

Short intro.



Ruben Missinne.

- Master in History & Business Economics
- Living in Aalst with my wife & two sons
- Started working for Colruyt Group in 2010 within the Center of Excellence on BPM
- Founded BA&I in 2015 and supported the information craftsmanship maturity growth within Colruyt Group
- Like to connect and share some thoughts?
<https://www.linkedin.com/in/rubenmissinne/>



Colruyt Group
wants to become
the **number one**
European retailer
in creating
sustainable added
value from
information.



Why?

FIRST
QUALITY

ONE COMMON BRAIN

INFORMATION
FOR
CUSTOMERS

QUALITY
SECURITY
COMPLIANCE

Why?

BP&S

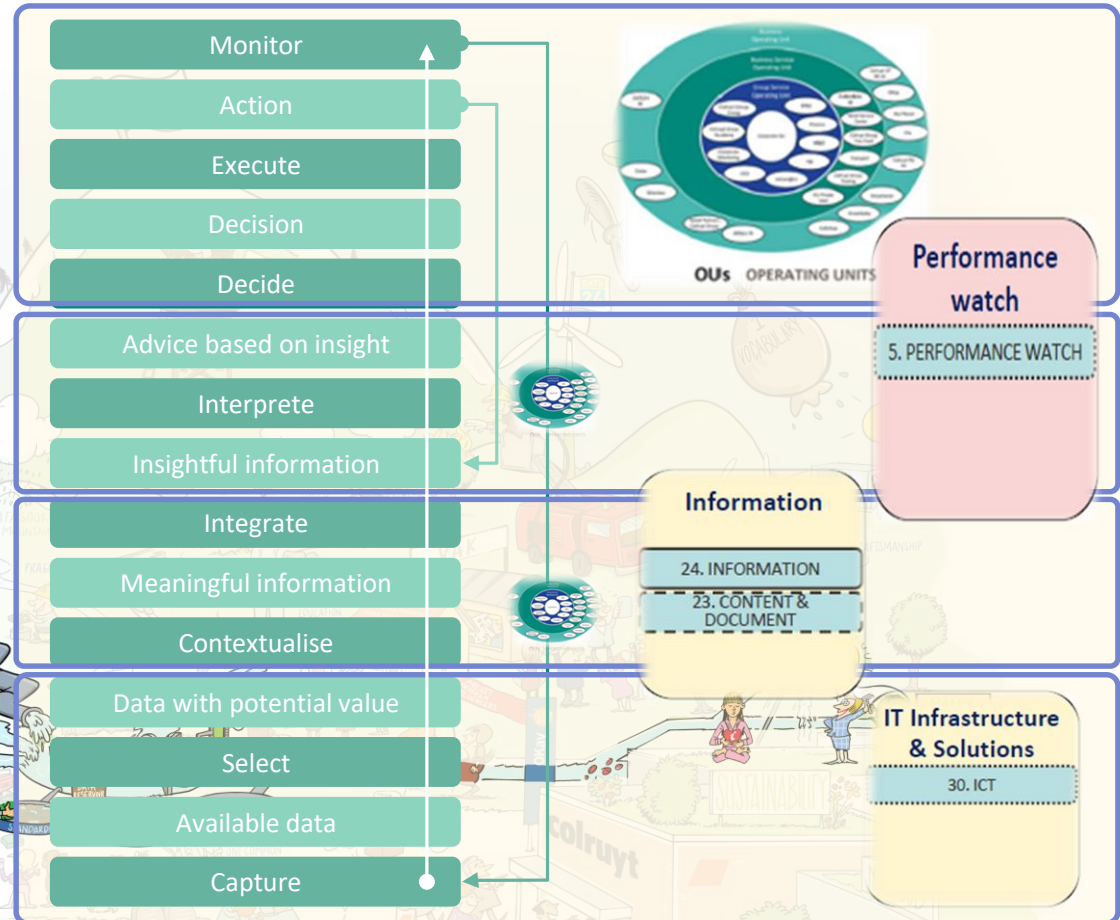
INFORMATION
IS KEY

...TO FINDING!

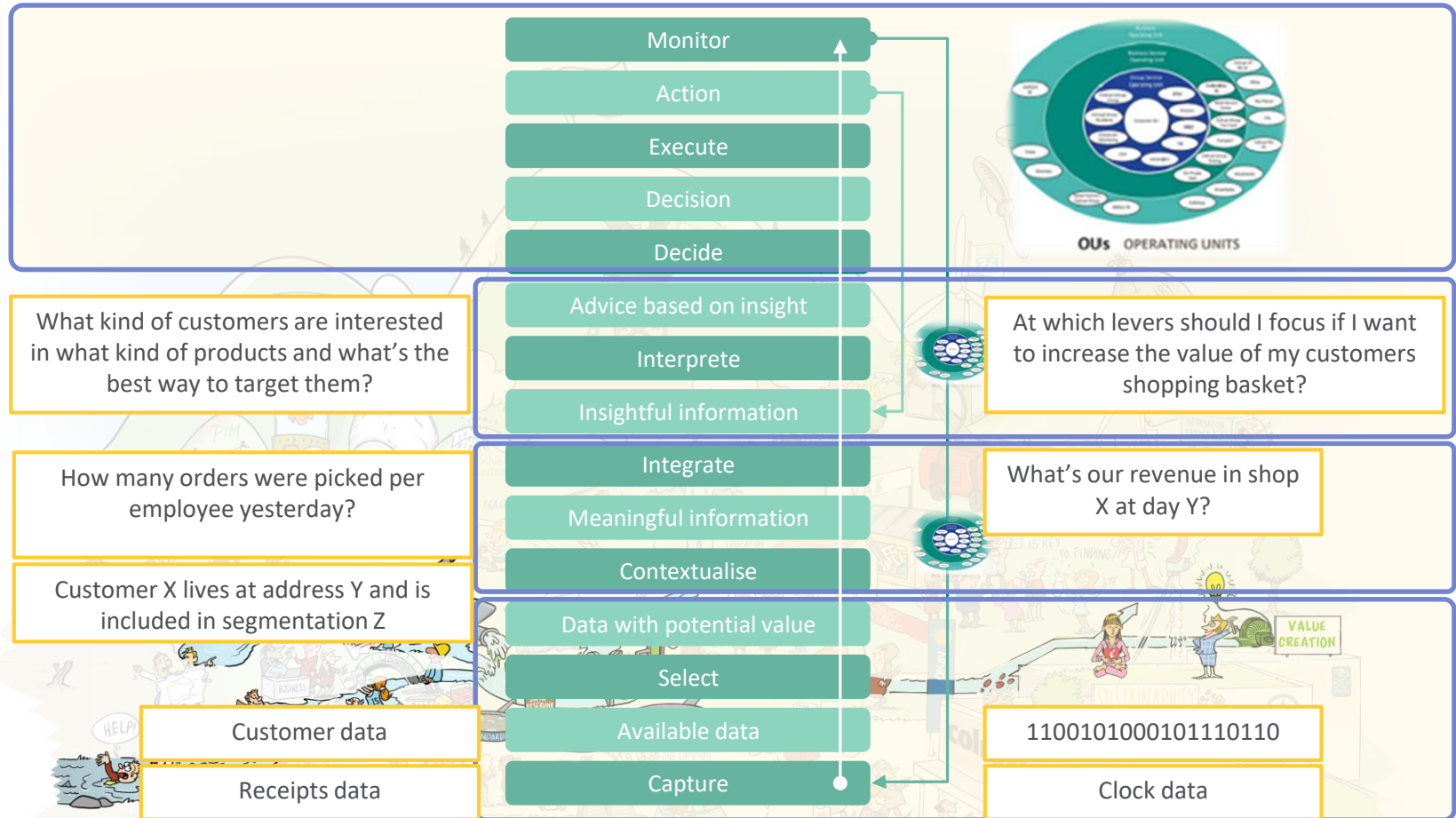
CRAFTSMANSHIP

VALUE
CREATION

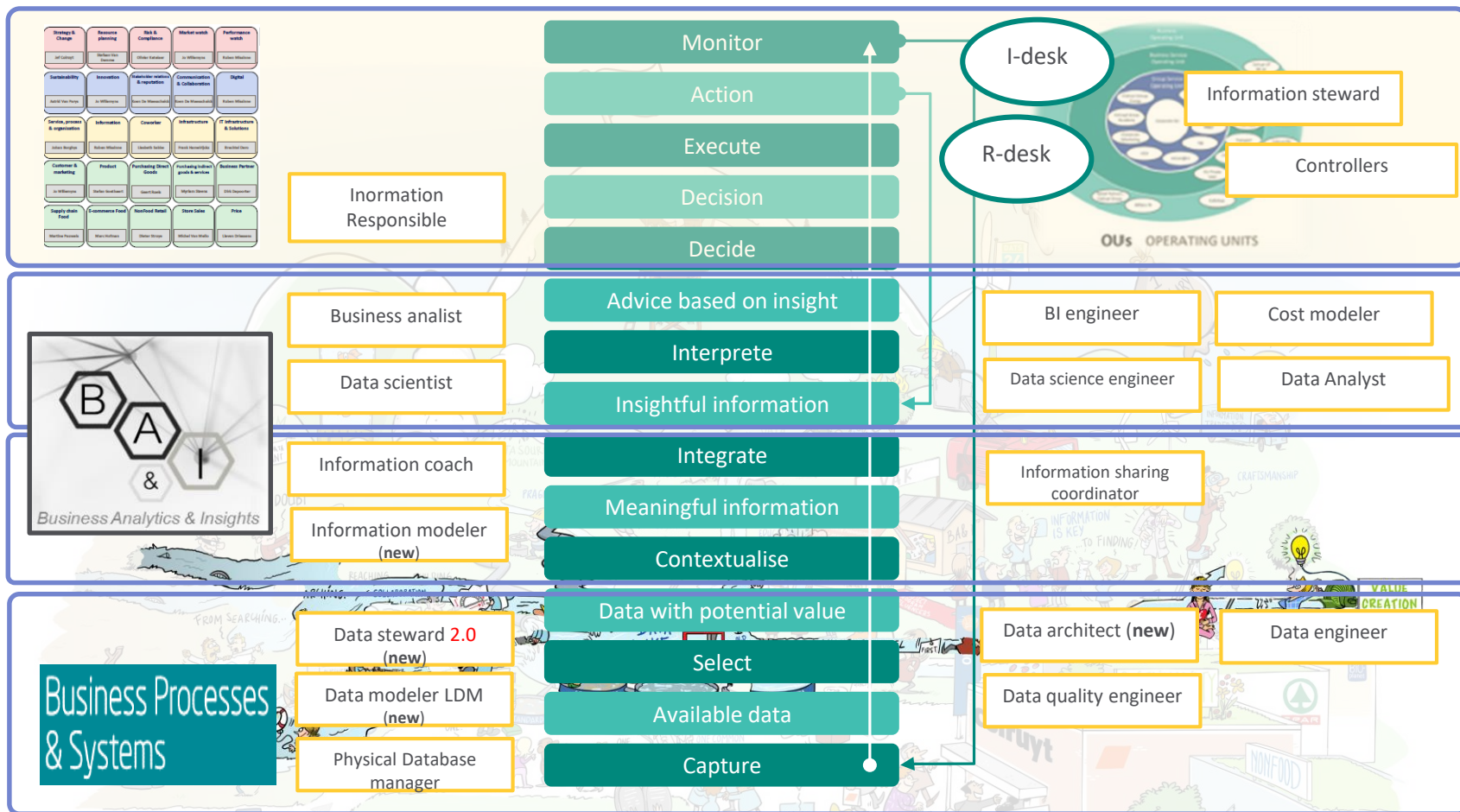
Collaboration on the information ladder: from data to value creation



The informationladder: a case



The information ladder: BP&S (CG IT), BA&I and the other OU's



Domain Information

Strategic framework



Mission

Values

Organizing principles

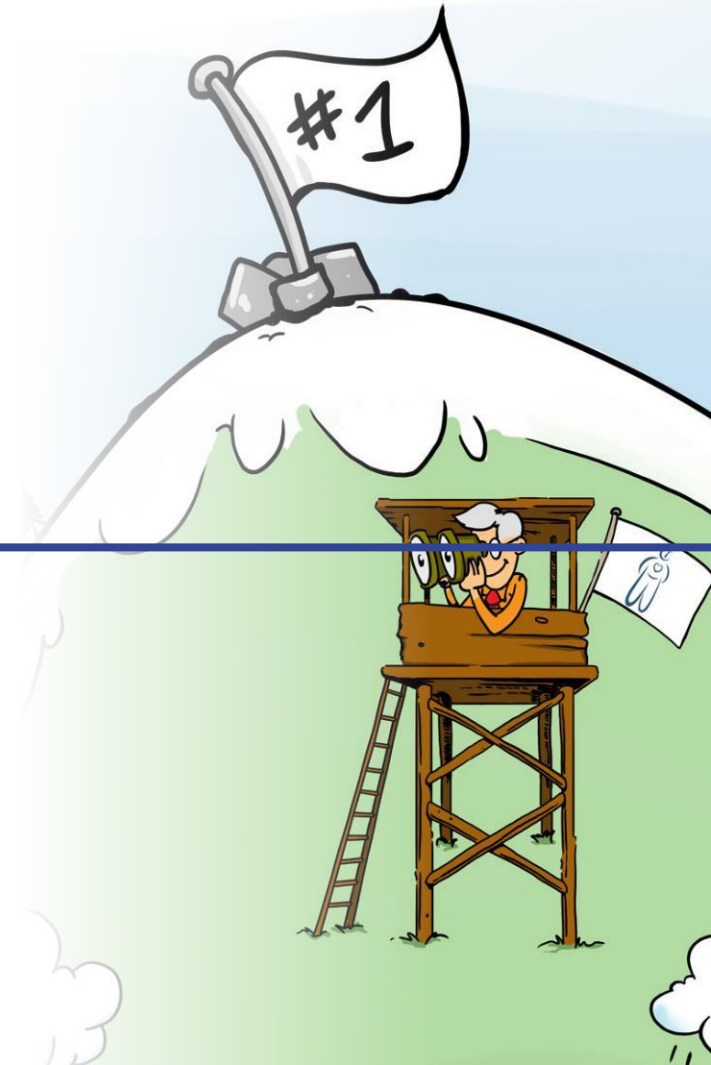
Strategic plan



7 strategic goals

34 concrete changes

5 years



Strategic goal

1

We have an appropriate **governance & organization** for the management and valorization of information



Strategic goal

2

We provide **integrated care** on quality and security for all our information



Strategic goal

3

Our information-provision is QEE



Strategic goal

4

Creating **added value from information** is an integral part of the functioning of **OU's and domains**



Strategic goal

5

Every co-worker consciously deals with information and contributes



Strategic goal

6

Co-workers have **the same, unambiguous understanding of the information** that we use within the Group and know it's reliability



Co-workers find information in an autonomous and efficient way.



Thank you