



Data Management Challenges at OTP Bank

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Data Services Technical Tribe

OTP Group's regional presence in figures



12 countries



100+ subsidiaries



1700+ branches



16,3 million customers

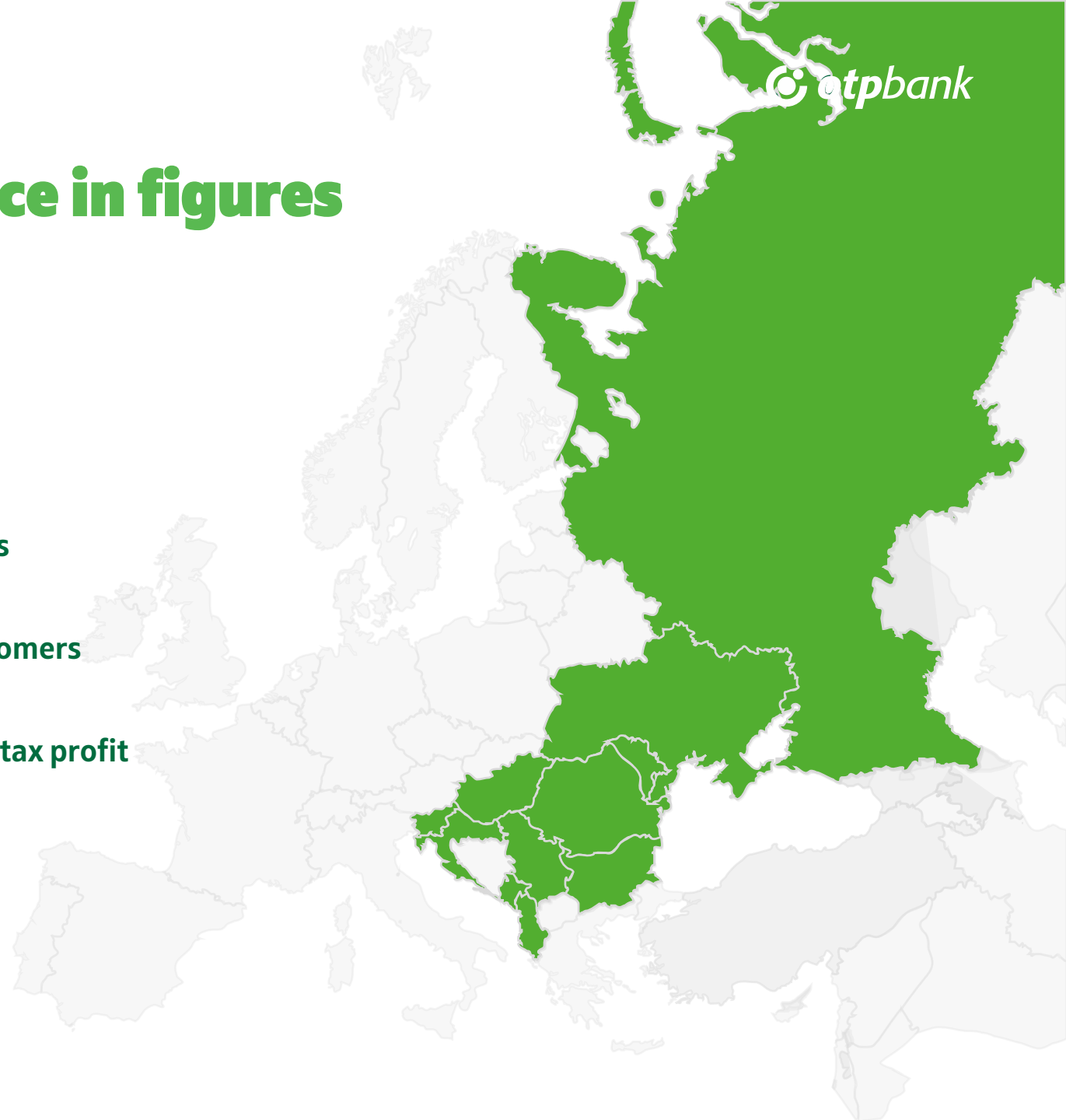


40.000 employees



€1+ billion after-tax profit

Source: <https://www.otpbank.hu/portal/hu/Rolunk>
https://www.otpbank.hu/portal/hu/IR_Aktualis



Why did we have to change?

The operation
has reached its
size limits



1

Slow progress towards our goal



2

Our employees lose motivation



3

We are a bottleneck for many
business initiatives



4

We cannot scale reasonably



5

We don't know what development plan and
career path to outline for our colleagues

What were the pillars of change?

-  **1** We design and develop services, not systems
-  **2** We separate business service and technical focuses
-  **3** We develop the new organisation's operating model using agile tools, but not at all costs
-  **4** We involve the colleagues and learn the new way of working together with them
-  **5** We have been working in the new organizational structure from 1st July 2022, in line with QBR's period.

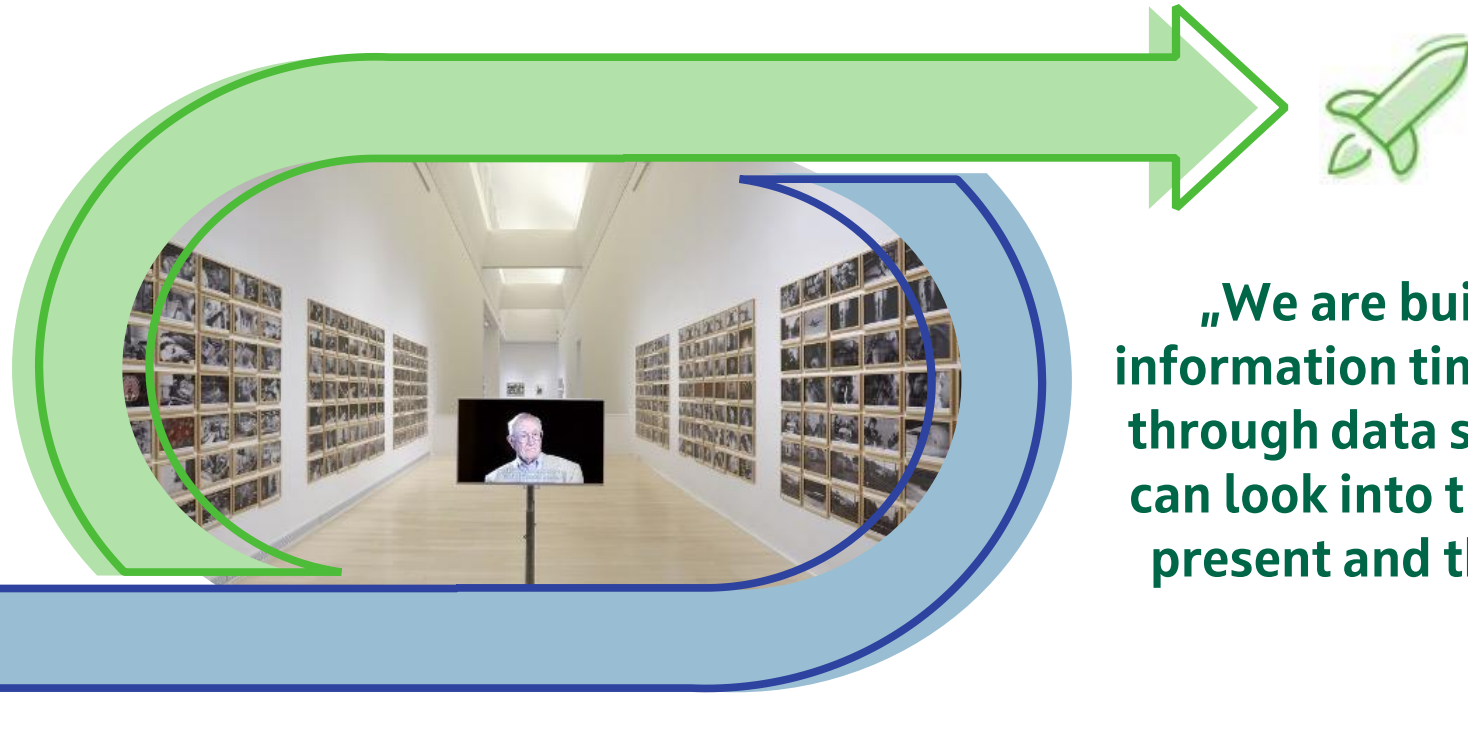
We defined the vision of Data Services Technical Tribe

Vision of Data Services Technical Tribe (DSTT)



Derived main objective:

*„Becoming a **data-driven company** by providing the **right information on time** to each **and every colleague** for their daily work and decisions and the **right data on time** to **all applications** for their smooth operations.“*

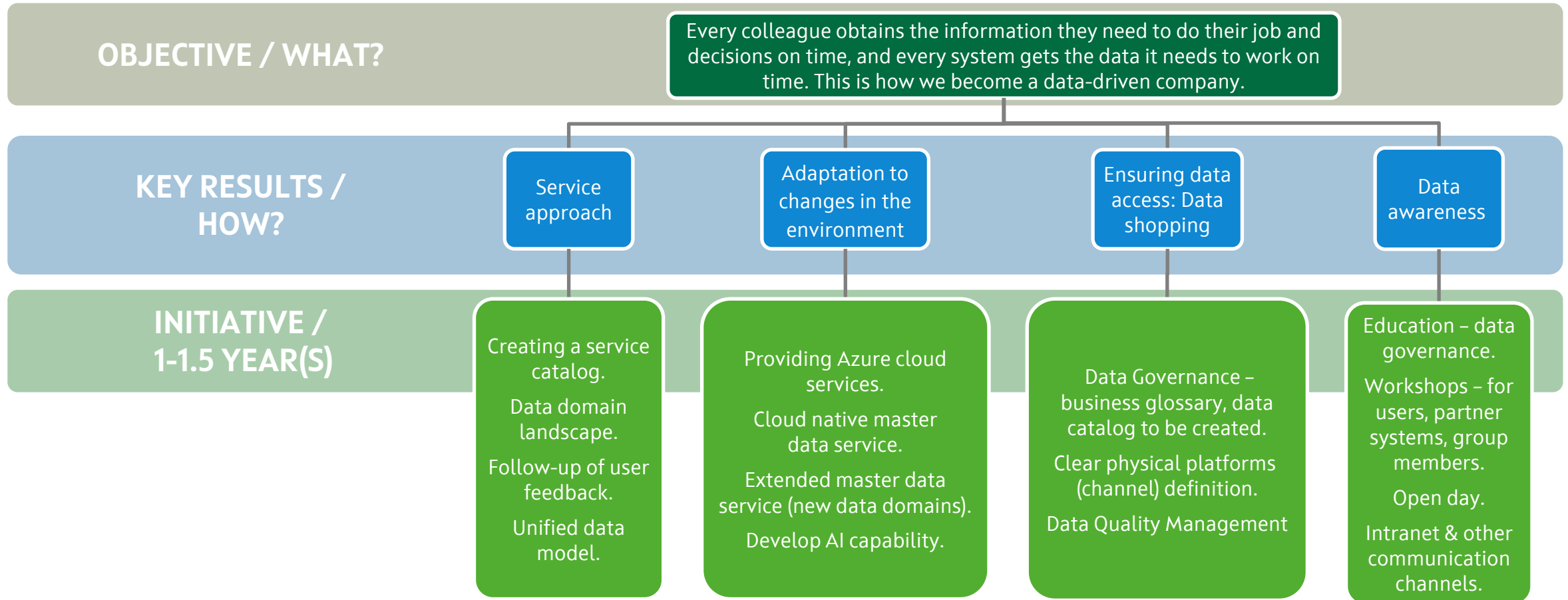


„We are building an information time-machine: through data services you can look into the past, the present and the future.“

Approach / OKR methodology



„Objectives and key results (OKR)“ is a goal-setting framework to define measurable goals and track their outcomes. It helps to ensure that one focuses its efforts on the same important issues.



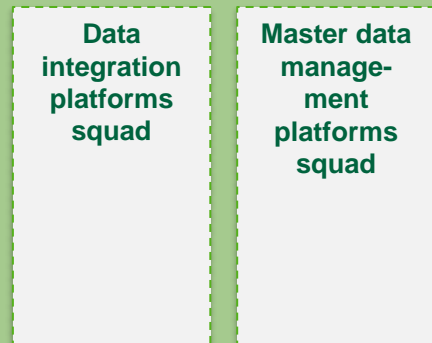
Data Services Technical Tribe (DSTT)



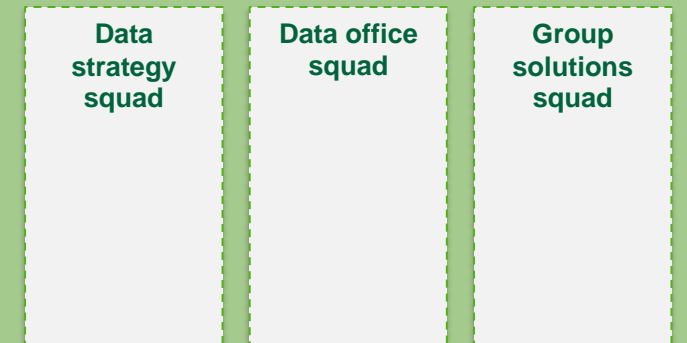
Data delivery services feature squads by data domains



Data platform squads



Data enablement squads



Artificial Intelligence (Data Scientist)



Business Analyst



System Analyst



Data Architect



Data Delivery Engineer



Data Publication Engineer



Data Factory



Data Integration Engineer



DevSecOps Engineer

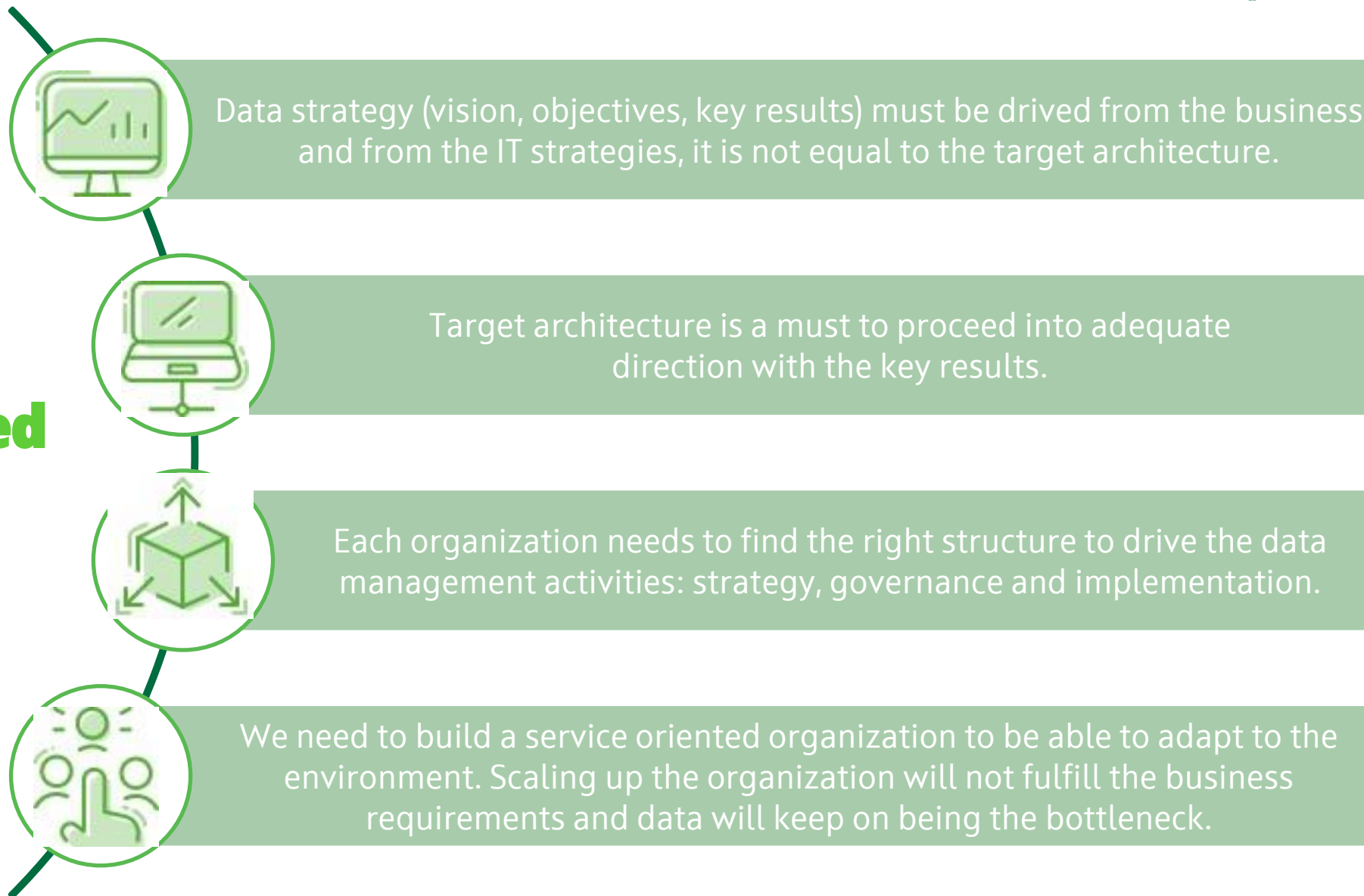


Test Engineer



LiveOps Engineer

Lessons learned



Ongoing transformation



Delegation

Delegation of DSTT competencies into other tribes' squads



Evolving

Evolving group level communities into group-wide competencies



Involvement

Involvement of both business and IT competencies into DSTT squads



Encourage

Encourage group members to establish their data organizations fitting to their culture and complexity



**Thank you
for the
attention!**