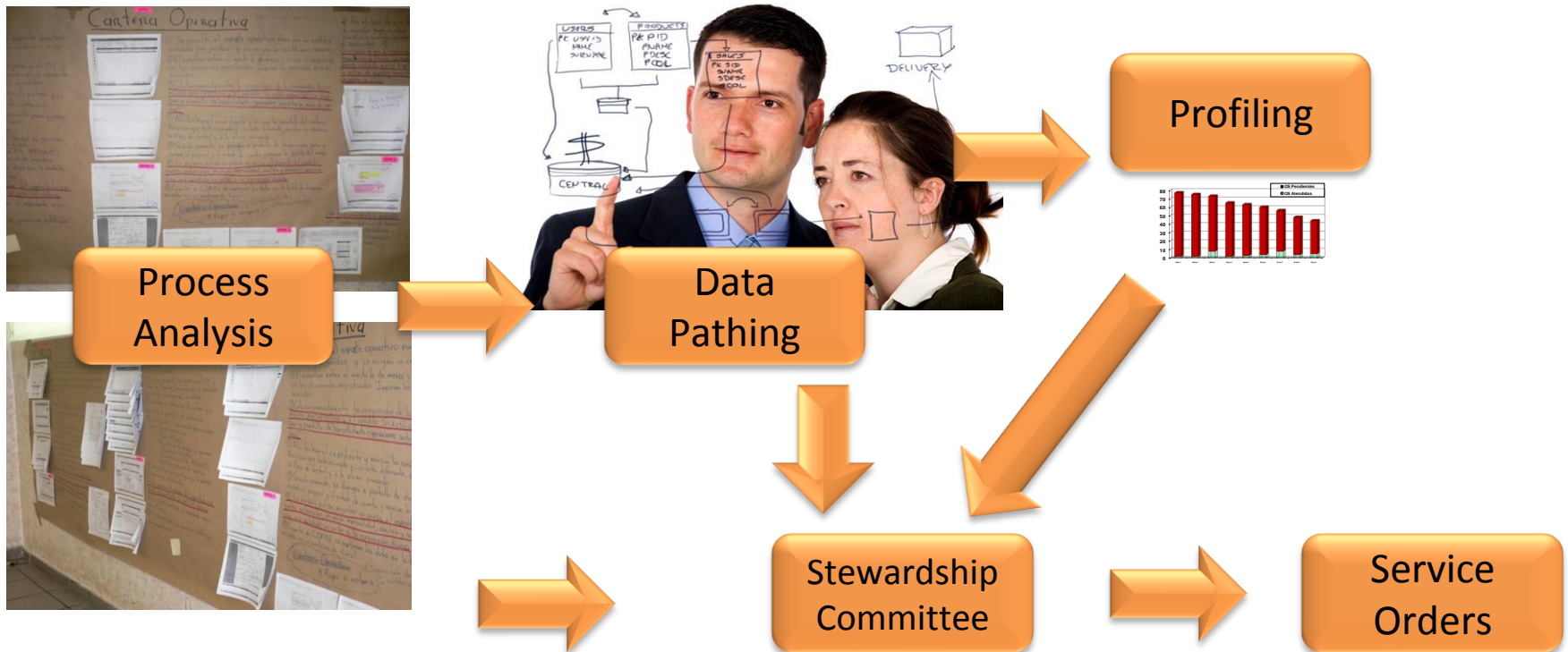
Implement the Stewardship program

Client: Global Banking Institution

Objective: Increase collection revenue and reduce loss from credit card business

Scope: Define a model that assures the quality of the collections area data base, and generate an increase of at least 1.5%

Expected ROI from project 44 Mll dollars first year



# Questions

# Thank you