Heydar Aliyev Center, Azerbaijan

CEMEX Data in the Digital Age

International SAP Conference for Building Materials

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"In God we trust, all others bring data."
W Edwards Deming

Agenda

We are CEMEX

The Challenge and Solution

Benefits and Conclusions

We are CEMEX, a leading global building materials company

- We are a company focused on creating **sustainable value** by providing **industry-leading products and solutions** to satisfy the **construction** needs of our **customers** around the world

- **Leader in each of our core businesses:** Cement, Ready-mix Concrete, and Aggregates

- **Presence in more than 50 countries ,** with approximately 41,000 Employees

- **Global footprint**: **64 cement plants, 1,348 ready-mix facilities, 246 aggregate quarries, 269 land-distribution centers**

- Annual **production capacity** of approximately 92 million metric tons of cement; 47 million cubic meters of ready-mix concrete and 133 million metric tons of aggregates

US$13 Billion
Net Sales
+1% vs. 2019

US$2.5 Billion
EBITDA
+7% vs. 2019

We supply cement, ready-mix concrete, and aggregates, as well as a range of other construction products and services

The Challenge and Solution

The Data Challenge at CEMEX

What we already did

GO (CEMEX)

| Available in all our operations with over **42K customers** | **+61% global sales** processed through CEMEX Go | **68 Global Net Promoter Score** highest ever achieved | **21 countries with access** |

What the Business is asking for

Business

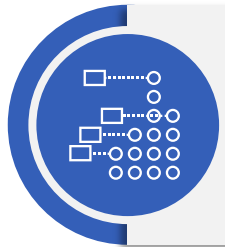| **Keep Improving Customer Experience** | **More Speed and Availability** | **Access to Data Democratization** | **Analytics Capabilities** |

IT Data Drivers

IT

| **Flexibility, Hybrid Cloud, Velocity and Elasticity** | **Multiple Data Sources Data In motion** | **Integrated and Harmonized Data ecosystem** | **Near Real Time Timely Data Access** |

CEMEX Data Aspirations

Data Driven Company: Listen customer needs and fuels our drive with Data to surpass customer expectations

Real time is now: Moving from daily/weekly basis to immediate and connected data

The impact of Data Quality is not an accident:
- Effectiveness of Dig. Marketing,
- Improve Cross selling and upselling
- Anticipate churning and improve retention
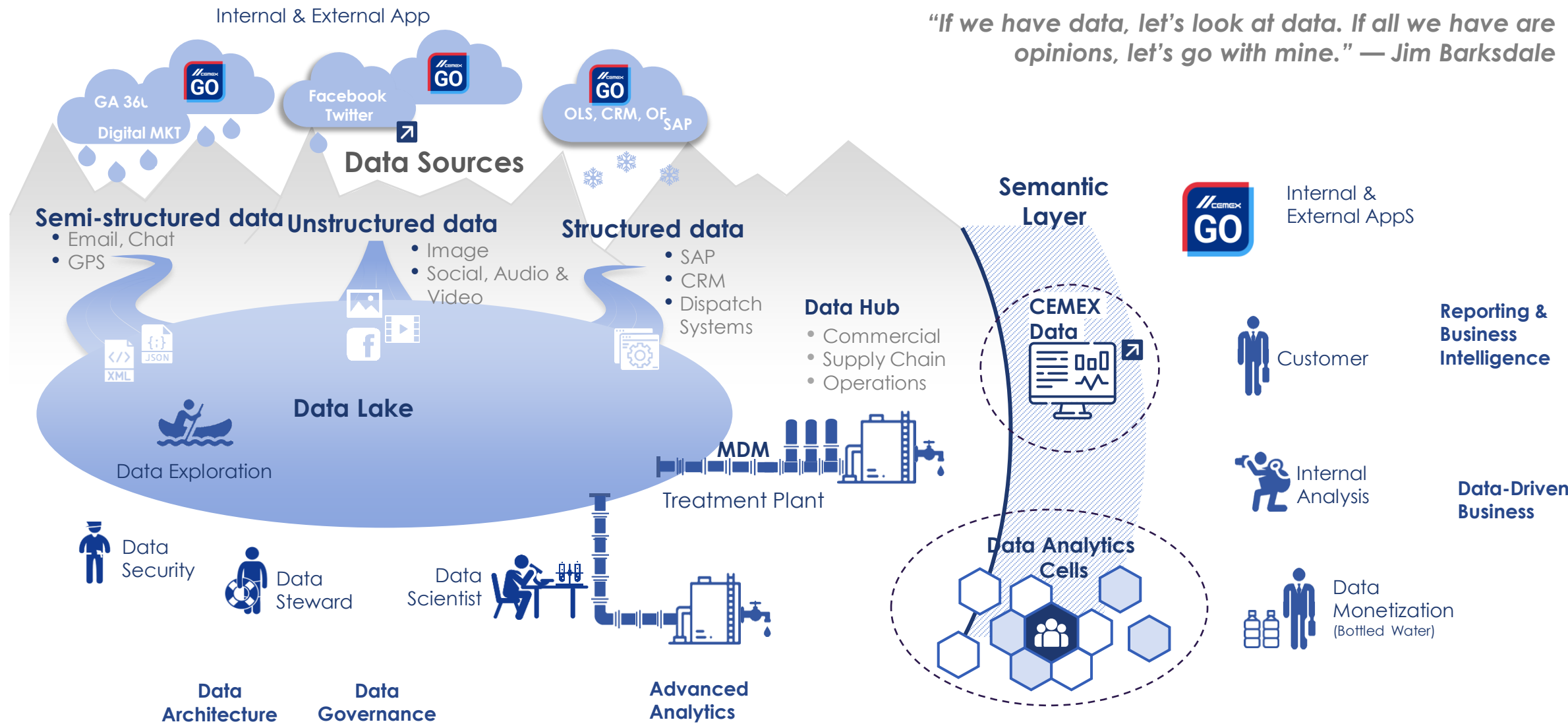- Improve collections

Democratization of data – Self Service: Allowing CEMEX non-specialists users to gather and analyze data with minimal support

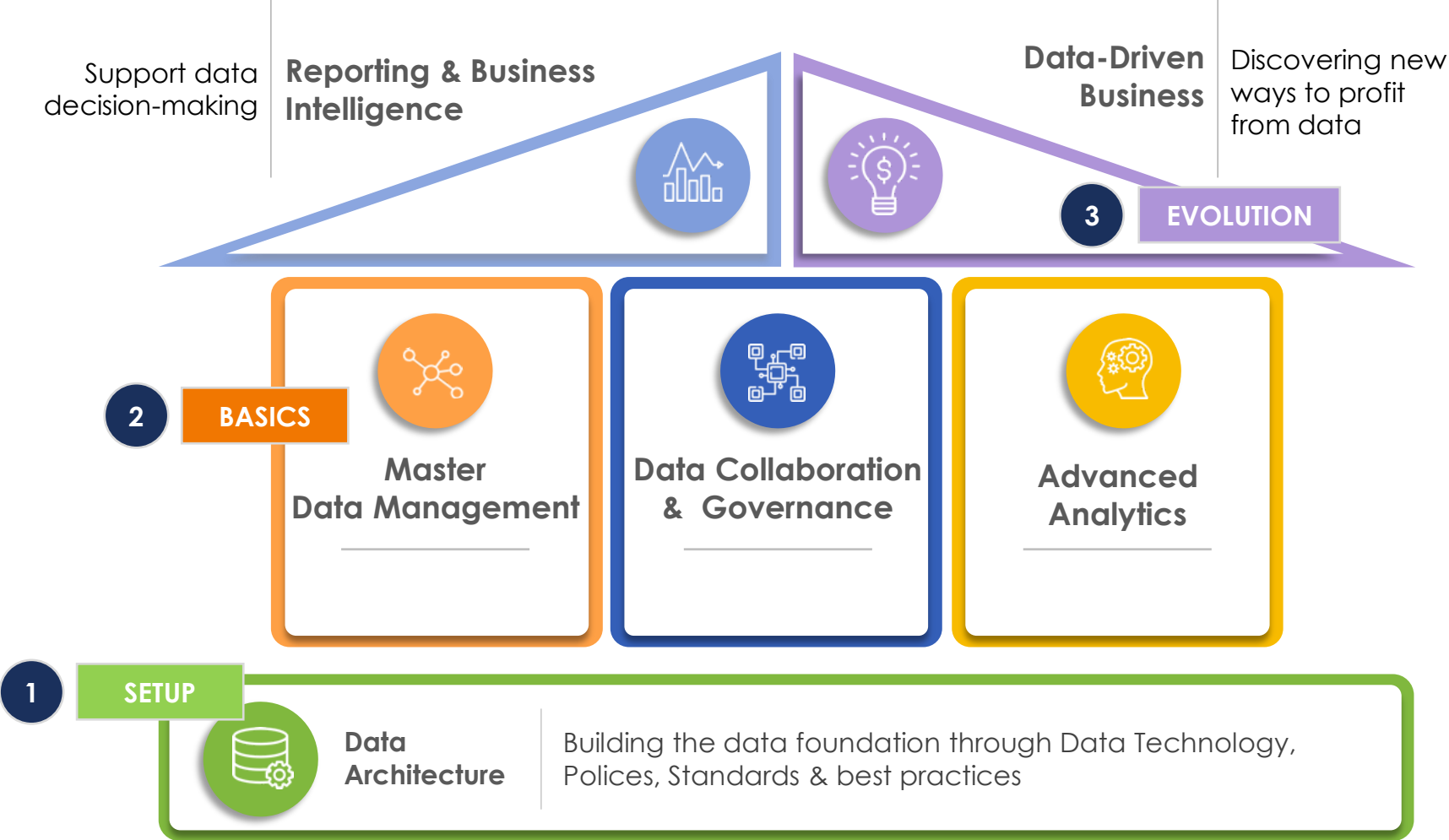## The way to achieve it:

- Enabling a **modern and scalable data architecture**

- **Making data available reducing time & effort**

- Sharing trusted data sets thru **data portal**

- **Enabling Data Labs for analytics communities**

- **Cleaning Up and extending Customer Master Data**

- **Data Culture** and **Data Governance** Framework

- Enabling Federated Analytics to foster **innovation**

Data Democratization as key enabler for a Data Driven Company

Internal & External App

GA 360
Digital MKT

Facebook
Twitter

OLS, CRM, OF
SAP

Data Sources

"If we have data, let's look at data. If all we have are opinions, let's go with mine." — Jim Barksdale

Semantic Layer

Internal & External AppS

Semi-structured data
- Email, Chat
- GPS

Unstructured data
- Image
- Social, Audio & Video

Structured data
- SAP
- CRM
- Dispatch Systems

Data Hub
- Commercial
- Supply Chain
- Operations

CEMEX Data

Customer

Reporting & Business Intelligence

Data Lake

Data Exploration

MDM

Treatment Plant

Internal Analysis

Data-Driven Business

Data Security

Data Steward

Data Scientist

Data Analytics Cells

Data Monetization
(Bottled Water)

Data Architecture

Data Governance

Advanced Analytics

Pillars for Data Evolution Strategy

Support data decision-making

Reporting & Business Intelligence

Data-Driven Business

Discovering new ways to profit from data

3 EVOLUTION

2 BASICS

Master Data Management

Data Collaboration & Governance

Advanced Analytics

1 SETUP

Data Architecture

Building the data foundation through Data Technology, Polices, Standards & best practices

Contact data ages like fish not wine…it gets worse as it gets older, not better."
— Gregg Thaler

How are we leveraging SAP

HANA as a platform to support real time data for self-service and exploring data set for analytics

Data Profiling ,Data security and Governance domains.

Energizing data ecosystem **and foster innovation**

Instantaneous historical **analysis and real time insights**

Elasticity and Optimal TCO by using Cloud Capabilities

Scalable, modern cloud supported real time repository

Availability of all SAP Data **reducing time & effort** from business operations

Speeding up Data Labs for users communities

Benefits and Conclusions

Benefits and Conclusions

- **Process and orchestration leading the change.**

- **It is no just a technical path.**

- Make **information accessible to everyone**

- Data Initiative **linked to a clear business use case**

- **Non-specialized users able to analyze data**

- **Right tools to enable everybody**

- **Orchestration and Governance** drive the Data Journey

- **Cultural shift** to make sure a mindset change

Contacts Data Quality
➢ **87% to 96%, + 50K New contacts added**

NPS Bouncing rate
➢ **From 13% to 3,5%**

Collections
➢ **Reduction of 8%**

Self Service
➢ **20+Analytical Models.**
  ➢ *Churn prediction model,*
  ➢ *NRT Traceability model*
  ➢ *Forecasting cross selling*
  ➢ *Digital Confirmation*
  ➢ *Slot Recommender*
➢ **4k+ Trusted Data Sets**
➢ **+300 People Trained**

THANK YOU