

Appendix

		What are the forms of data present in your job?
Karla patiño	Customer Service Coordinator ULS	We have a huge amount of data in our job, as customer service area we have to keep all records from our clients starting from the basic information of them till the details of each operation we handle. We keep record of the weighth, port or loading, port of discharge, products they import.
Victor plazas	Operations director	E-mail, Various files on Sharepoint, line support systems.
Paola Yara	Chief human resources officer	n the area of Human Resources we have an application that allows us to consolidate the most relevant information of all workers in relation to their employment contract such as date of entry, type of contract, wages and their variations during the development of the contract, date of birth, vacation days, and other payments of law.
Sergio Ortiz	Commercial Manager	We have several, such as Databases, Statistical Information, CRM, Company System Information.

Why competitors would be interested in have your data?	how you think your knowledge and experience help you to read the data present in your daily activities?
The can be interested in our data base because if they want to go after our clients they would have all the information they need to show them that they know their business and they can offer the products according to the need that had been identified in our information.	According to the experience you have in some topic you can have a better approach as you know in advance the best path to achieve the objectives and also you have the learning from the mistakes to avoid them.
To have access to cargo volumes, destinations, client lists, vessels attended and agency commissions.	It helps understand the nature of requests and the information at hand. Knowing only the language does not suffice in order to understand fully the need or task required.
One of the most important sources and that could interest competitors in the sector is the database of workers, who are the best talent, the salary bases, this information would serve to attract the current human talent of the organization especially the commercial force who have in their favor the main customers, as well as employees who already have extensive knowledge of the company and therefore generate great value in the execution of processes.	Experience allows us to read the data and even more to interpret it in favor of processes, improvement actions and analysis of the environment in order to be competitive and in the vanguard.
Because they will have access to our clients, contact person, confidential information that allows them to enter into negotiations with them directly.	With experience, it is already easier to identify the key points of the information we use to use it for the benefit of our business, which allows us to arrive with a service more in line with the needs of each client.

What are the differences of the data you have today in your job and the data you had in the past?	Why do you think different sorts of data can lead you to better decisions?
The information we have now is quick and precise and we can have it anytime we need it because of the internet and the new marketing products that help companies to keep all the information on one place to just one click. Before the information was not that fast, you had to pay a lot of money to certain companies who develop de information with the years but it was not easy to access.	Because you have complete information to make decisions you don't have to assume anything and you can analyze all the scenarios depending on the choice you make.
Not much, there's more data, so now we have to surf thru the information to see what is truly important.	Arranged and fixed in the proper manner can help see tendencies that can guide better decisions in t
In the past, information and communication were not given as much importance, data was handled on paper for filing and was forgotten. HR systems were basic. Nowadays, data and information in general are appreciated and required to make decisions of great importance. Having not only information about the workers, but also about their family and environment, their preferences, their life engine...etc allows developing retention plans to achieve their development and permanence in time, which turns out to be of great value for the	Yes, they are definitely necessary to make decisions that impact positively on the development of the organizational strategy. In HR, knowing how the work environment behaves, performance evaluations, and other consolidated reports determine the action plan to strengthen the culture and prepare employees to improve the performance of their functions. Because data sets a reference and this allows to take the necessary actions to approach the purpose, even allowing to see the possible positive and negative scenarios that can be presented in any path to be taken, anticipating and preparing to the events.
? I have more access to information that on the past I didn't have it, the system of the company is better and allow have a complete trace of each client that permit us take better decisions.	Of course, with access to customer data or information, we can know their tastes or preferences, what has affected them in the past and what are the prices we must have to access them.

Do you think that a machine with a sophisticated algorithm can take the same decisions than you with the data present in your daily job?	do you think that larger amounts of data can lead to take better decisions in your job?
No, I think the machine can process some kind of information that will help you to make decisions but the person is the one who has the discernment to make the choice based on the information and also in the experience.	I think is not about the larger amount of information but the quality of the information, and that quality combined with sufficient information can lead you to take batter decisions.
Eventually it can.	Only if same is organized for the purpose of the exercise.
The information that a mathematical formula can yield is of great importance, but this is not enough to make decisions because there are factors inherent to people that must be combined.	I think that more than a quantity of data, you should have the necessary data to make decisions.
Is hard to say, but in some aspects yes the machine can take better decisions, but I think that still the contact with the clients is something that a machine can make on this moment.	Yes, off course.

Do you think that only with giving the right interpretations of the data, would be possible to accomplish your job objectives?	have you experienced an evolution in the software to treat data in the recent years?
The interpretation of the data is always subjective so depending on your need you will give to the info any meaning and then you can make the best decisions to achieve the objectives.	Yes for sure, every year and even every month you can see updates in the software's you use to manage the information so its becoming very easy to find the information you need every moment
No, many circumstances that arise in shipping needs human interaction to respond for all unforeseen events that usually occur.	Not recently. There is information overload at the moment, and not many companies interpret and handle it as it should.
No, because in addition to data interpretation, HR requires direct contact with people and their support.	Yes, in fact, this has contributed to the improvement of processes and ease of obtaining information.
is really important, but is not they only way to accomplish our objectives, I think that the most important thing into a company achieve the goals is the people that work in the company.	Yes, since I start to work the change on software and the way of how treat the data have been change too much.

do you think that having more information about your customers, you can build better relationships with them, why?	do you think that having more information about your office partners, you can build better relationships with them, why?
Yes, relationships are based on the acknowledge you have about the counterpart, so the better you know your client, the best relationship you will built.	Yes, also you will know them better so you'll know how to react under certain circumstances
Yes, we can see important trends and also try and anticipate to shifts and behavior.	Yes, understanding backgrounds can tell you a lot about a persons motivations.
Yes, because under the understanding of their needs, better services can be offered	Yes, knowing people helps to have better communication, because of their communication preferences and ease of interaction you can find the best way to reach them.
Yes, because with more information we can take better decisions.	Yes, because the communication can be improving and have a better result on the daily work.

why you think that organizations like google are acquiring large amounts and different sorts of data to implement into their business?	what would you do if you know the maximum amount of money that your customer is able to pay?	if you would be able to know the exact needs of your customers, you think you may have a stronger negotiation power?
Because according to the amount of information they have they will be able to negotiate with all type of companies to sell their products. They can tailor the information according the need of each industry.	I will design one product with anything they need for the price they are willing to pay, so the marketing strategy will be more accurate to ensure the sales.	Yes, because as company we can focus on the specific needs the customer has.
To use the information as a business	If I offered services to customers I'd be able to establish better tariffs to be charged and maximize earnings	Yes, definitely
Because information today is an important source of income and that is where advertising comes from to cover different market niches	I would adapt the product according to their needs, taking care of every detail of their business to be a pioneer in the service that would be provided.	Si, en el proceso de selección y el desarrollo de los contratos laborales en general, conocer lo que prefiere la gente genera un gran valor en los procesos.
From my point of view they must invest a lot of money to know well the persons that everyday interactive with them to have more knowledge of the clients and them sell this data base to large companies around the world.	If I have this information, I make the product to adjust him.	Yes, because with this information, we can make a tailor made service to the client, we satisfice all the clients need.