

# SNCF Connect: Boosting Business Efficiency With a Data Catalog

SNCF Connect & Tech is a leader in French e-commerce that implements customer digital solutions in the mobility sector. As the private subsidiary of SNCF Voyageurs, a French National Railway Company for passenger transport, SNCF Connect utilizes the expertise of more than 1,200 employees based in Lille, Nantes, and Paris to support the SNCF group in its digitization projects. The organization's mission is to make sustainable mobility accessible to everyone through ongoing innovation.

To achieve this, SNCF Connect enables its customers to organize their trips throughout France and the rest of Europe by providing them with five main services:

- Planning trips
- Purchasing and exchanging train tickets
- Finding the best door-to-door route
- Accessing real-time traffic information and alerts
- Buying and renewing regional cards or subscriptions

To achieve these goals, SNCF Connect needs the ability to find, access, and optimize trusted data assets to inform decisions and support its services.


## The Challenge: Integrating and Unlocking the Value of Data

SNCF Connect completed a data program in 2021 that laid the foundation for effective data use within the company. Then, in 2022, the organization launched an ambitious new program to support its three main goals for 2025:

- Establish itself as the leading platform for sustainable mobility
- Consolidate its digital expertise
- Unlock the full potential of all its informational assets



### Key Facts About SNCF Connect

-  €41.4 billion in revenue
-  270,000 employees worldwide
-  Operates in 120 countries
-  15 million passengers transported daily
-  209 million tickets sold in 2023

To achieve these objectives, SNCF Connect needed to activate essential levers to maximize the value of its data landscape. These levers included:

- 1. Enabling performance and deploying data for the business.** This allows business units to understand who the customers are and anticipate their expectations in order to effectively address them.
- 2. Enriching customer knowledge and data legacy.** The lever covers imagining and creating new functionalities to cover more modes of transportation. These functionalities contribute to the enrichment and understanding of data assets within the organization.

3. **Cultivating team awareness of performance and the business.** Strong data utilization inevitably requires a sound understanding of the data and its strategic value, which is enabled with this lever.

The challenge proved to be the company’s data heritage. While its data heritage was available, it was scattered across various locations, such as Excel files and Wiki pages. As a result, centralizing all data became essential to:

- Gain efficiency around all data-related assets
- Ensure a centralized view of the data heritage
- Hold all stakeholders accountable throughout the data chain
- Organize knowledge and facilitate information retrieval

Implementing a data catalog was naturally one of the key solutions that was identified to address these challenges.

### The Solution: Implementing an Intuitive Data Catalog

SNCF Connect selected the Actian Zeenea Data Discovery Platform and its data catalog, which offer a strong business orientation. The solution prioritizes identifying and documenting strategic KPIs and dimensions, available dashboards, company glossary, and the listing of data IT tools.

With the platform and data catalog in place, SNCF Connect could start the data acculturation process using information that is meaningful and delivers value to the organization (Figure 1). The goal was to answer recurring questions from operational teams before moving on to technical documentation.

### The Benefits: Enabling Effective Data Democratization

By leveraging the Actian Zeenea Data Discovery Platform, and more specifically its data catalog, SNCF Connect made significant progress in its data capabilities (Figure 2). Key benefits include:

- **Agility.** A product roadmap tailored to the organization’s needs that’s supported by an active user community.
- **Cloud compatibility.** Seamless integration with all cloud platforms, including Amazon Web Services (AWS).
- **Flexibility.** A metamodel that supports the creation of context-specific properties.

This platform and data catalog address the organization’s most pressing data challenges while enabling deeper technical integration.

## Data Catalog Key Aspects

Why is the data catalog a key element in the data ecosystem?

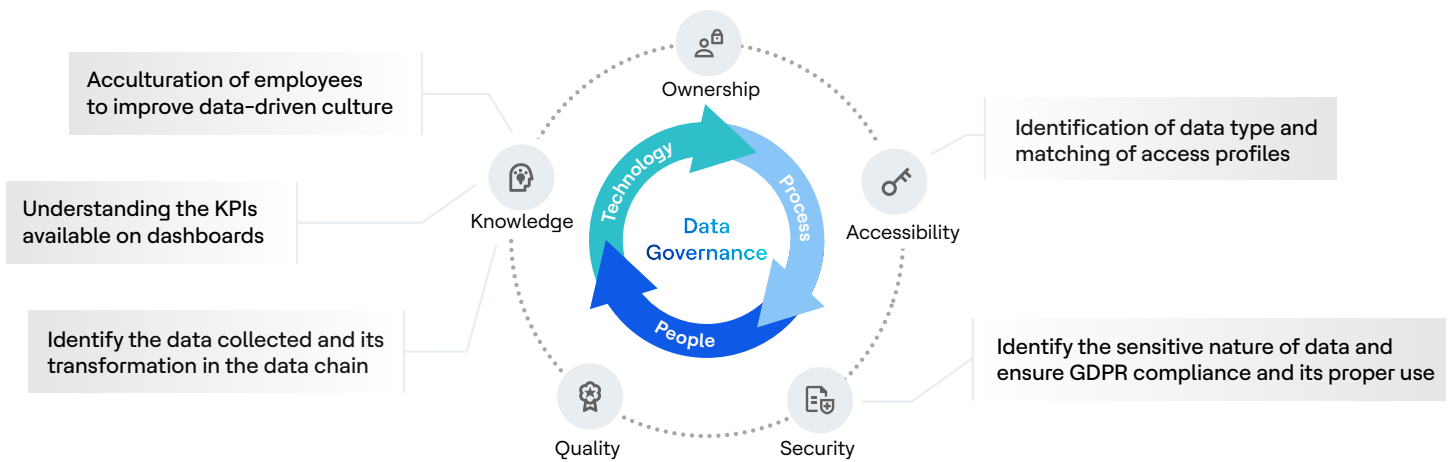


Figure 1: The Role of a Data Catalog in the Data Ecosystem

# Why Choose Zeenea?

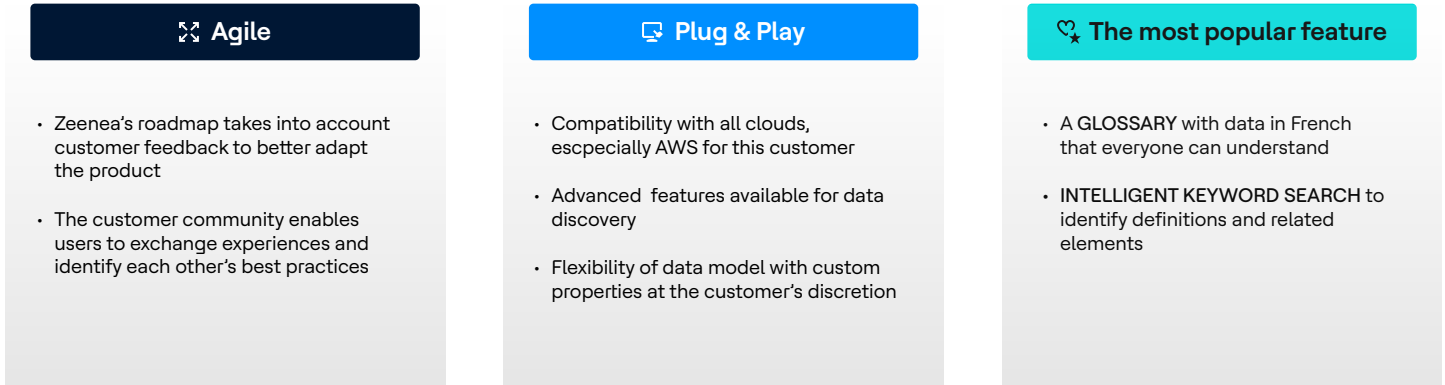


Figure 2: Benefits of Implementing Actian Zeenea Solutions

## The Road Ahead

SNCF Connect is now better equipped to achieve its 2025 goals by centralizing and optimizing its data. For its next steps, SNCF Connect is strategically transitioning from business-specific to technical data documentation. The company is also utilizing the data catalog to identify and secure personal and confidential data.

With the platform and data catalog in place, SNCF Connect is better positioned to boost business efficiency and enhance its understanding of data for operational teams and data users. As a result, SNCF Connect is now a more data-driven organization.

*"What we value about Zeenea is their agility and the way their teams involve customers in managing the product roadmap, along with a very active user community for sharing best practices. On the technology side, it's above all their compatibility with all clouds, especially AWS in our case, as well as the flexibility of their metamodel with the ability to create our own properties that best suit our context."*

**- Naïma Badidi, Head of Data Governance and Data Visualization Tools, SNCF Connect**

### Main Data Sources

- AWS S3

### Stakeholders Using the Data Discovery Platform

- Performance and data department
- Data governance and business analytics department
- Data project managers
- Business analysts

## About Actian

Actian makes data easy. We deliver cloud, hybrid, and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: [www.actian.com](http://www.actian.com)