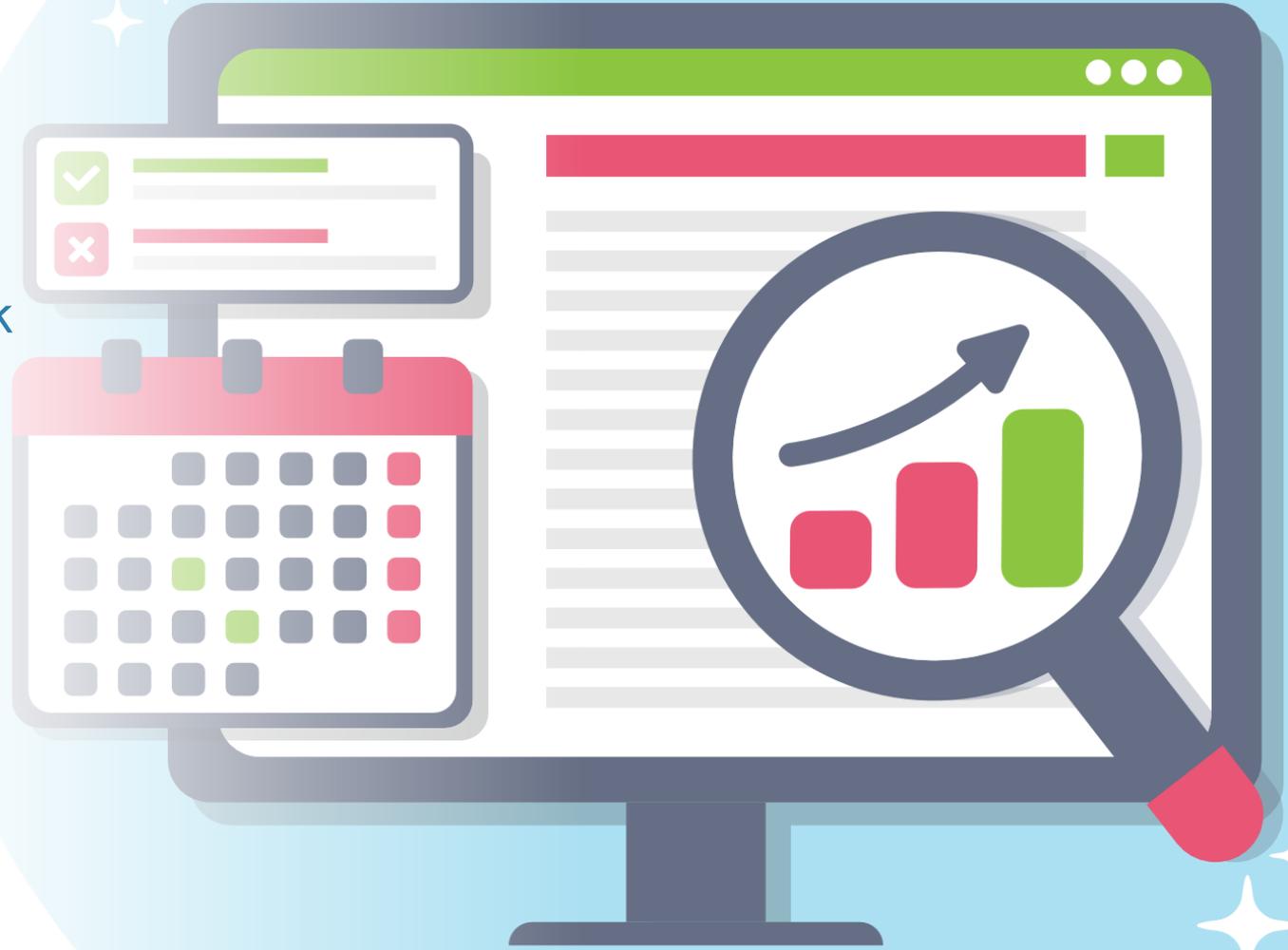




Harnessing our most valuable asset: Data

Content

- Introduction
- Information Technology culture
- The decision to migrate to Rock and lessons learned
- The interpretive journey
- Changing the culture
- What's next in the journey



Introduction

- About Pinelake
- What the Pandemic taught us
- Rock implementation timeline
- Pinelake's use of Technology
- The need for change



Technology Culture Prior to Migrating to Rock

- Ministries tools and data was isolated
- Aging in-house developed tools
- Fragmented data
- Ministry inhibited by the lack of factual data
- Inconsistency between ministries and campuses
- This led to the migration to Rock



Ministry data is our most valuable asset.

“

The world's most valuable resource is no longer oil, but data.

– *“The Economist” - May 6th 2017 (Updated May 11th 2017)*

“

Big Data, for better or worse: 90% of world's data generated over last two years

– *Science Daily – May 22, 2013*

”

”



The Migration to Rock and Lessons Learned



Deciding factors for migrating to Rock (data over function)



Extensibility

- Application Consolidation
- Building new capabilities
- Mobile APP



Data Consolidation

- Rock could become the single source of truth for data
- Enhanced reporting and business intelligence capabilities



Single Tenant

- We have control of configuration changes – not impacted by other tenants
- Migrations and upgrades at our pace



Lessons Learned from the Migration



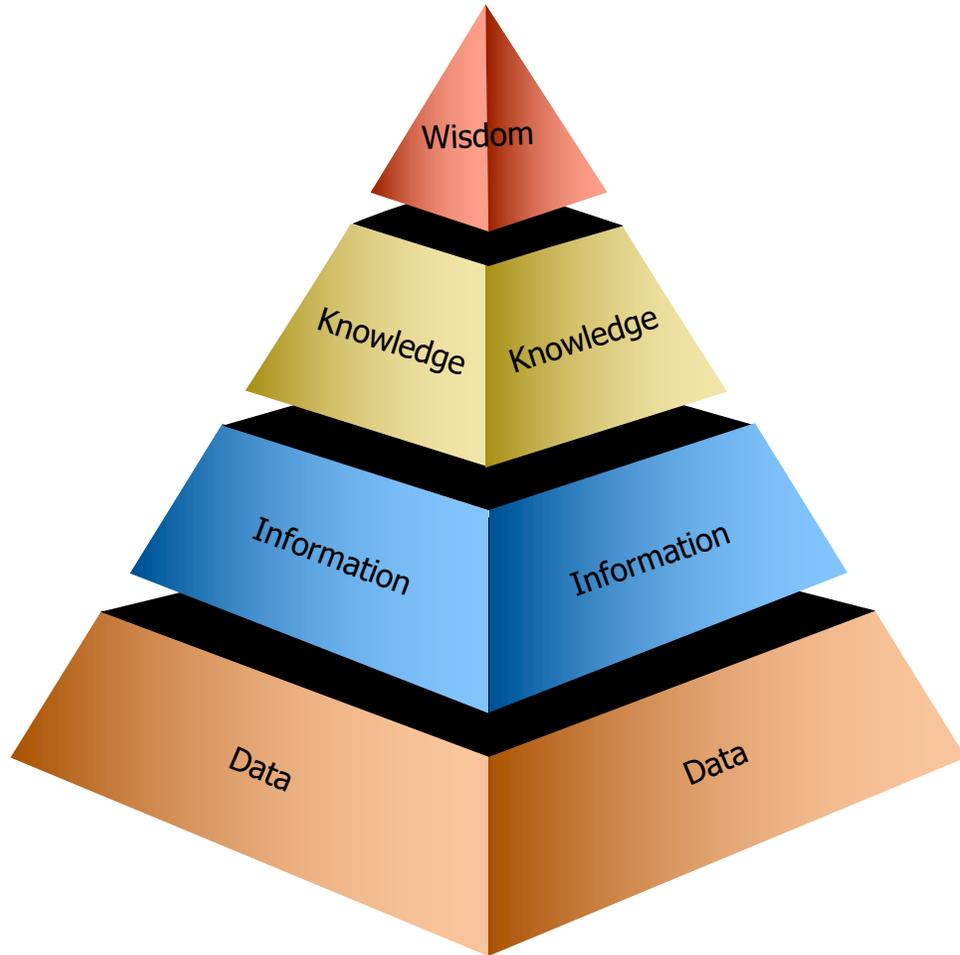
- Focus less on function and more on data
- Plan and build with the end in mind
- Don't try to make Rock look like your previous system
- Need more intensive training to understand how the tool work
- Limit historical data migration – only bring over business critical data



The Interpretive Journey

*"We are not called to shepherd numbers;
we are called to shepherd people and their
stories"*

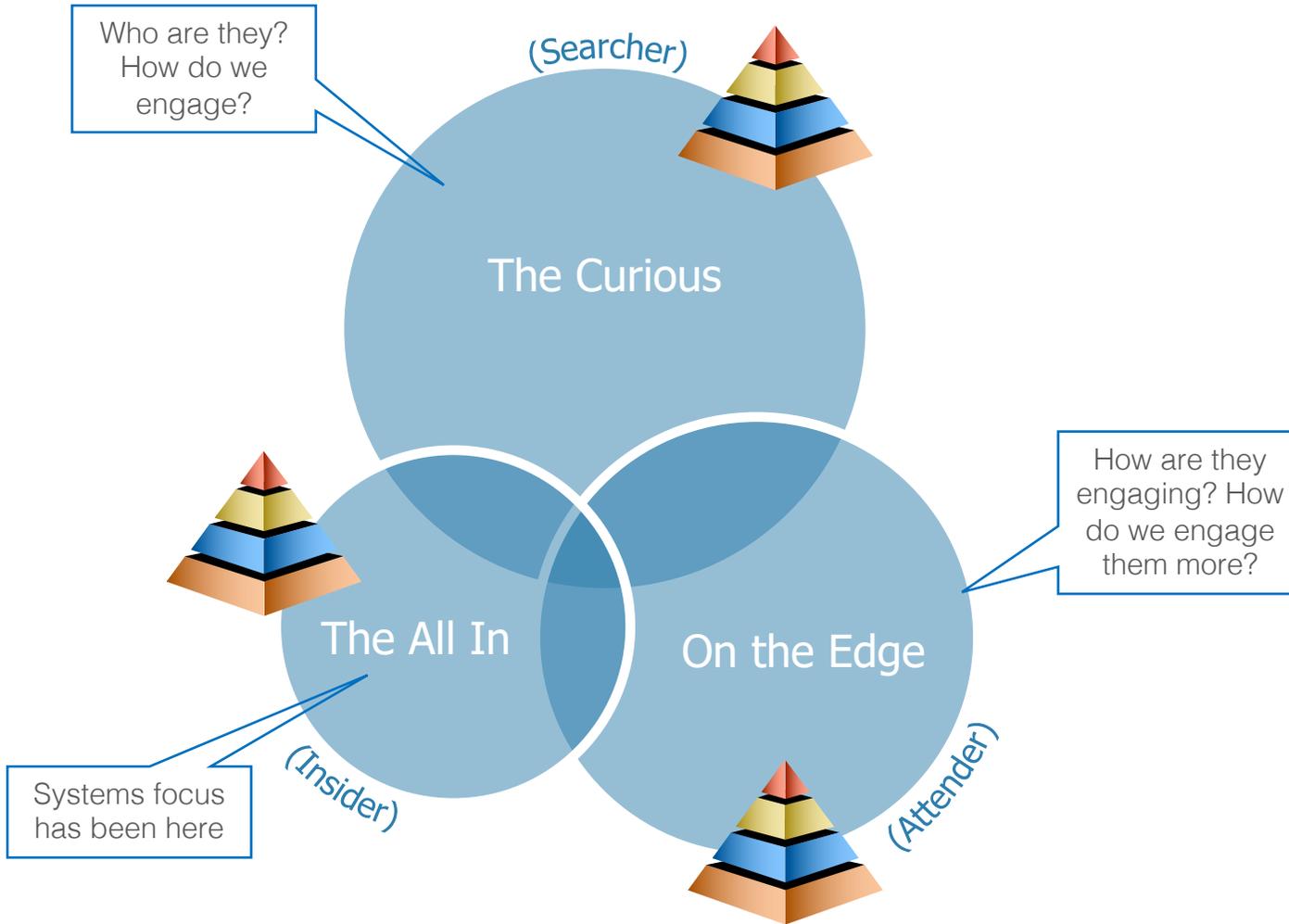
Decomposition



- **Data:** Discrete fact-based data about people. This is the foundation that needed to be fix first.
- **Information:** Adding context related to stories to the data. When data is disconnected, stories are incomplete.
- **Knowledge:** Attributes, insights, values and judgements.
- **Wisdom:** What ministry decision can we make based on knowledge? How can we shepherd better? Wisdom gives the ultimate discernment of the data and having the application and contextual awareness to provide strong decision leadership.



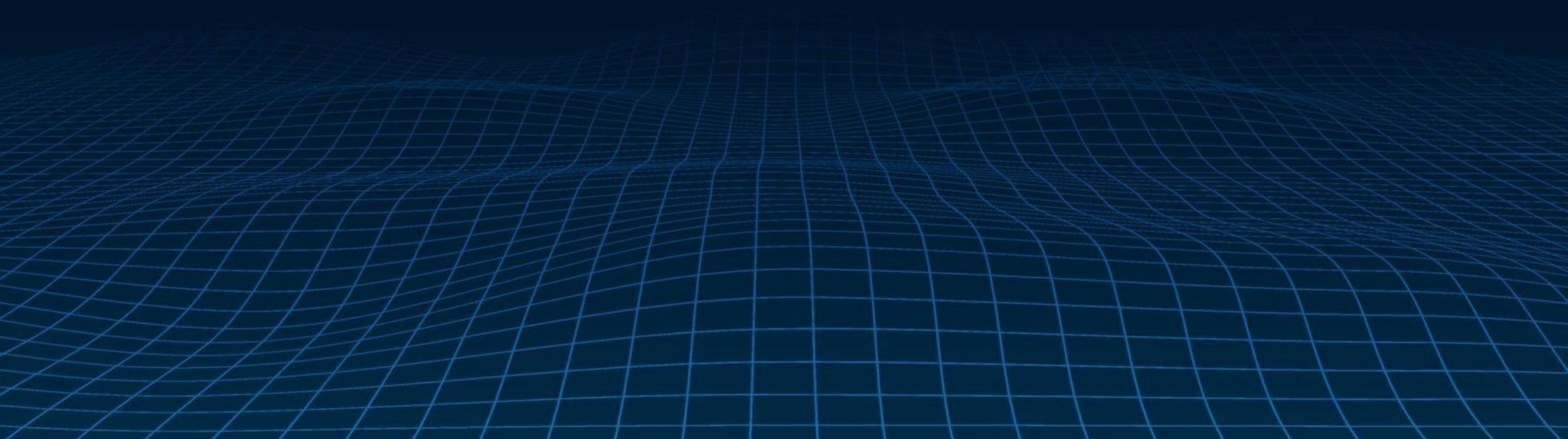
Shepherd These Personas



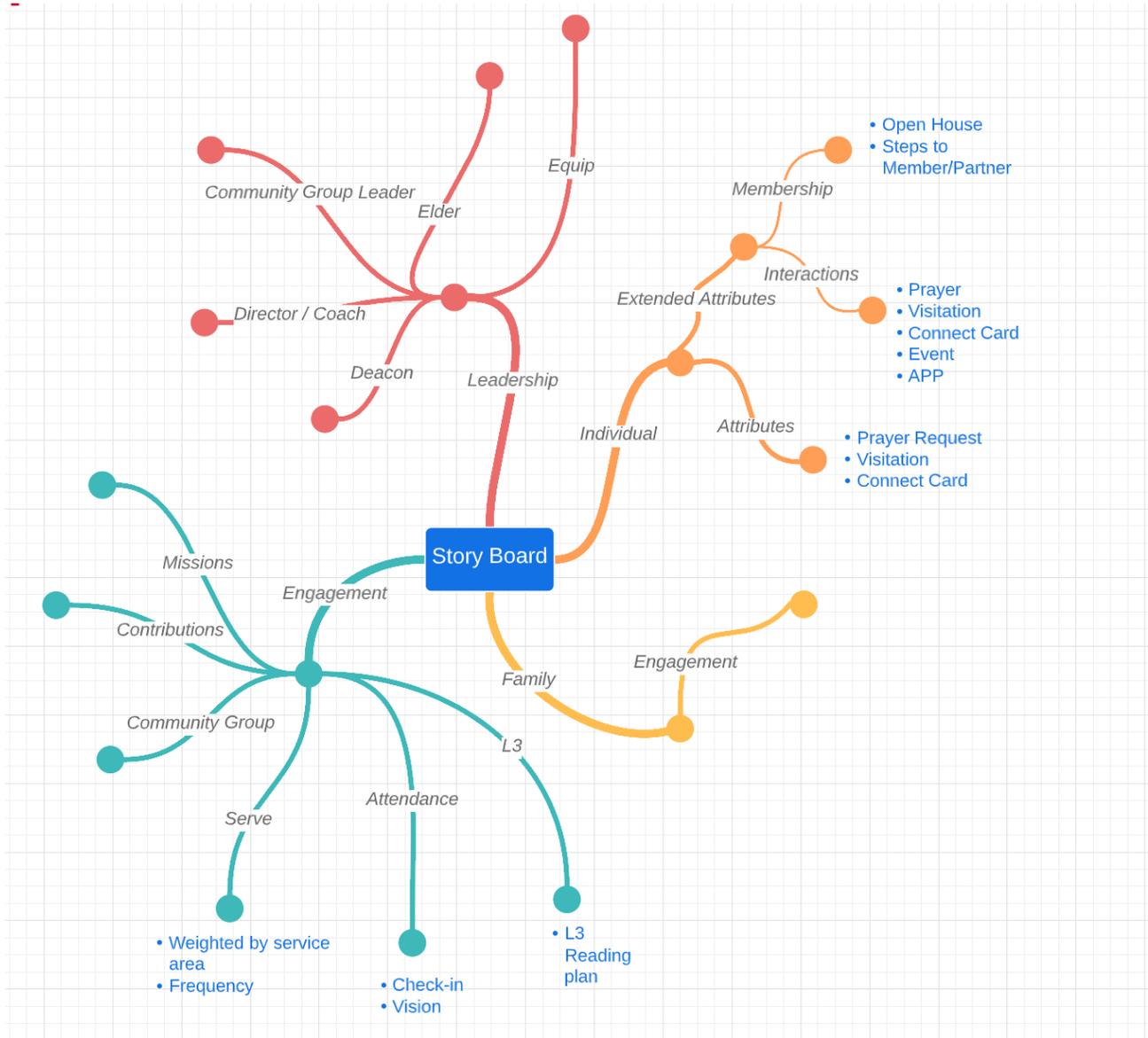
- These circles represent individuals. We will enable ministry no matter their circle or next step.
- Shepherd the communities and stories inside the circles.
- Each circle will have a different decomposition of the data.



Changing the Culture



What's next in the journey

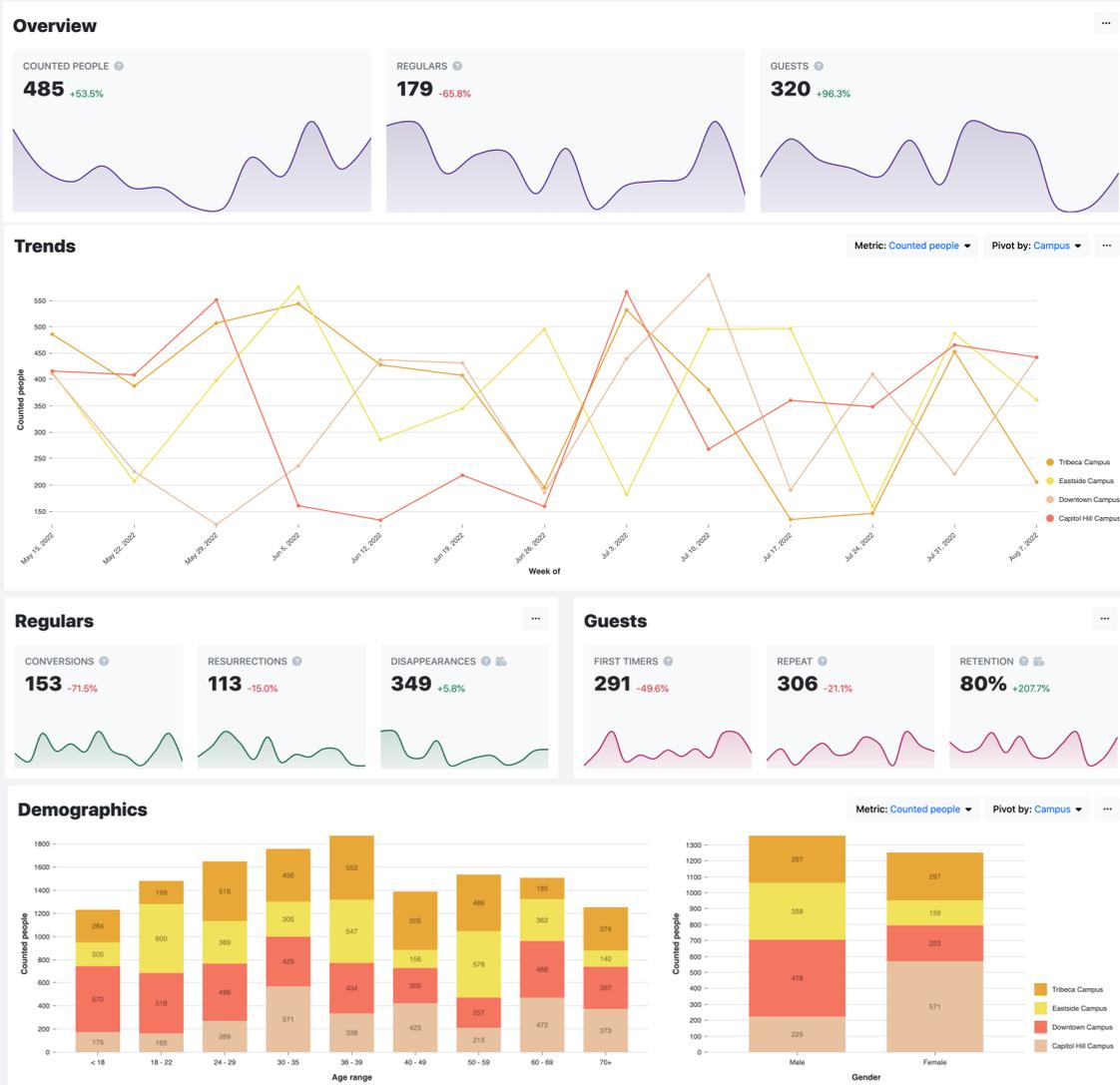


- Build Story Boards
- Focus on Engagements
- Engagements should enable the equipping of leaders



Engagements, Interactions, and Community Learning

- Dashboards will be enabled for drill down to the next level of detail



Thank You!