Starting over with Digital Analytics

Within Rabobank

Rabobank

*. . . And why having a solid foundation is a **key accelerator** throughout this entire journey*

Stefan Leever

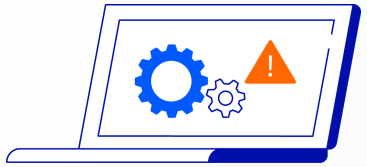
Product Manager Customer Engagement
at the Rabobank

De coöperatieve Rabobank

Rabobank is a cooperative bank with a mission. Together with our stakeholders, we have been dedicated to creating a future-proof society and tackling major societal challenges for 125 years.

In the Netherlands, we serve retail and corporate clients; globally we focus on the food and agriculture sector. Our starting point is: together we can achieve more than we could individually.

Why did we have to start over?



As of January, 2022. Various European Privacy Authorities deem Google Universal Analytics (GA3) illegal.

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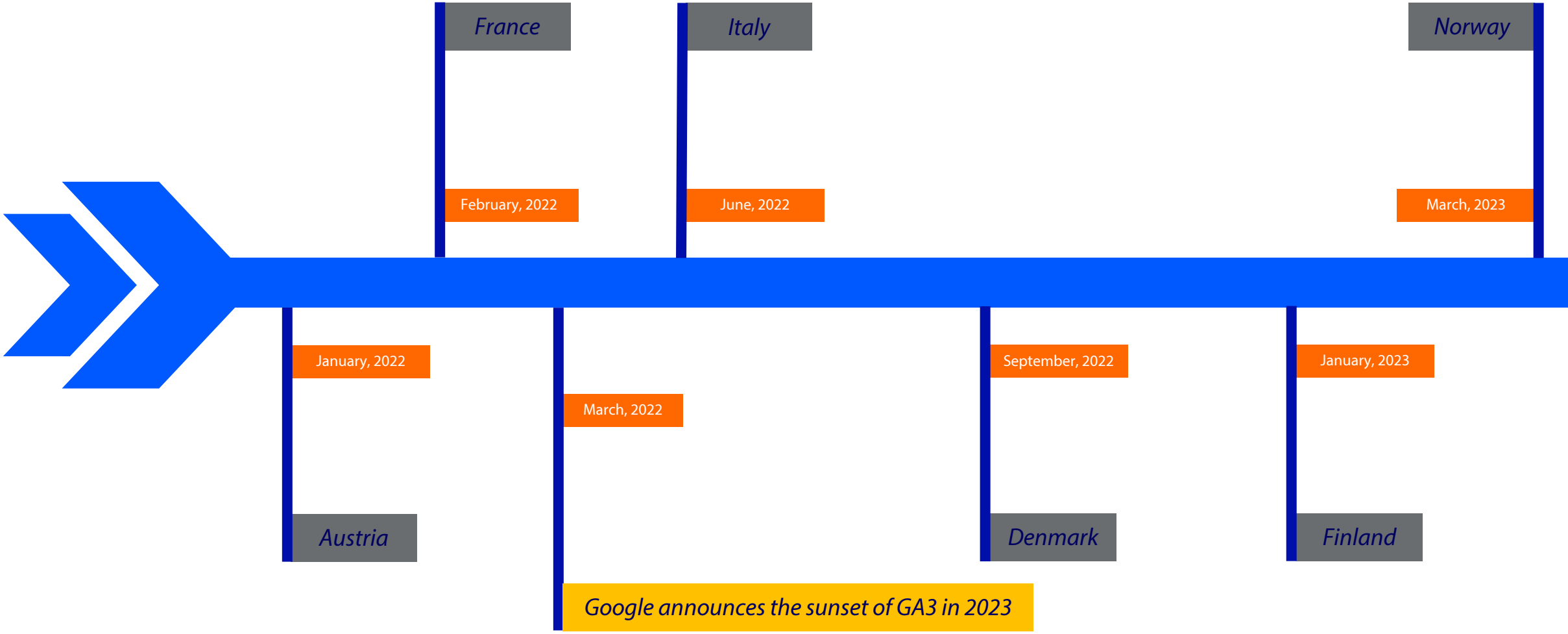

Source: Plausible Analytics about Google Analytics and the GDPR

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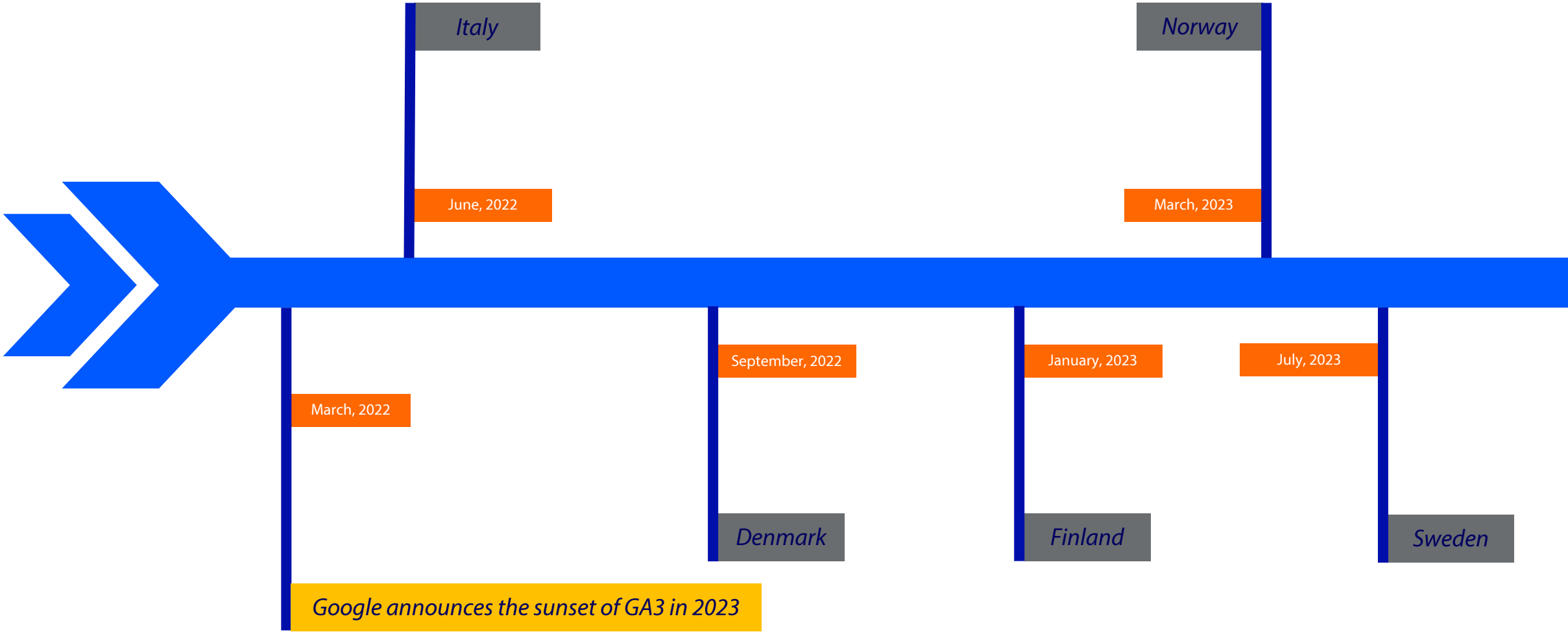

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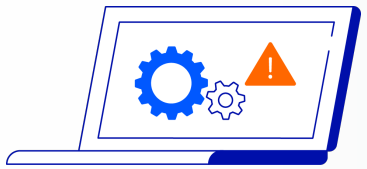

As of January, 2022. Various European Privacy Authorities deem Google Universal Analytics (GA3) illegal.

As of March, 2022 we started our journey to search for an alternative to Google Universal Analytics

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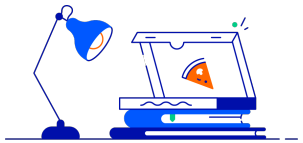
March, 2022

Desk research



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Extensive Compliancy check-up

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June, 2023

Refreshing our knowledge of the market

Specify requirements and execute an initial investigation in the market

Scout the market and rediscover what's available to define a list of possible contenders

Define an extensive list of requirements the new solution should have.

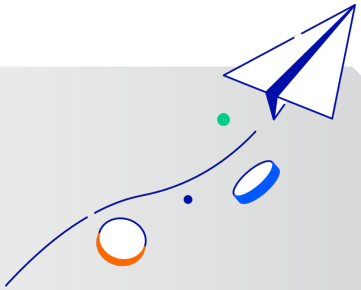
Make a selection on the vendors that match most of the requirements

Reaching out to our top 5 candidates

And selecting the 3 candidates that best fit our requirements

Define business challenges that are presented during the calls with the remaining vendors

Based on the requirements that were set earlier, define knock-out questions



With the results of both the calls and the knock-out questions, decide the top 3 of vendors

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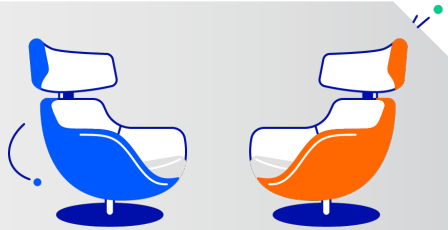
Getting to know the details of every vendor

To get a good picture on how they match with our requirements of security, privacy and functionality.

Every vendor has to go through 300+ questions covering functionality, privacy, compliancy, security and more

Have discussions on the results of the list of requirements to get a thorough understanding of their offering



Schedule reference calls with various clients from every vendor

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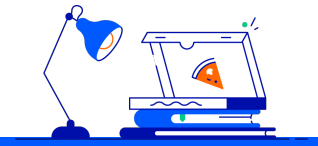
Selected the preferred vendor!

March, 2022

Desk research



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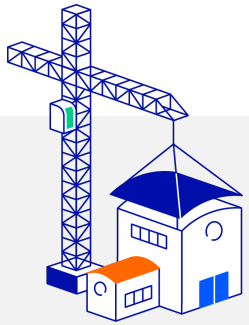
Leaving no stone unturned

To know everything of the vendor before signing.

With the preferred vendor, go through every unclear answer that was given in the questionnaire



This in-depth investigation is the preparation for the security, compliancy and privacy assessments to come

That will give us a detailed overview of what we're buying before we're signing the contract

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Signed the contract!

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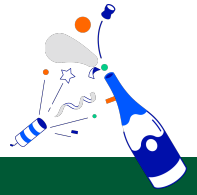

February, 2023

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Getting a lay of the land

As a preparation for the implementation

Perform an overall impact assessment to get a good idea of the scope of the impact

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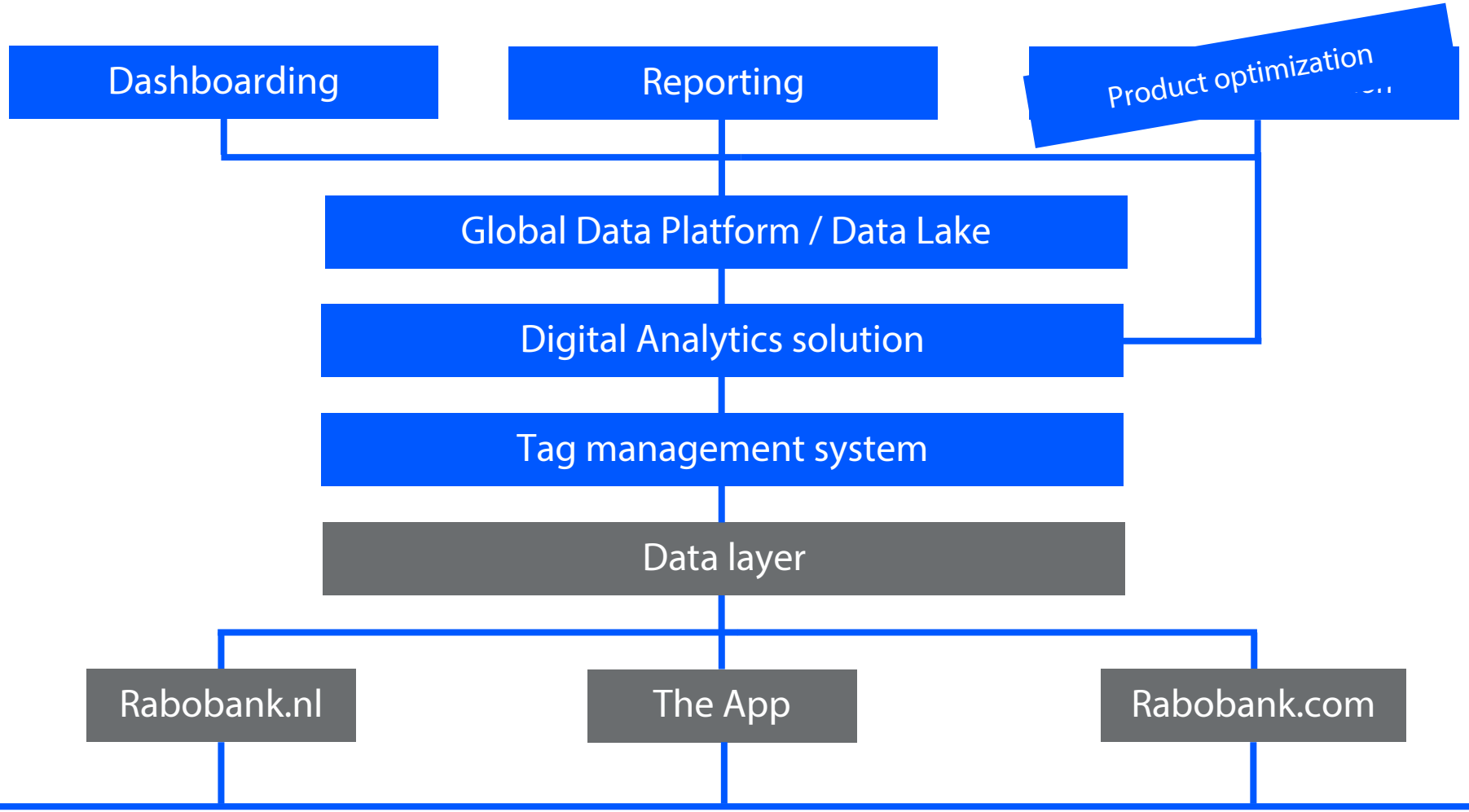

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Determine the parts that we have to update.

Everything else that's beyond your control has to be informed.

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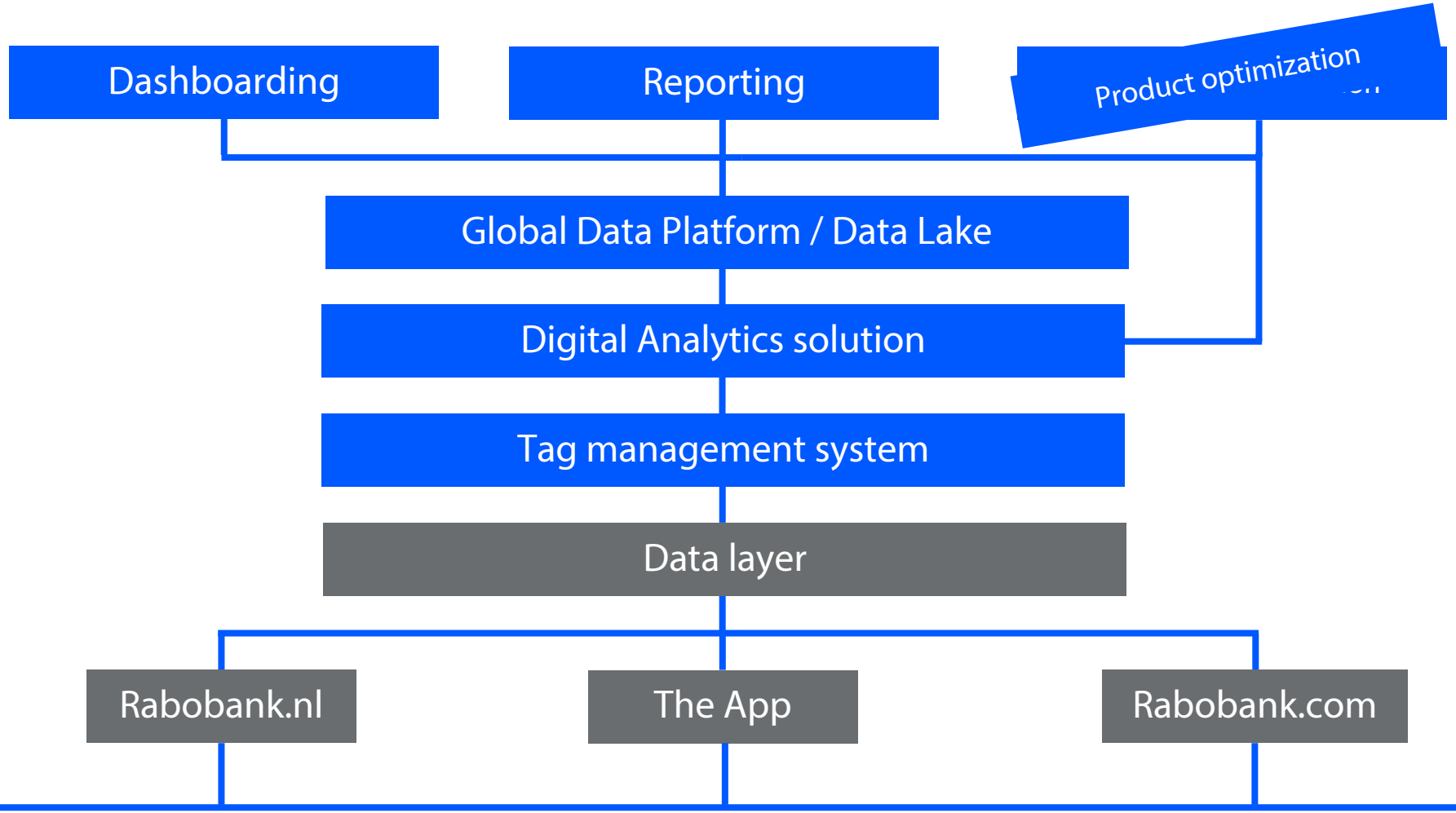

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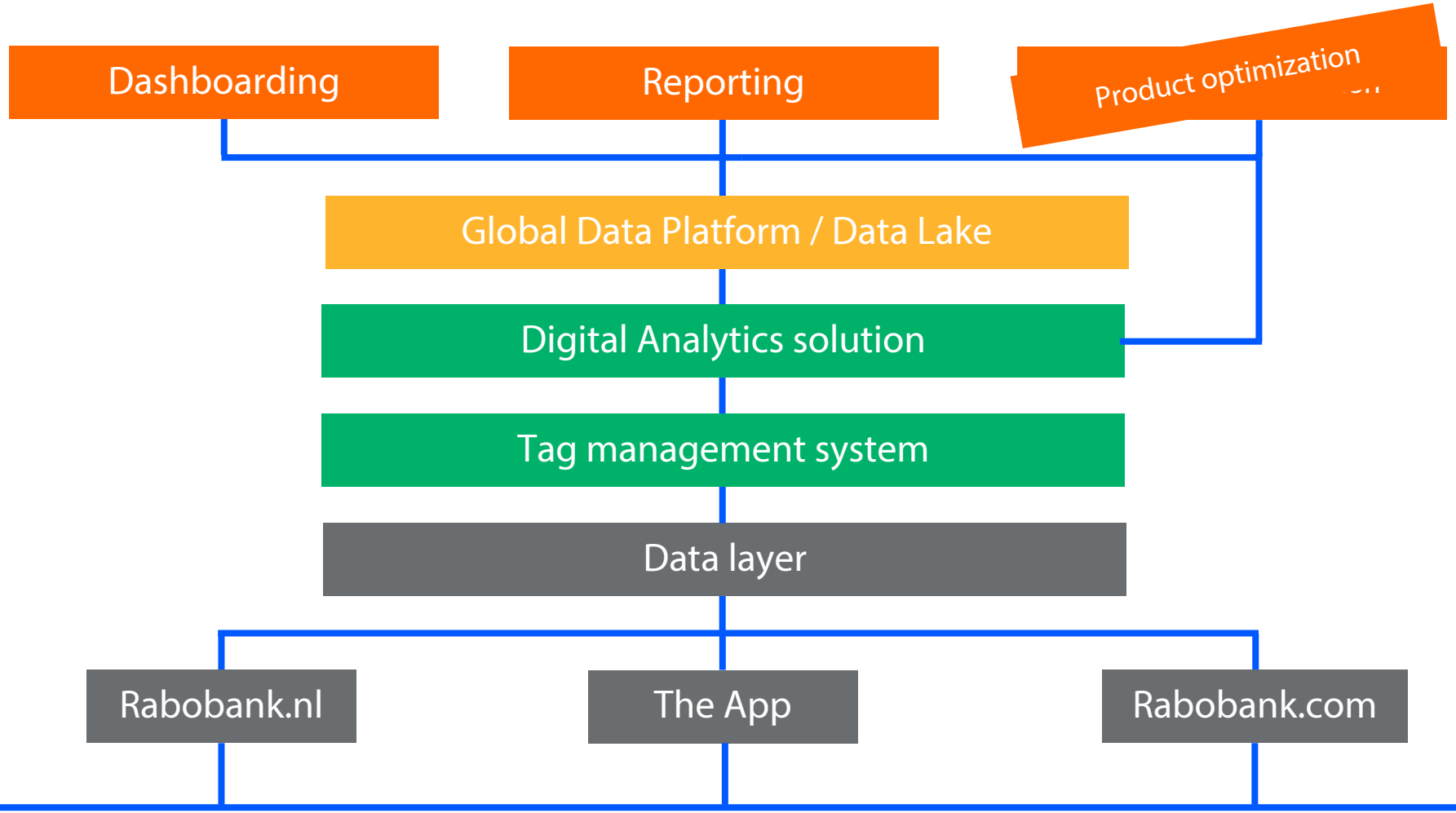

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Prioritizing the parts that we can move to fit the new solution

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Starting the implementation

March, 2022

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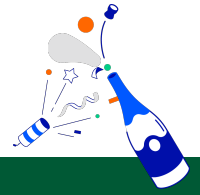

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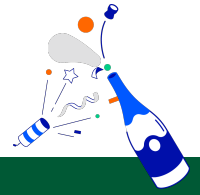

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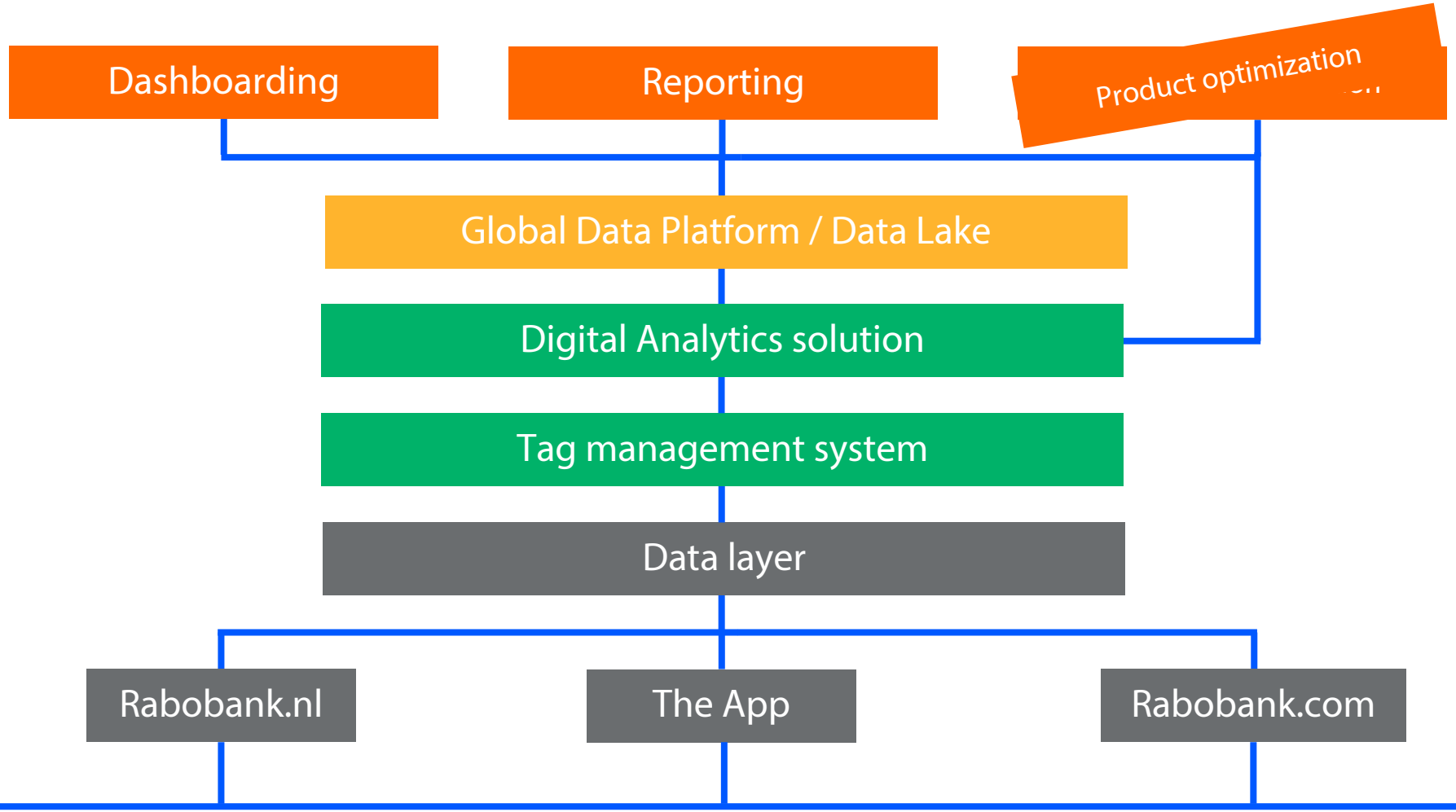
Adjusting the foundation

And sharing our knowledge with our stakeholders



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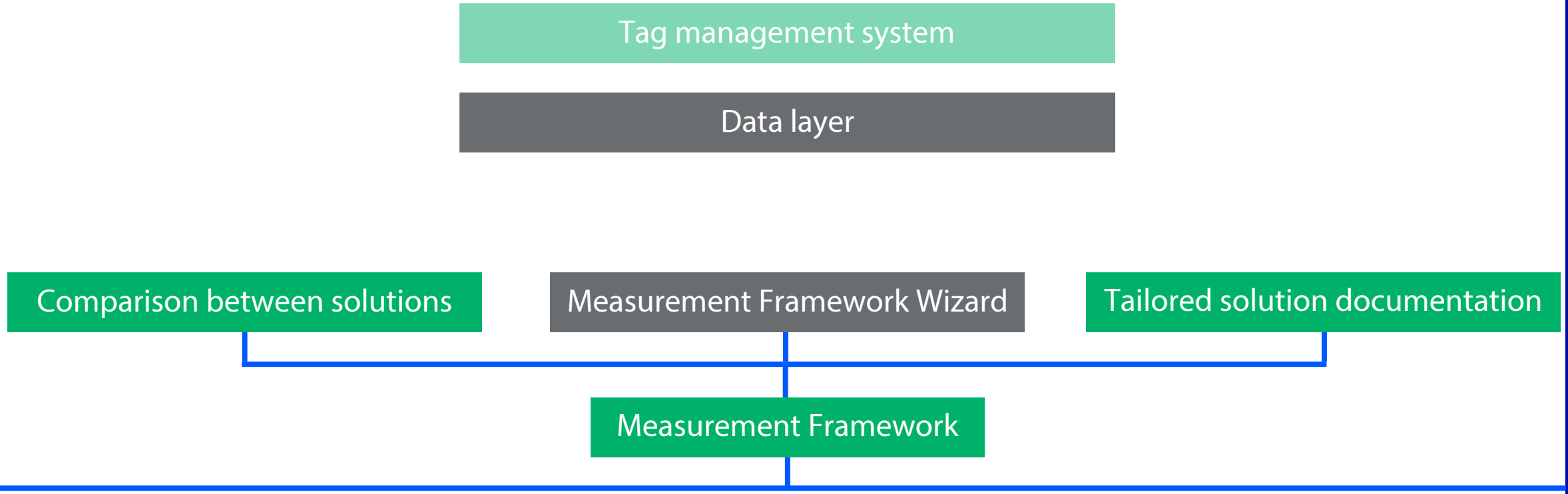

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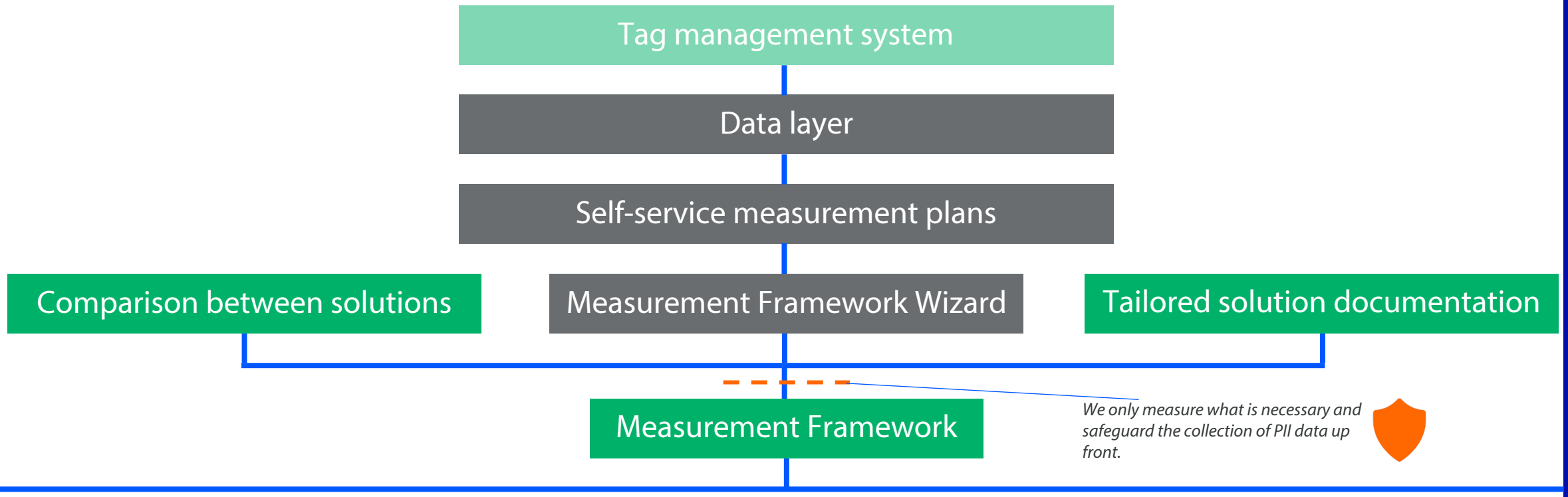

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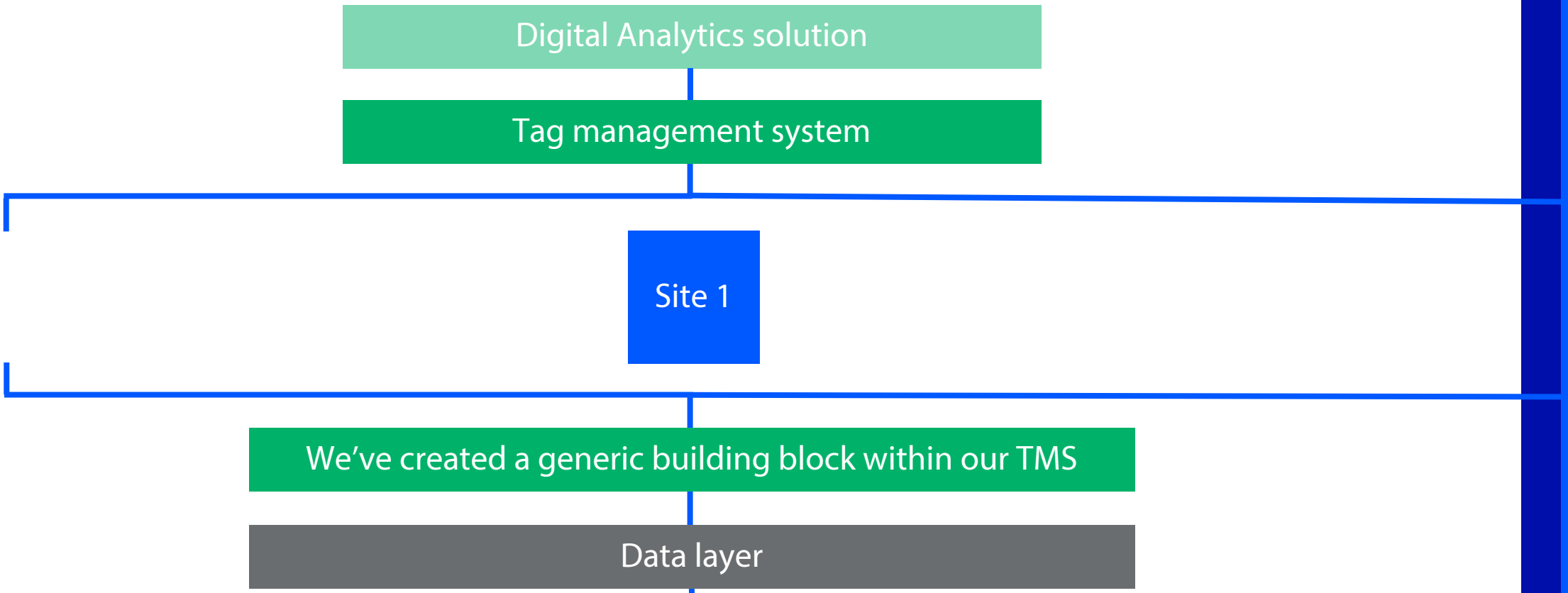
Replacing the engine

With a generic “build once, us for many” future proof building block



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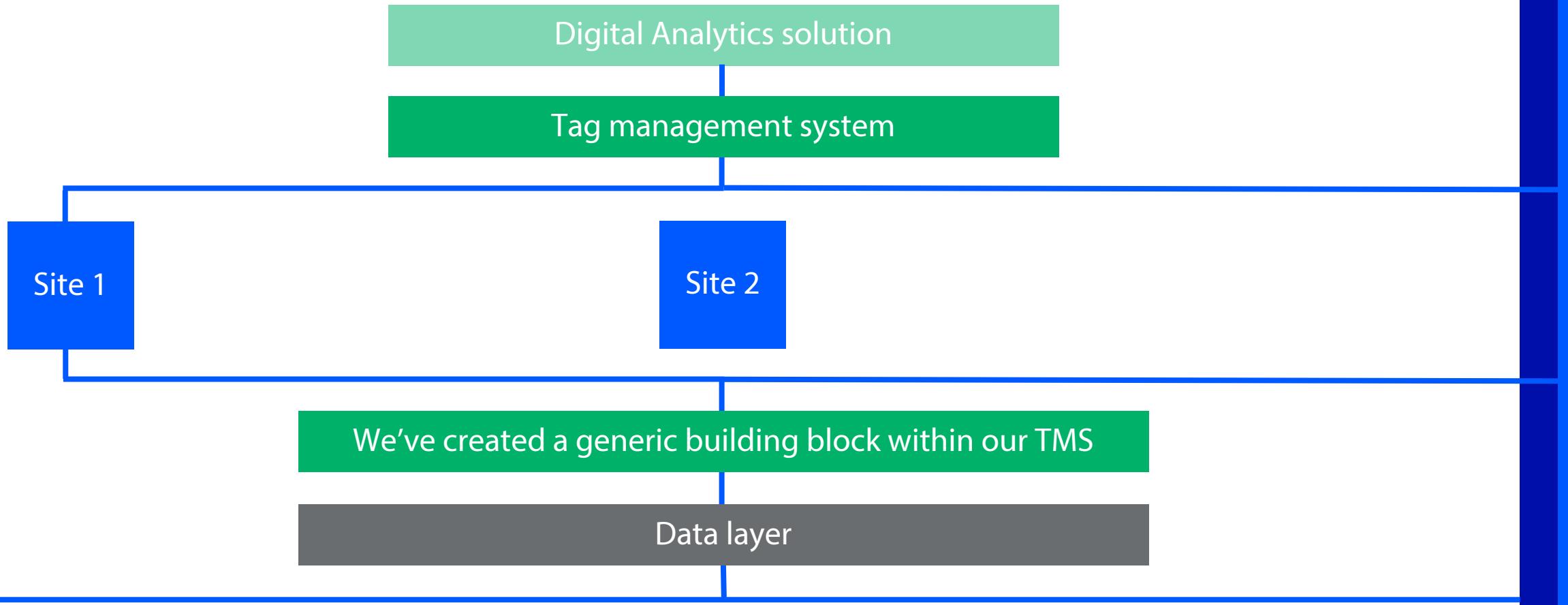

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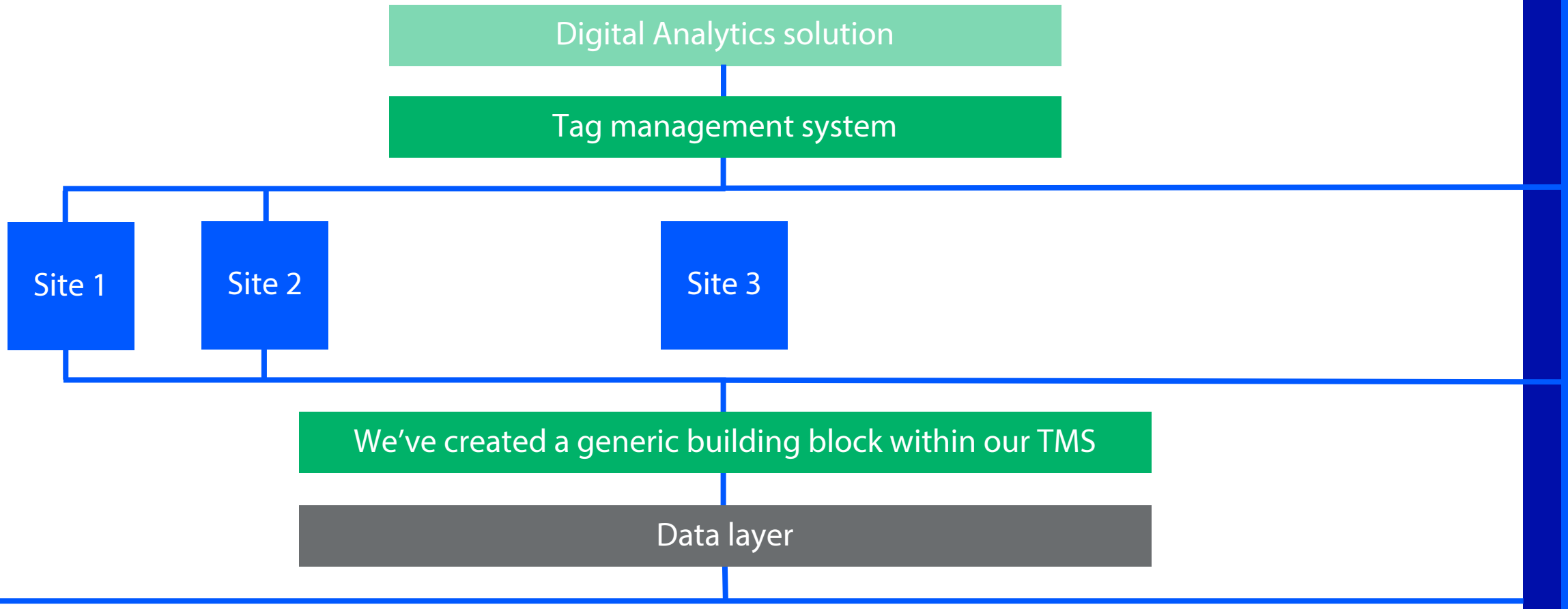

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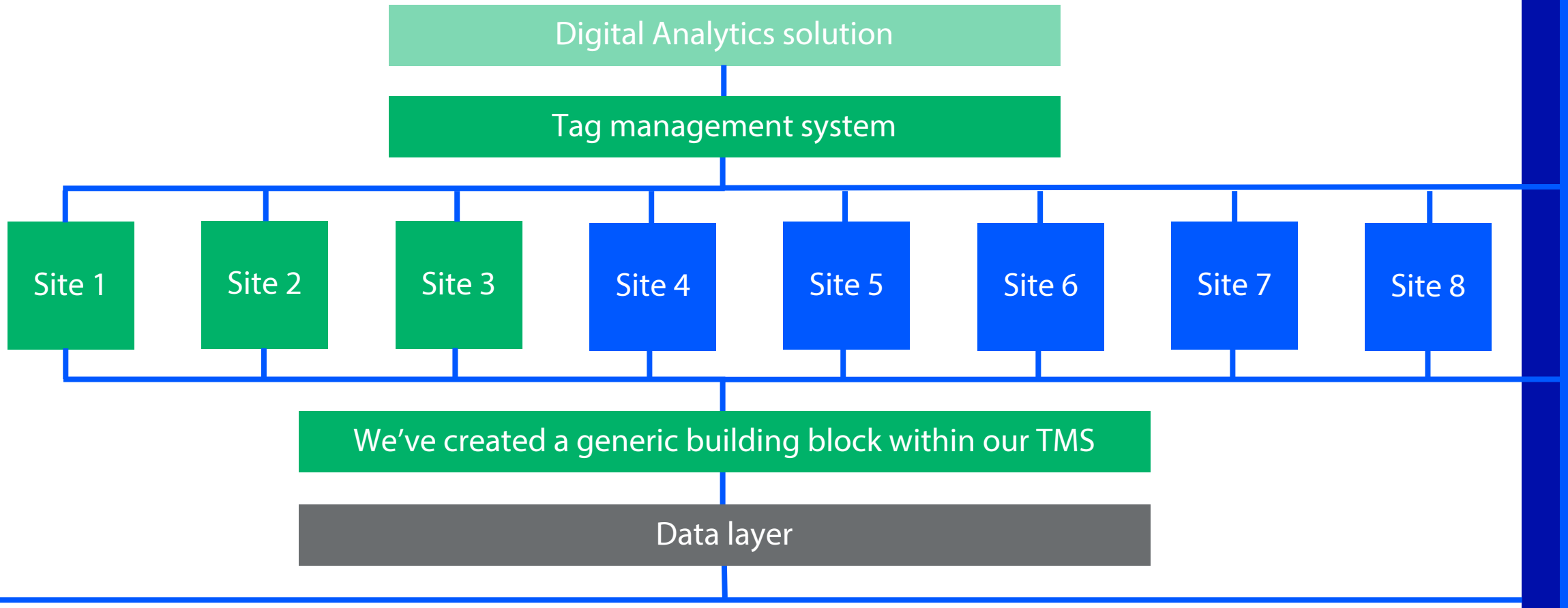

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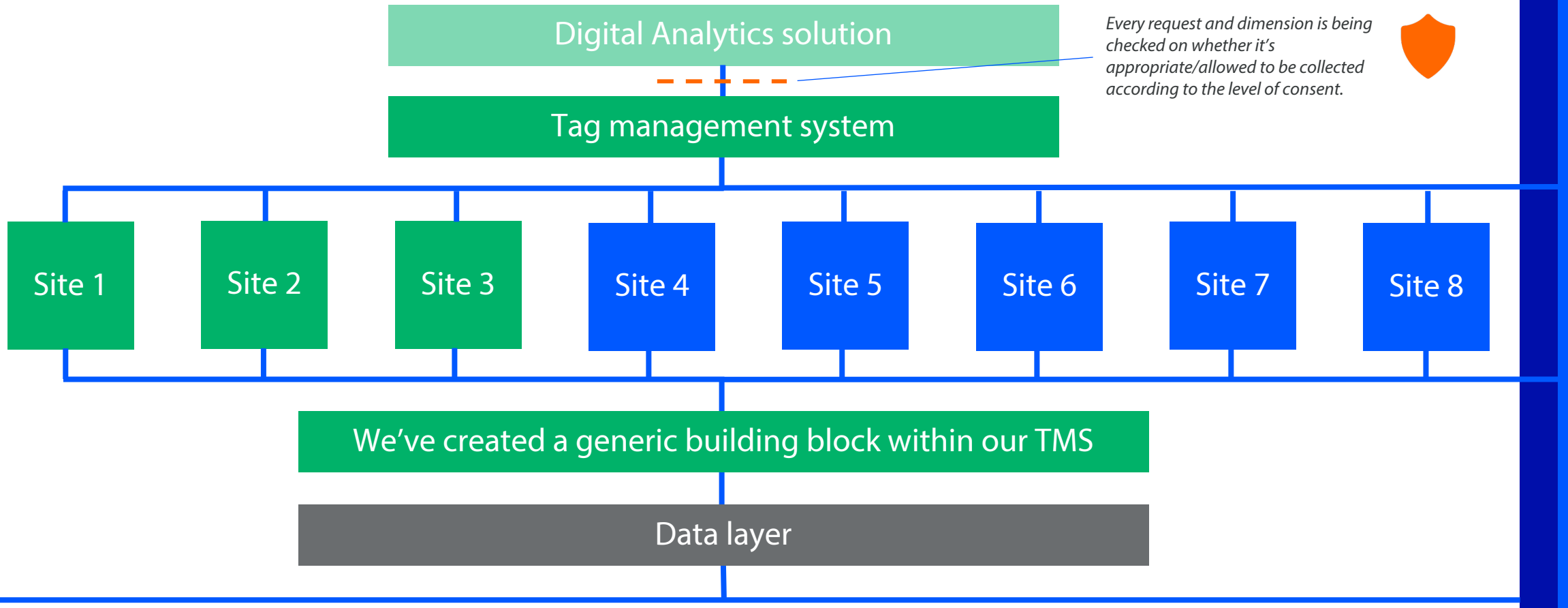

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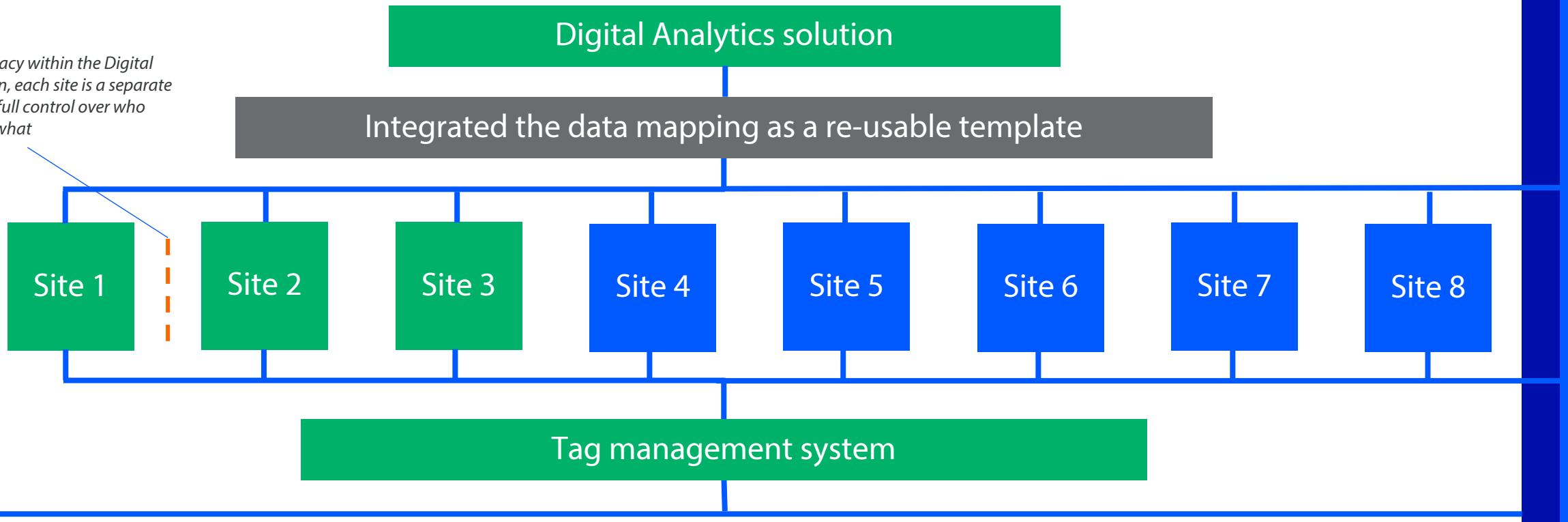
Configuring the new solution

In a way that fits the generic approach that we've used everywhere

To maintain privacy within the Digital Analytics solution, each site is a separate entity, giving us full control over who needs to access what



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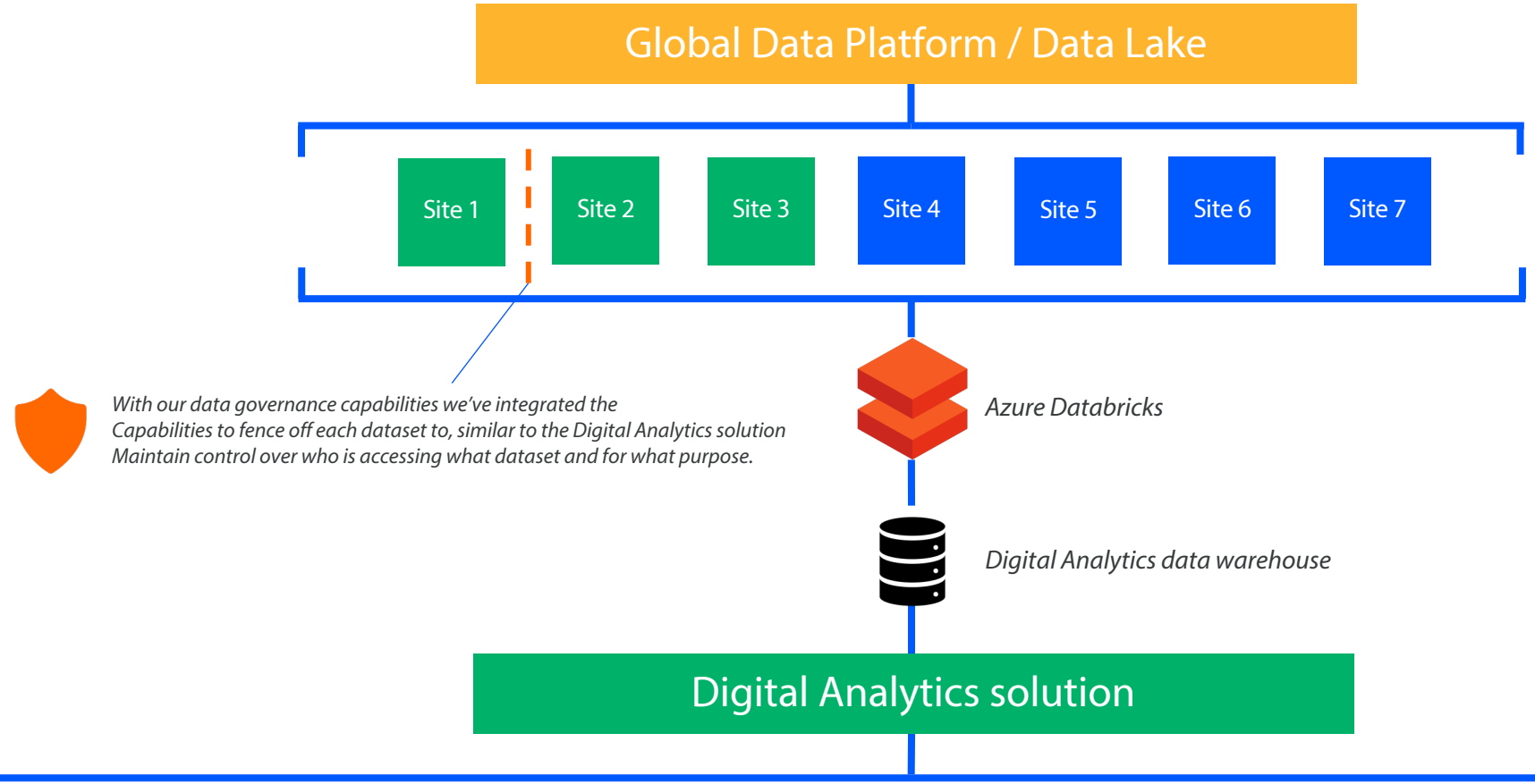
Setting up the data pipeline to our data lake

To answer the broader Digital Analytics use cases



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Keeping our stakeholders informed

With complete, transparent documentation and monthly updates.

Dashboarding

Reporting

Product optimization

We

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From th

Glo l Data Platform / Data Lake

Digital Analytics solution

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Finished the initial implementation

March, 2022

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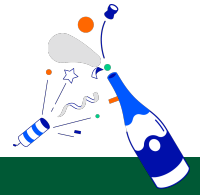

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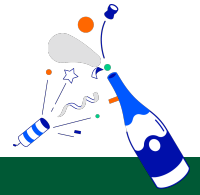

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What did we learn?

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Update the documentation to keep support and self-service sustainable

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Boost the knowledge in the organization by organizing training together with the vendor

Update the documentation to keep support and self-service sustainable

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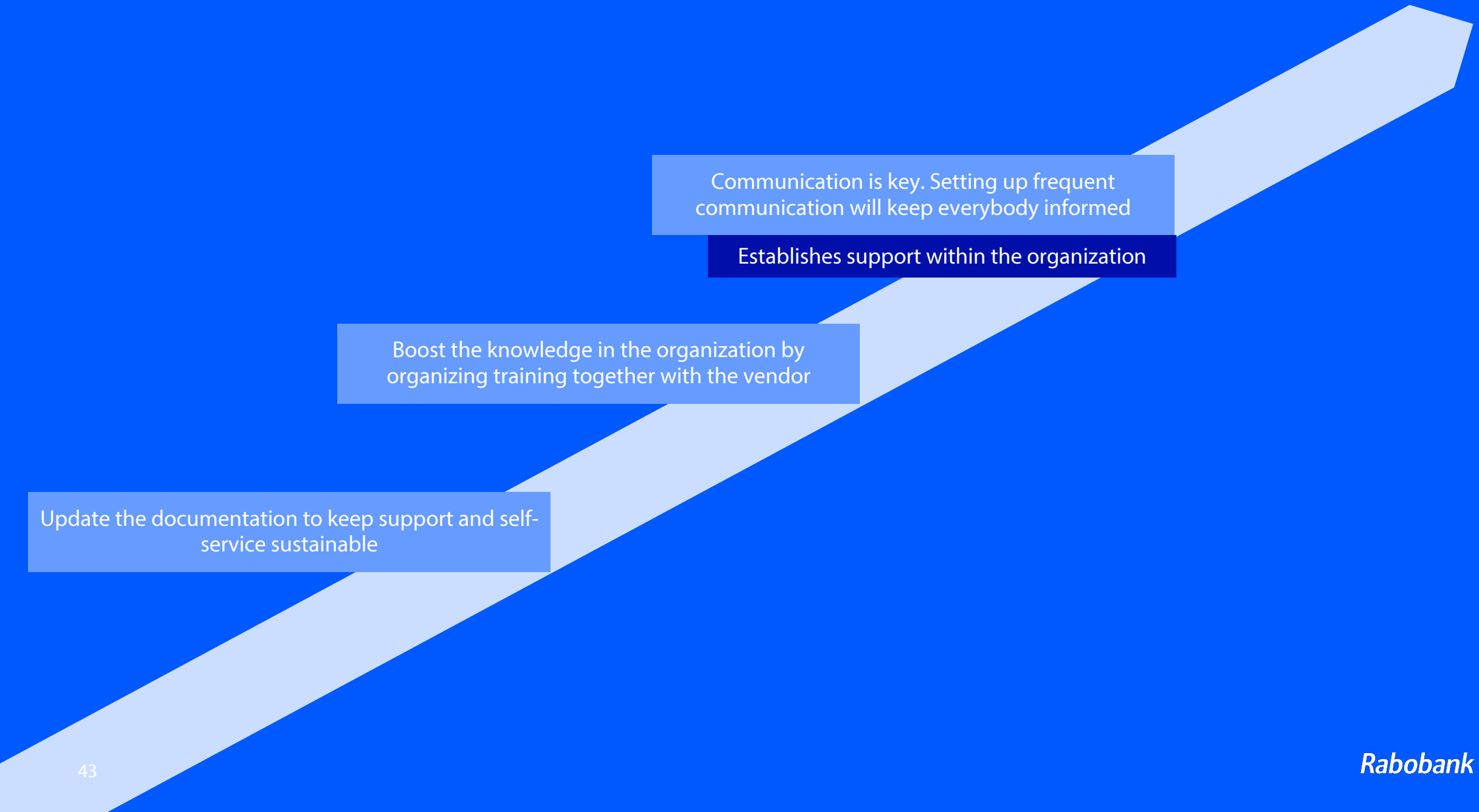
Communication is key. Setting up frequent communication will keep everybody informed
Establishes support within the organization
Boost the knowledge in the organization by organizing training together with the vendor
Update the documentation to keep support and self-service sustainable

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Having a **solid foundation** helped us speed up tremendously

Communication is key. Setting up frequent communication will keep everybody informed

Establishes support within the organization

Boost the knowledge in the organization by organizing training together with the vendor

Update the documentation to keep support and self-service sustainable

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Thank you for your attention

Stefan Leever

Product Manager Customer Engagement

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