

An aerial photograph of a rowing team on a blue background. The team consists of eight rowers in a white boat, viewed from above. They are all wearing white shirts and dark shorts, and are using oars. The boat is moving towards the right, leaving a white wake. The background is a solid blue color with a subtle texture of water ripples.

Product, Data, & Tech

Department Goal 2024

50%

PAYBACK Germany Goals

...includes
EDEKA Group Launch & Product Centred Domain Model

50%

Product, Data, Tech Goals

+ DATA specific Dimension: AI Foundations

Modernization
Roadmap

Productivity

Stability &
Quality

AI & Foundations (DATA specific)



25%

416,6

Revenues

[in million EUR]



25%

156,4

Contribution Margin

[in million EUR]



10%

8

Acquisition Volume

[in million EUR]

KEY PROJECTS

15%

Fulfillment
of Rock Goals

[separately defined]



10%

914

AMEX Co-Brand
Cards in Force

[in thousand]



5%

21,5

Active Enrolled
Members

[in million]



5%

11,8

Coupon
Redeemers

[in million]

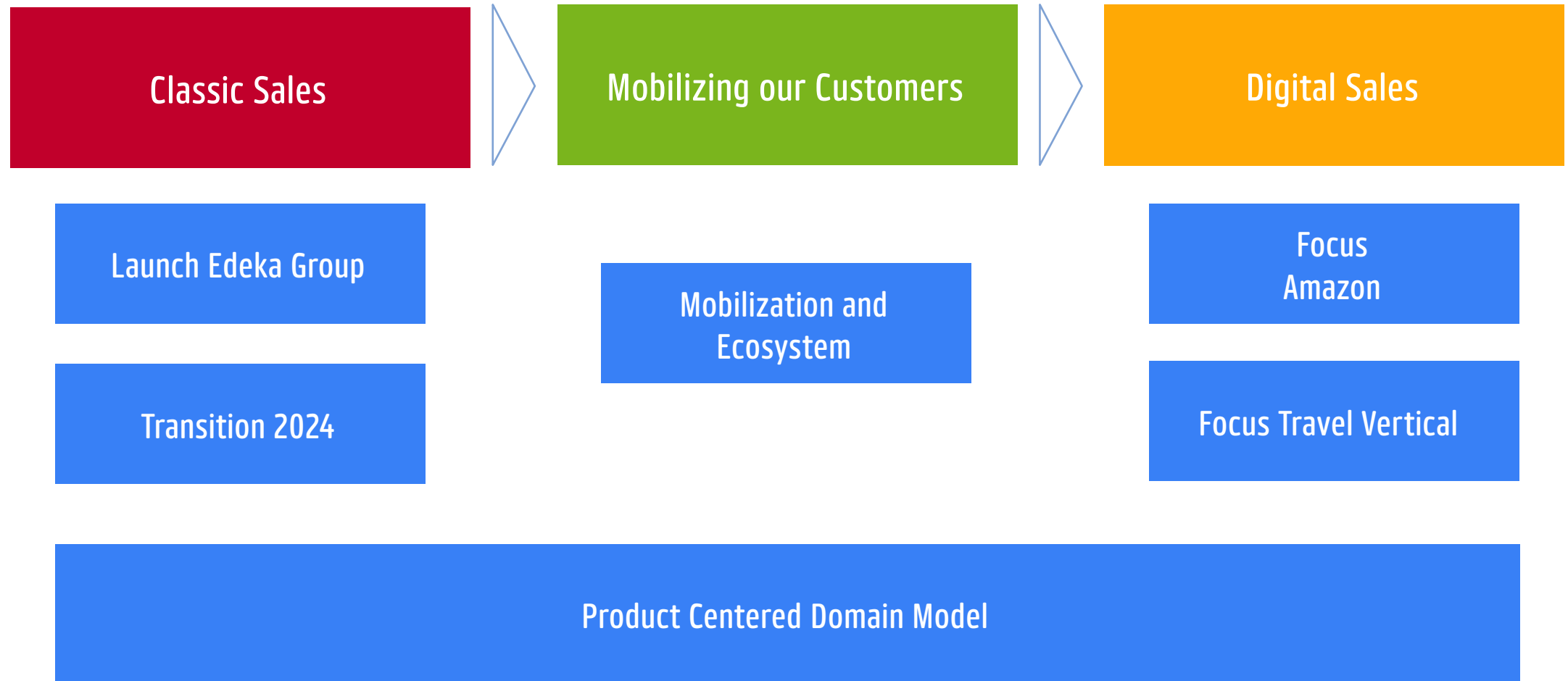


5%

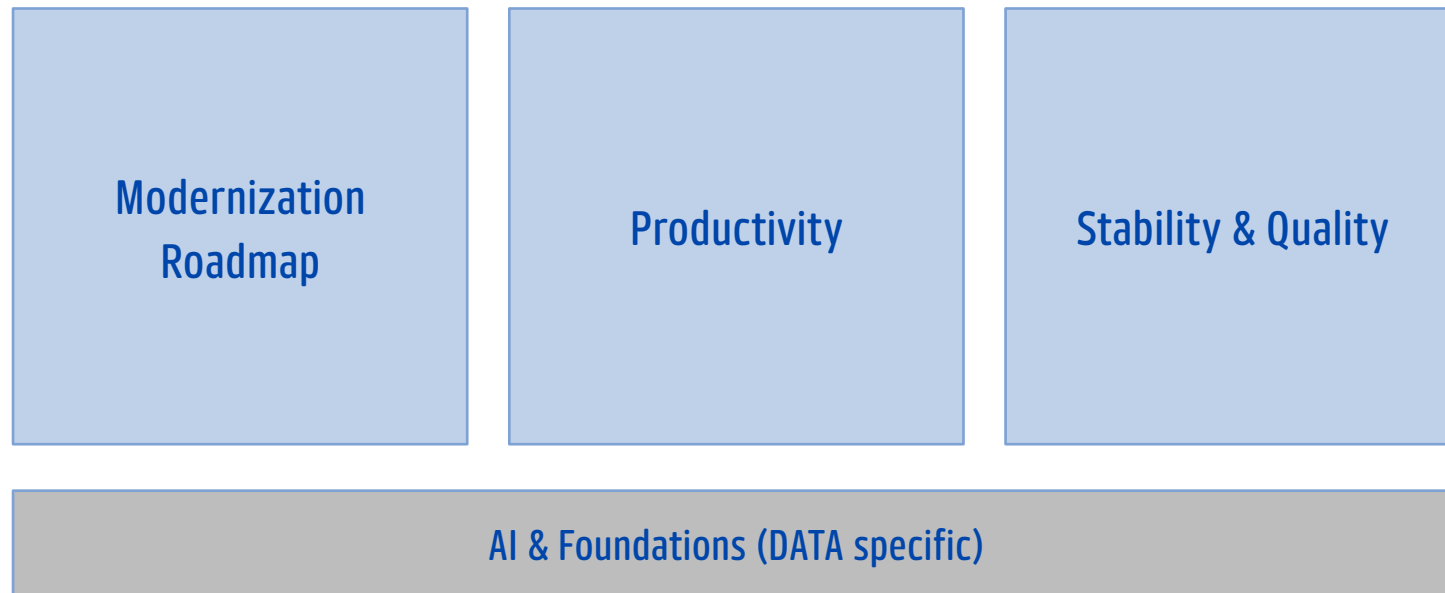
10,6

App
Actives

[in million]



Product, Data, Tech Project Goals 2024



Product, Data, Tech Project Goals 2024

Goals	Short Description	KPI Plan/ Timing	KPI-Status
Modernization Roadmap	1. Modernization Roadmap for every Domain is in place & transparent & fulfilled 2. Concrete modernization topics for 2024 are identified and visualized on the roadmap 3. Rough overall planning until 2028 is in place and aligned with TCO plan to de-commission old systems 4. Modernization Roadmap is continuously tracked and challenged to achieve the milestones	1. In Jira Plans during Q2/2024 2. Milestones in place in Q2/2024 3. Overall planning until Q4/2024 4. 2x a year review 5. Modernization Milestones are fulfilled	1. 2. 3. 4.
Productivity	1. Ensure successful* go live/ end of year status of Top 18 Roadmap initiatives (*in-time, or budget or scope, defined by project) 2. Remove productivity blockers (identify, analyze, remove) 3. Improve Time+ booking quality, increase level of productive tasks and capitalization	1. Successfully reached for 15 initiatives 2. Removed 3 productivity blockers 3. Productive tasks: 80% / Capitalizable tasks: 70%	1. 2. 3.
Stability and Quality	1. Availability complex Ping check 2. Number of prio1 and prio2 incidents with external impact 3. Required Updates/Upgrades are performed 4. All substantial new development has to pass LASR	1. (99,99%<2, 99,95%<=3, 99,90 %<=4, 99,85<=5) 2. 'Excellent': <= 37 (-n%,-20%) // 'Over-Fulfilled': 38-41 (-20%,-10%) // 'Fulfilled': 42-46 (-10%,10%) // 'Conditionally Fulfilled': 47-50 (<0%,20%) // 'Not Fulfilled (NF)': = 51 (20%, n%) 3. 99% of used software versions are in support, except decommissioning scheduled and risk accepted 4. 100% of all CRs and significant change to the product architecture must pass through the LASR process	1. 2. 3. 4.
AI & Foundations (DATA specific)	1. Sustainably grow partner acceptance of our AI Solutions offering 2. Implement a Data Science workbench on GCP to significantly improve model development capacity	1. Launch at least 3 classical Partners on Hyper Personalization 2. Cloud based model training workflow implemented and leveraged for at least 2 models	1. 2.