

Digital Transformation and Suppliers



Iberdrola collaborates with suppliers in digital transformation projects



Iberdrola focuses on people to guarantee the maximum digital experience in its technological projects.



The Iberdrola group's Finance and Treasury area is immersed in a strategic digital transformation project called DatIA together with the provider Bluetab (IBM group), winner in the "Digitalisation and new technologies" area for the 2022 supplier of the year awards.

*Bluetab, which has more than 1,000 expert data engineers, specialises in offering technological solutions in Data and Cloud, and one of the distinctive features when contracting its services was its focus on people.

From the start of the project, a dedicated team was in place to facilitate the adoption of the data-driven culture and increase the commitment and involvement of the impacted stakeholders. This initiative, articulated through a Change Management Plan, is considered fundamental to ensure the success of the project.

The Change Management Plan is composed of

5 lines of work



Discovery



DatIA Academy



Communications & Engagement



DatIA Community



Monitoring & On-Going Improvement

line aims to promote training in new technologies and skills, promoting a new way of working in a team of more than 175 people.

The Training plan designed includes 7 training itineraries defined according to the needs of each role and covers

5 areas of knowledge



Data culture



Data governance



Power BI

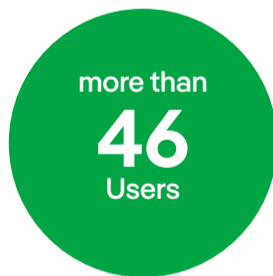


Advanced analytics & AI



Microsoft Azure

Until now, have been carried out



A series of biannual surveys called ADKAR have been carried out to estimate the Awareness, Desire and Knowledge of the users involved in the training and, thus, to know the level of engagement they have with the project and whether they have learned and attended the training.



**A quantitative benefit of one of the use cases has been estimated in a decrease of the time spent from 40 hours to 30 minutes due to the improvement in the efficiency of processes and due to a good use of the new tool implemented.

Bluetab's experience has enabled the Iberdrola group's Finance and Treasury Division to become a data-driven organisation capable of realising the full potential of data and achieving more proactive financial and treasury management coordinated at Group, Business and Corporate level.

