





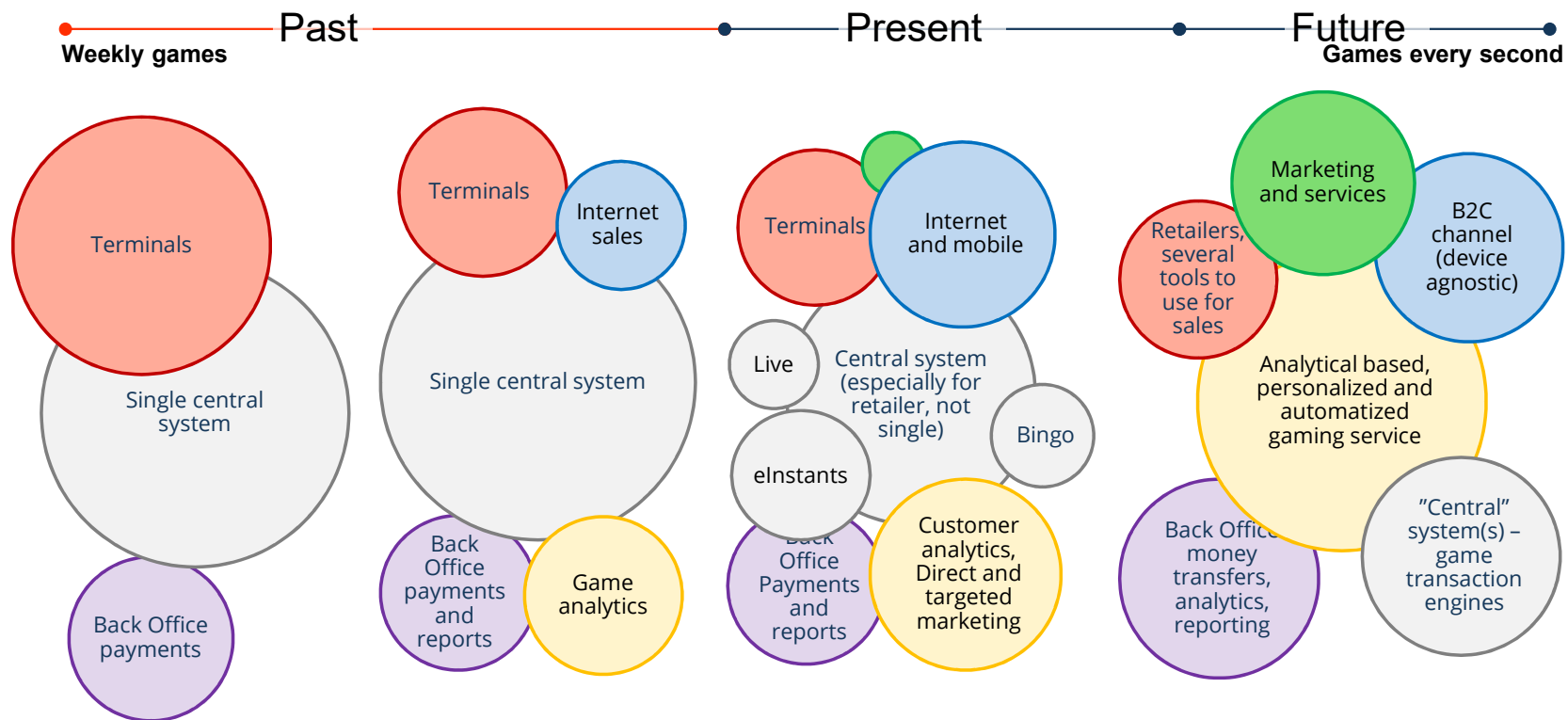
DATA @ VEIKKAUS

The road from gut feeling to knowledge

VEIKKAUS.FI DIGITAL SALES (Before merger with RAY and Fintoto)



GROWTH COMES FROM PERSONALIZED GAMING SERVICES, WHERE THE USAGE OF DATA IS IN IMPORTANT ROLE



ONE MUST HAVE A VISION

**Veikkaus digital sales offers
automatically targeted and
personalized gaming experience
to customers
in such a way they feel it is a superior service**

THE ELEMENTS OF GROWTH

- Real time analytics → enables fast testing
- Agile development methods
 - Online store in our ownership. Technology and APIs good enough to enable agile development
- Customer base in full efficient use → Small target groups
 - Personalization made in good way
- Leadership and development based on data
 - From facts to innovation – knowledge and data opens up possibilities
- Analytical data supports decisions



Eurojackpotissa nyt
49 000 000 €
Muuta nytta Lemmenen 0,50€ rivi

→ Siirry Eurojackpotiin

Tulokset	Omat pelit	Pelitilaukset
Kanta	Vain voitot	Näytä kaikki pelit
Lotto (0/60)		Hinta 2,00 € Arvotti 18.2.2017
Lotto (0/60)		Hinta 2,00 € Arvotti 13.3.2017
Lotto (0/60)		Hinta 2,00 € Arvotti 6.1.2017
Lotto (0/60)		Hinta 2,00 € Arvotti 25.2.2017
Lotto (0/60)		Hinta 2,00 € Arvotti 18.2.2017

→ Näytä kaikki

Tulossa Veikkaus.fi:ssä

Hyödynnä pelaamistasi tukevat palveluviestit
Voisit olla kiinnostunut esim. seuraavista:

- Tilaa muistutus Viikitysarvonnasta
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- Tilaa ilmoitus uudesta kanta-asiakasudesta
Kanta-asiakasennustusta ilmoitetaan aina, kun Veikkaus on sinulla julkistanut uusi kanta-asiakas, joka on hyödynnettävissä asuinalueella.
- Tilaa muistutus kanta-asiakasarvonnasta
Arvonnastulokset ilmoitetaan aina, kun uusi arvonta avataan.

Sinulla on tilattuna 3 palveluviestiä.

→ Muokkaa viestitilauksiasi

DATA USAGE IN EVERY CHANNEL. FROM MARKETING TO SERVICES

It is impossible to enhance the services if you do not have the data what is happening in there.

Data and analytics

When you use the data, use it in the way it makes the life of customer easier or more enjoyable. When the customer feels good, the company feels good.

With data you can eliminate the spam type of marketing and provide excellent actionable service information instead.

BUILD YOUR DATA PLATFORM FORM TOP-DOWN AND BOTTOM-UP

There is no point to start a 2-3 year mega sized data platform project just because it is a hot topic and everyone else is doing the same thing.

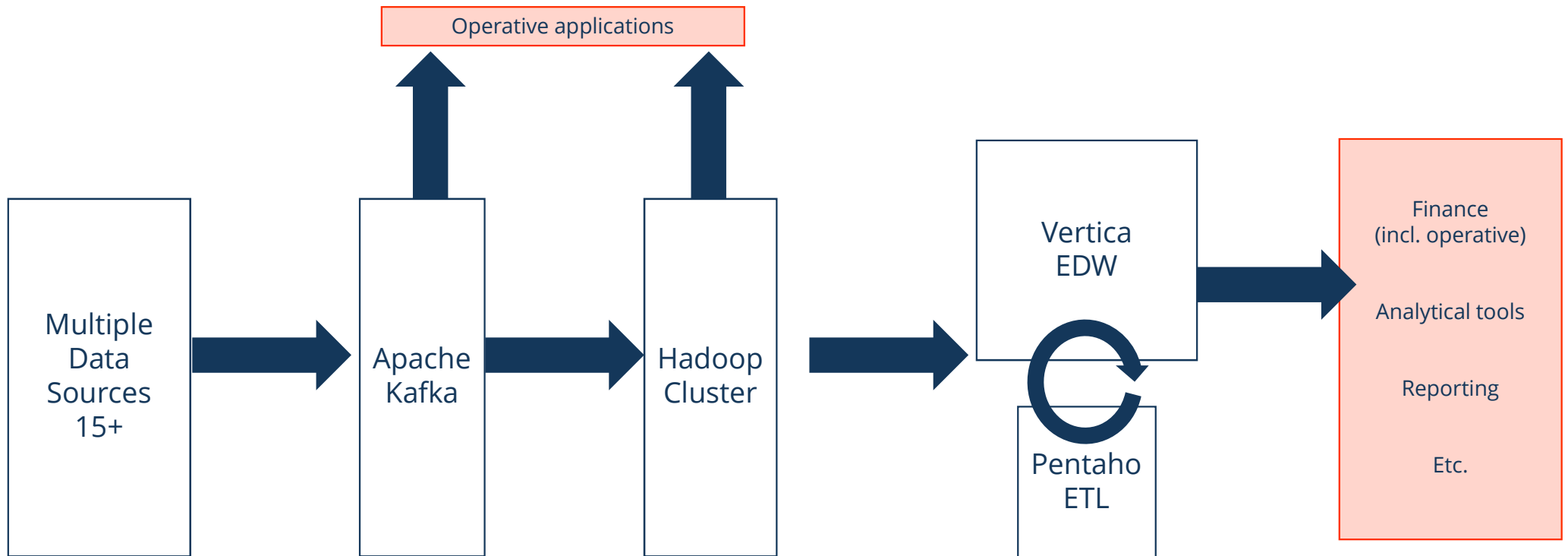
If you only do that, you will start a never ending project with high hopes and no deliveries.

Instead, build up your ability to make quick wins with your current poor platform. You can find some data sources which you can use to build new services

-> Learning, learning, learning. Possible quick wins

At the same time you may do your mega data platform project, but remember to deliver outcomes during the project as well. Keep your focus steady on the business goals where you need to deliver good things for the customer. And if you intend to make it a platform remember to fulfill both the realtime, analytical and long time need for data.

EXAMPLE BIG DATA PLATFORM ARCHITECTURE



THANK YOU

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