DAMA DAY

WARSAW

18 SEPTEMBER 2025

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DATA LINEAGE IMPLEMENTATION

DAMA Day Warsaw 2025

Tracking data flow to ensure accuracy and compliance

DAMA POLAND

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INTRODUCTIONS

CONTAINERBOARD PRODUCTION

Hamburger Containerboard
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CORRUGATED PACKAGING

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PAPER FOR RECYCLING COLLECTION AND TRADE

Hamburger Recycling
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DUNAPACK PACKAGING OVERVIEW

2.69 bn m2 consolidated sales

- High quality and multicolour printing capabilities
- Shelf Ready Packaging

5.639 employees

- Development and production of innovative corrugated packaging solutions
- High customer orientation across our markets
- Logistic Services

Paweł Zieliński

Head of Data & Analytics Dunapack Packaging

Paweł Zieliński is an accomplished data leader with extensive experience in driving data strategy, governance, and analytics transformation across complex organizations. As Head of Data & Analytics, he leads cross-functional teams in delivering scalable data solutions that empower business decision-making and innovation. With a strong background in data architecture, BI, and data management, Paweł is passionate about building data-driven cultures and aligning data initiatives with strategic goals. He is a frequent contributor to industry discussions on data governance, quality, and the evolving role of analytics in enterprise growth.

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STRATEGIC ALIGNMENT
TARGET – DATA GOVERNANCE

BUSINESS NEEDS DRIVING DATA LINEAGE

Operational Efficiency

Reducing manual data processing and eliminating shadow IT practices improves overall operational efficiency.

Regulatory Compliance

Ensuring GDPR and CSRD compliance requires robust data governance and traceability mechanisms.

Trust and Accountability

Building user trust by providing reliable data reduces the need for repeated data verification downloads.

Scalability Across Units

Supporting data governance across 24 plants and multiple business units ensures scalable data lineage.

FASTER FORWARD PROGRAM ALIGNMENT

Strategic Initiative Goals

Faster Forward accelerates transformation and fosters an agile mindset within the organization.

Governance and Empowerment

The program emphasizes governance, local empowerment, and alignment with divisional strategies.

Role of Data Lineage

Data lineage ensures transparency, efficiency, and trust in data-driven processes supporting the program.

Continuous Improvement Culture

The program promotes sharing best practices and continuous improvement aligned with divisional focus.

DATA DRIVEN ORGANISATION CONCEPT

Culture of Data Trust

Fostering a culture that trusts analytics for informed decision-making is central to the Data Driven Organization vision.

Platform Principles

Platform principles focus on user experience, transparency, flexibility, and providing intuitive visualizations with low maintenance.

Data Tools and Ecosystem

Tools like Fabric, Power BI, Azure, and Purview enable seamless data integration, visualization, and governance.

Data Literacy and Ownership

Emphasizing data literacy, training, and formal data ownership empowers employees and improves data quality.

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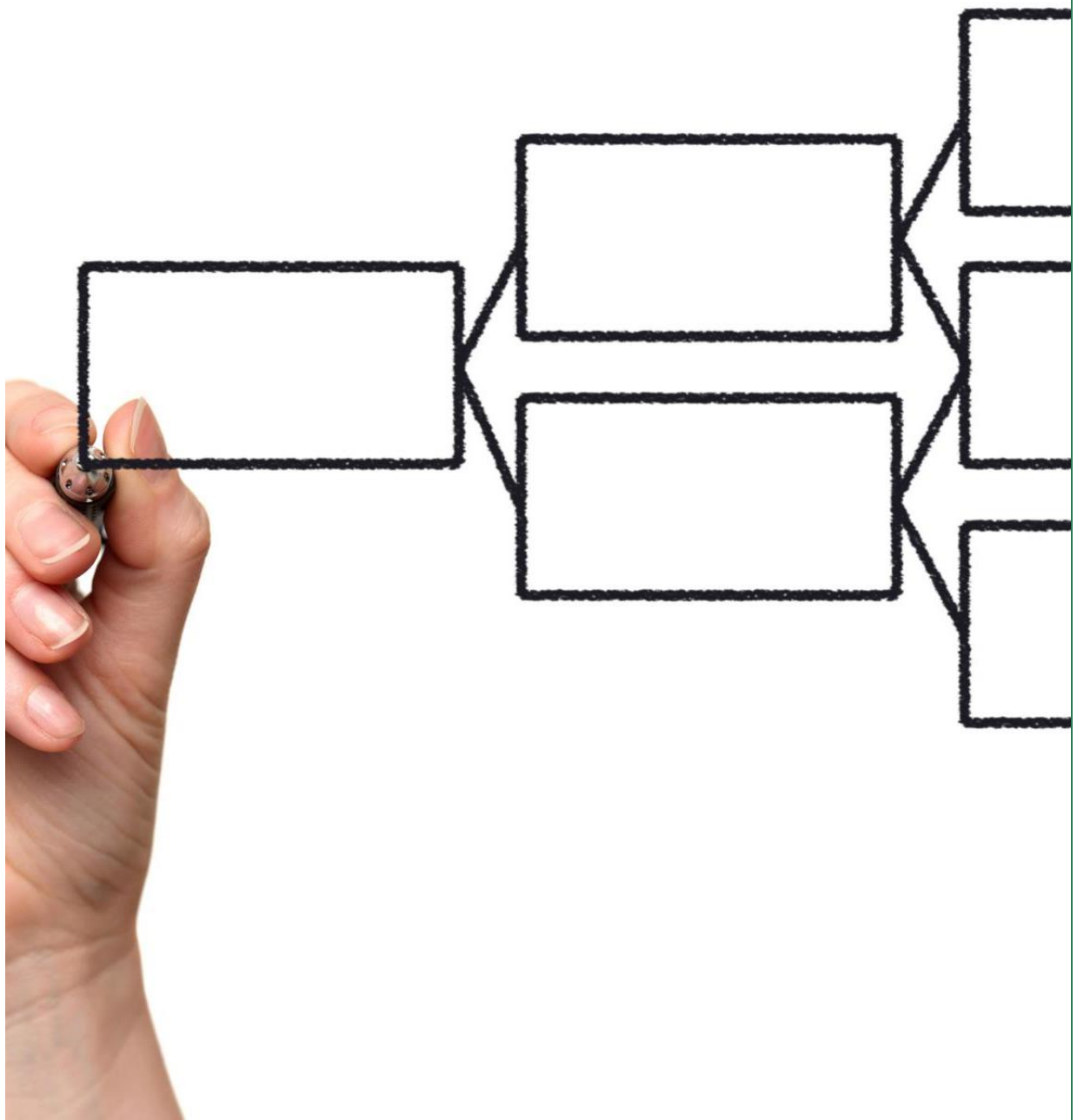
DATA LINEAGE IMPLEMENTATION



WHAT IS DATA LINEAGE?

Definition of Data Lineage

Data lineage tracks data origin, movement, and transformation across systems for full visibility.

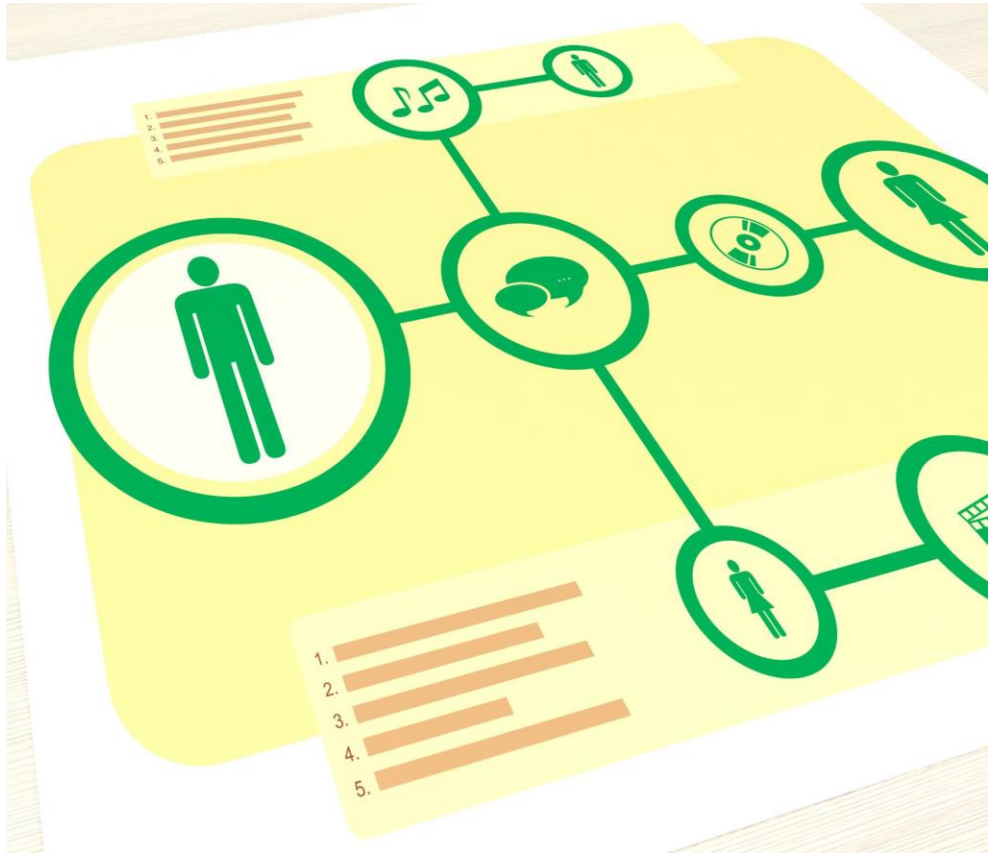
Importance for Compliance

Data lineage supports regulatory compliance by documenting data provenance and usage.

Impact on Decision-Making

Tracing data lineage helps maintain integrity and supports strategic organizational decisions.

IMPLEMENTATION FRAMEWORK



Framework Phases

The framework includes defining ownership roles, data mapping, documentation, user training, and continuous monitoring.

Centralized Tool Usage

Microsoft Purview is used for scanning, cataloging data assets, managing metadata, and ensuring compliance.

Governance Integration

Governance is embedded into business processes with ownership in job descriptions and dashboards to ensure accountability.

Scalable and Cost-Effective

The implementation manages (at the beginning) 2000 elements at immaterial cost, ensuring scalability and cost efficiency.

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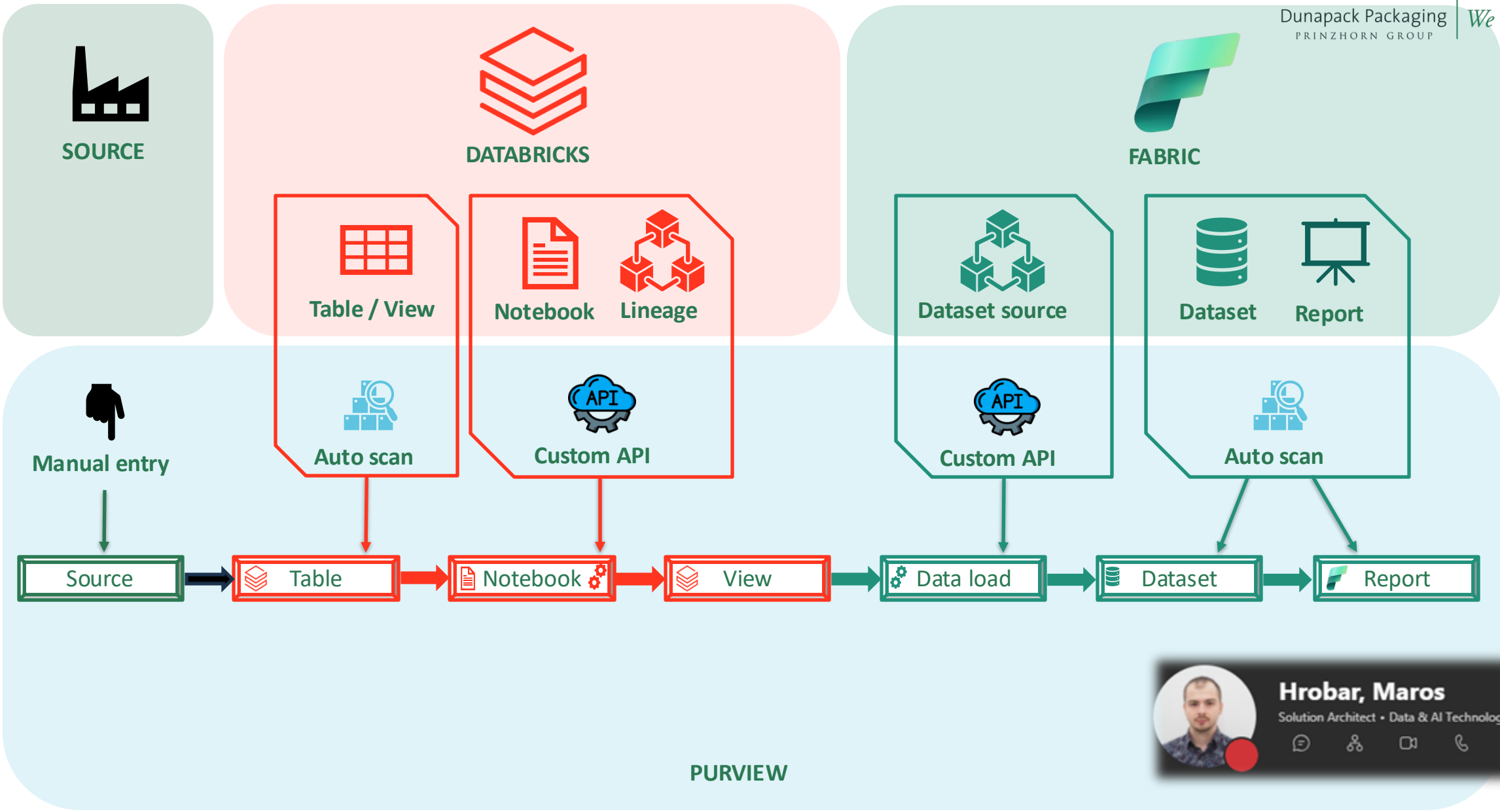

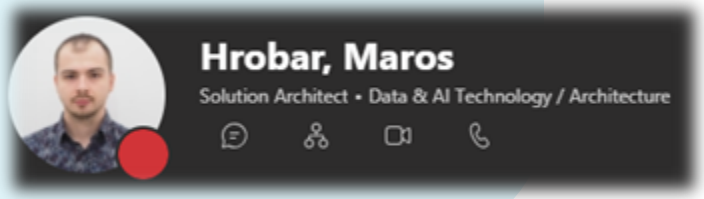

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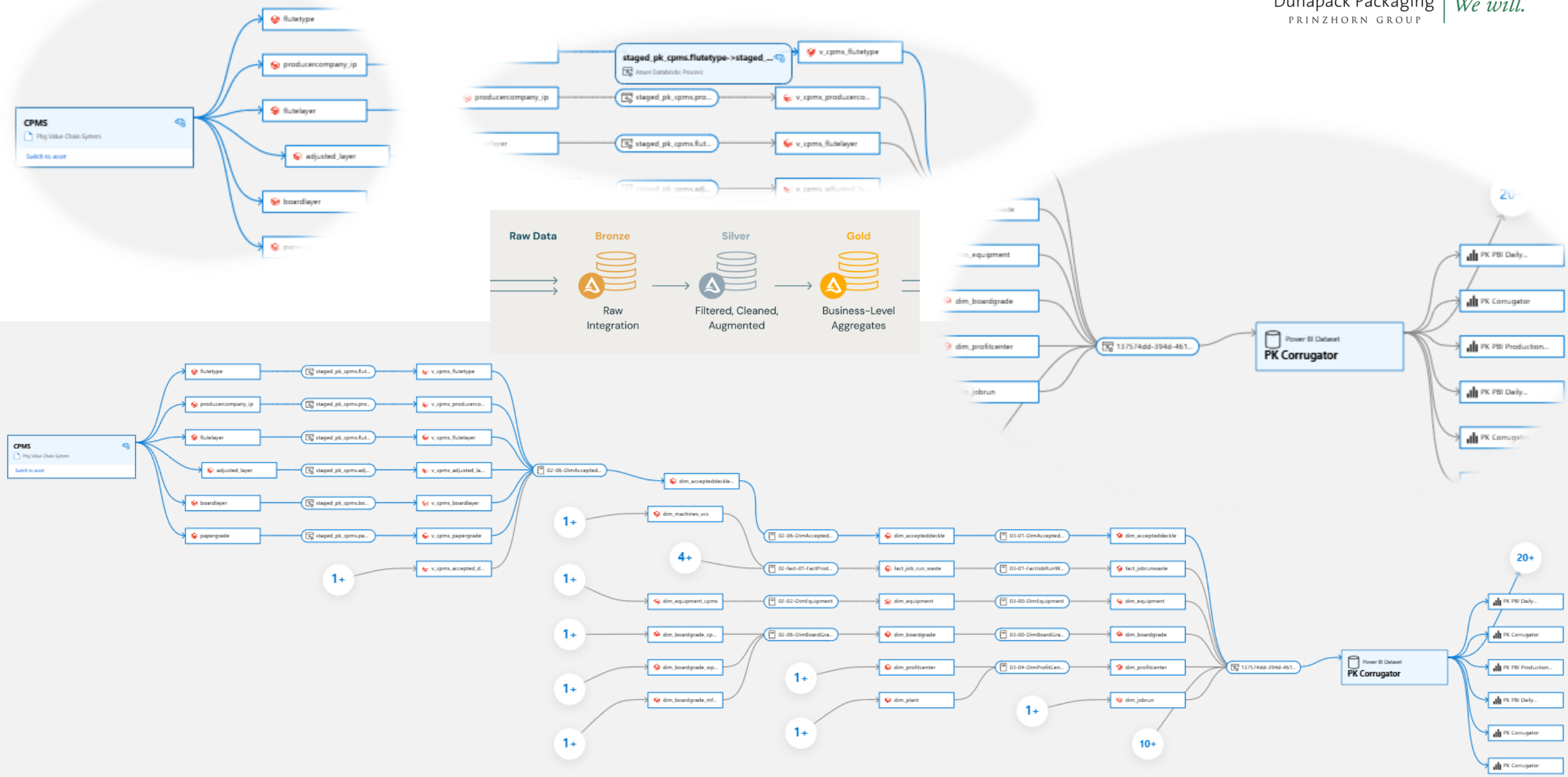

A moment as groundbreaking as it is surprising....

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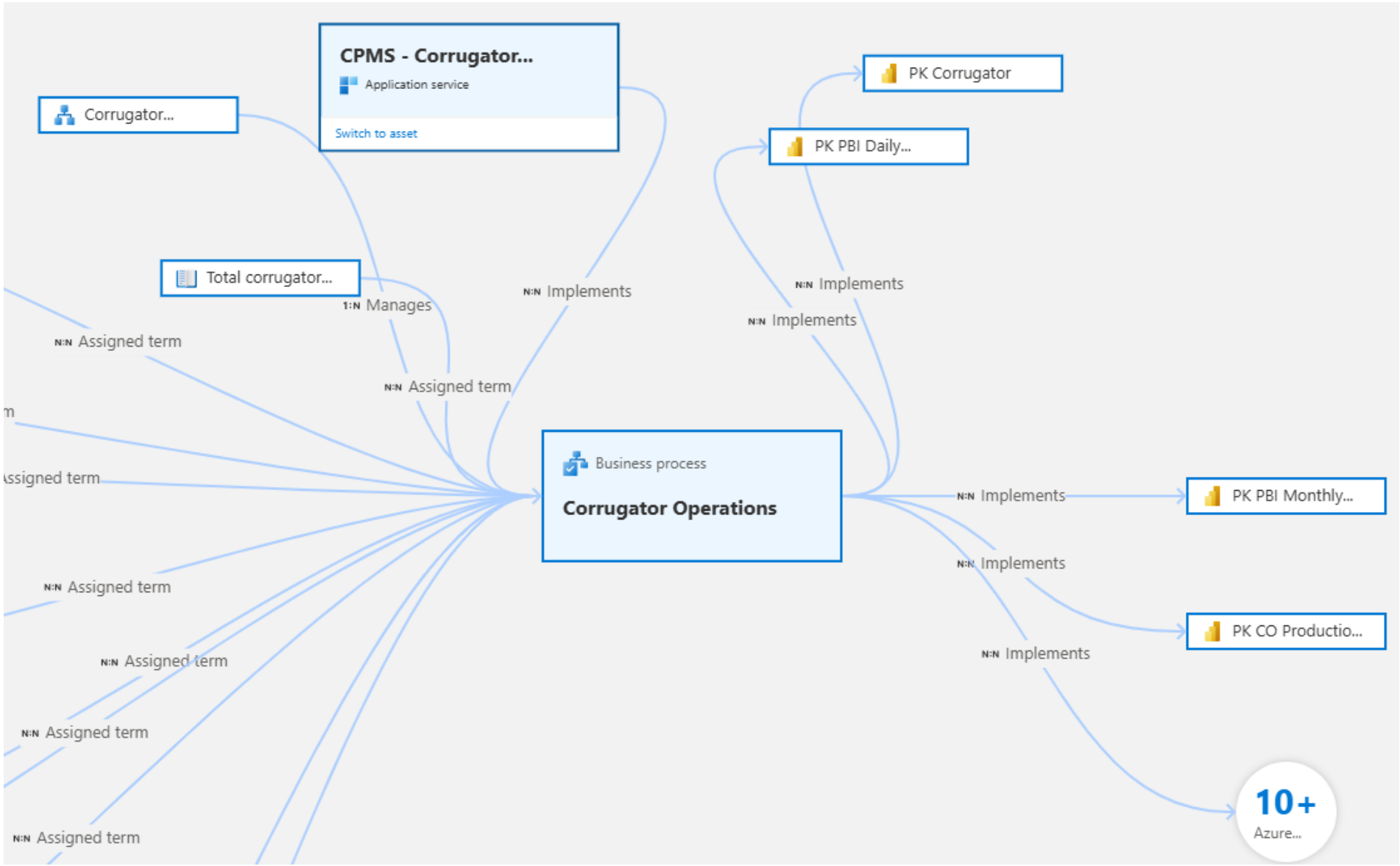

USE CASES AT DUNAPACK

Performance Management Pyramid

Integration of dashboards with data lineage provides multi-level performance insights using KPIs and detailed analytics.

Governance Framework

Data ownership is formalized through job roles and dashboard annotations, enhancing governance and accountability.

Data Catalog and Metadata

The data catalog includes glossary terms, KPI definitions, and metadata, making data accessible and actionable for users.

Benefits of Data Lineage

Improved data quality, reduced manual processing, and enhanced user trust enable scaling across business domains.

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OUTCOMES AND FUTURE STEPS

BENEFITS REALIZED

Operational Efficiency Gains

Data lineage reduces manual data tasks and limits shadow IT, improving overall operational efficiency.

Enhanced Data Trust

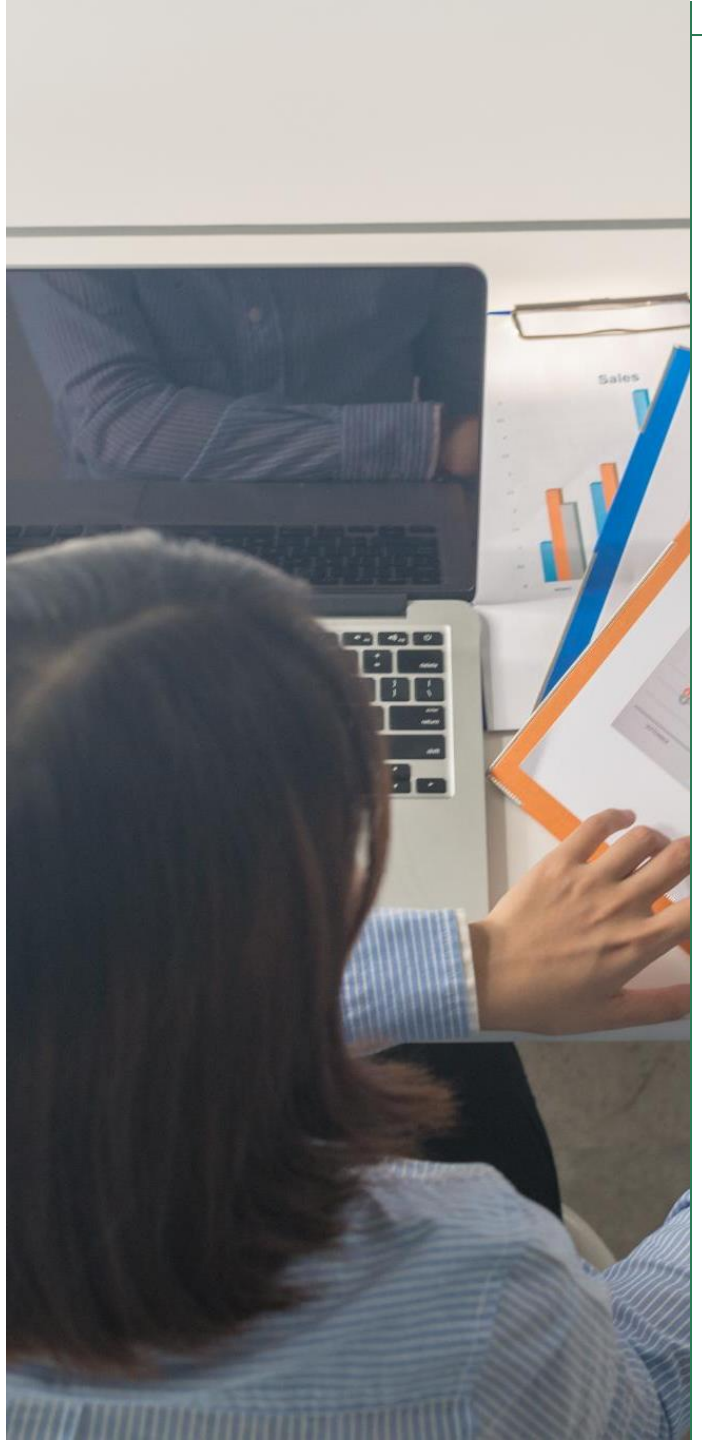
Centralized dashboards increase user trust and reduce reliance on external data verification methods.

Regulatory Compliance

Improved data traceability strengthens compliance with GDPR, CSRD, and other regulations.

Scalable Governance Framework

The data lineage framework supports scalable rollout across 24 plants and multiple business units.



NEXT STEPS

Pilot Expansion

Expanding data lineage pilot projects into new business domains such as HR and finance to broaden impact.

Training and Literacy

Enhancing data literacy and training programs to empower users and data owners for effective governance.

System Integration

Integrating Purview with existing systems to improve catalog accessibility and streamline data governance tools.

Continuous Monitoring

Implementing feedback loops and continuous monitoring to refine governance models and maintain relevance.

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