

KDSZ | CHALLENGES OF THE DATA PROCESSING

WHERE CAN DATA GO WRONG?

Tamás Csaba
Levente Havas
Balázs Szórádi
Gábor Vida

Budapest, 2026 01.27



IFUA Horváth at a glance

Our Mission



We guide you in transforming your organization to become unbeatable in a changing world

Functional Expertise



Our comprehensive solution portfolio addresses the needs of all C-suite executives

Industry Expertise



From A for automotive to U for utilities, we know what matters in every industry

Worldwide Presence



With 22 offices in 11 countries and partners all over the world, we can operate globally



Global Ecosystem



We combine our strengths with those of leading partners to create the best value

Guiding your business toward a Digital Future (Horváth Digital)



Digital & IT Strategy and Governance



Digital & IT Operating Model



Digital Business Models & Ecosystems



Digital Platform Solutions



Transformation by S/4HANA



Transformation by any ERP



AI, BI & Data Strategy and Operating Model



AI, BI & Data Applications



Enterprise Architecture



Digital & Agile Transformation and Change



Information & Cyber Security



IT Cost & Value Realization

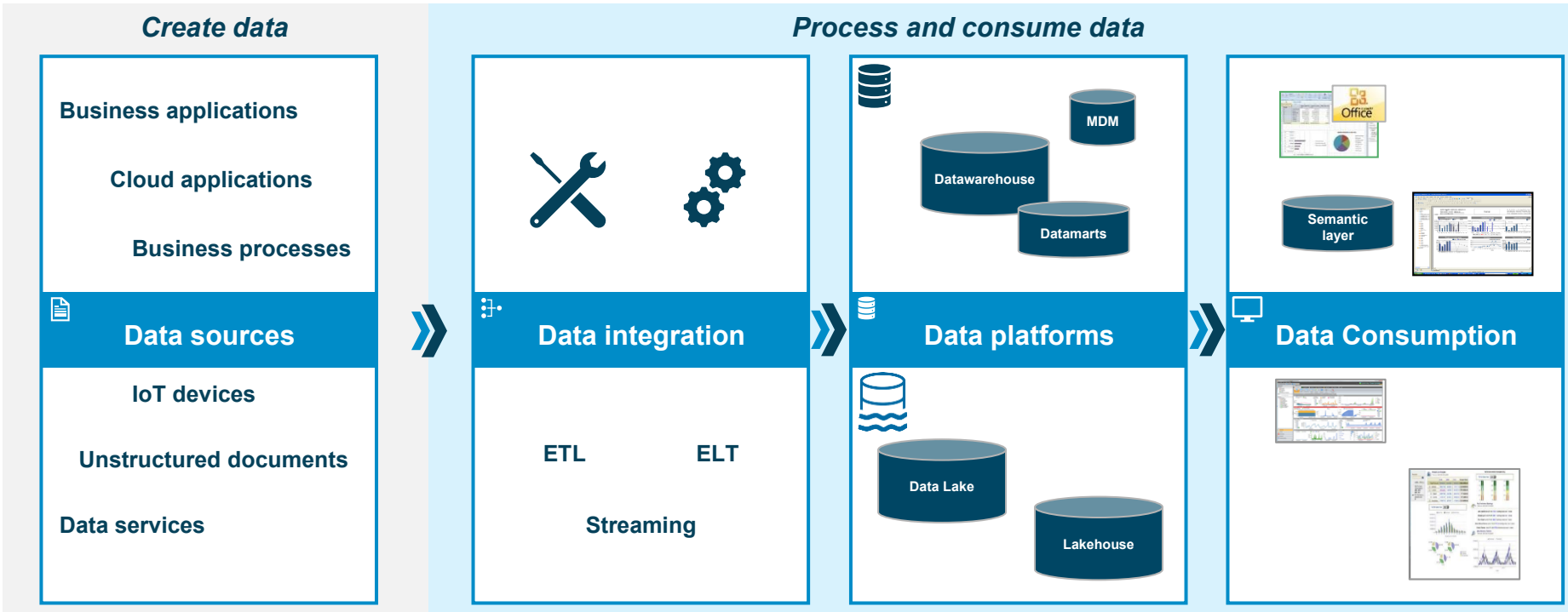


The winners in every industry will be data + AI companies





Each layer of the decision support systems must be well integrated from both technical and content point of view



Common rule of data consumption: **garbage in, garbage out.**
We must ensure consistent and meaningful data through the data-flow as a basis of business intelligence and AI.



We are going to evaluate your data solutions in small groups!

Approach



Group 1



Group 3

- We continue the conversation in **4 small groups**
- We ask you to **share your pain points and good practices**
- Groups are guided by moderators



Group 2



Group 3

Task

Assess your data related projects through our maturity model!

Data consumption	Ad hoc Reporting	Standardized Reporting	Self-Service BI	Advanced Analytics	Prescriptive Intelligence
Data platforms	Siloed	Centralized Data Warehouse	Modern Data Platform	Governed Data Platform	Data-Driven Ecosystem
Data integration	Ad hoc / Script-based	Basic ETL Tools	Enterprise ETL	Integrated	Adaptive Data Processing
Data sources	Ad hoc	Basic Digital	Controlled / Standardized	Integrated	Optimized

Description

- How mature is your „data source“, „data integration“, „data platform“, and „data consumption“ layer? **Choose your side!**
- What is your good or bad experience? **Share your story!**
- Discuss the key pain points and success factors!

- Confidential -

© IFUA Horváth



Task

Assess your data related projects through our maturity model!

 Data consumption	Ad hoc Reporting	Standardized Reporting	Self-Service BI	Advanced Analytics	Prescriptive Intelligence
 Data platforms	Siloed	Centralized Data Warehouse	Modern Data Platform	Governed Data Platform	Data-Driven Ecosystem
 Data integration	Ad hoc / Script-based	Basic ETL Tools	Enterprise ETL	Integrated	Adaptive Data Processing
 Data sources	Ad hoc	Basic Digital	Controlled / Standardized	Integrated	Optimized

Description

- How mature is your „data source”, „data integration”, „data platform”, and „data consumption” layer? **Choose your side!**
- What is your good or bad experience? **Share your story!**
- **Discuss the key pain points and success factors!**



Summary of discussion

We need good basis of data to realize real value!

Take away

- Valuable results require high-quality data.
- Without a well-structured framework, data cannot be effectively utilized.
- Project-based data analysis alone is insufficient for everyday usability.
- Establishing a stable data management framework is a challenging task, but it is highly rewarding.
- Issues and challenges related to data integration are among the most significant burdens.
- Business benefits are often overlooked, yet they form the foundation for enhancing engagement.
- The maturity levels of various data architecture layers are interdependent. (For example: ad-hoc data preparation aligns with ad-hoc reporting, while advanced data preparation aligns with advanced reporting.)
- Although it is considered best practice to progress systematically from one layer to the next in implementation projects, this can often be a complex and demanding process. (It is particularly challenging to align the required output/reporting layer with the input/source data layer in a single iteration.)



HORVÁTH
IFUA