**Case Scenario**

K&L Inc. is a multinational software corporation that makes enterprise software to manage business operations. K&L Inc. has its Head offices in Tampa FL with offices located all over the world and employs approximately 3000 staff.

K&L Inc. markets and sells its products to predominantly large corporations and governments via its own inhouse sales staff and via third party sales agents. To maximise sales K&L Inc. offers inhouse sales staff 100% incentive bonuses for reaching predetermined sales targets, and to the third-party sales agents K&L Inc. offers 20% discount on the price.

K&L Inc. has a Gift and Entertainment Policy, which does not stipulate a limit on spend, but dictates that all gift, entertainment and hospitality over USD 1k needs to be approved by management.

The main divisions in K&L Inc. are Sales, Human Resources, Finance, Operations, IT.

Structured Data

* Sales; Finance
  + Number of sales transactions,
  + Number of sales transactions per jurisdiction,
  + Value of transactions,
  + Value of transactions per jurisdiction,
  + Inward flow of money (payments received)
  + bonusses paid to staff,
  + discounts offered to third party sales agents per jurisdiction
  + value of money spent on gifts, travel and hospitality,
  + where did the travel take place, number of people involved.
* Human Resources
  + Staff data:
    - full names,
    - addresses,
    - contact details (telephone numbers),
    - next of kin details, etc.
* Operations
  + Third party data:
    - company/agent name,
    - country of registration,
    - registered/business address,
    - telephone numbers,
    - bank account numbers,
    - directors’ details,
    - number of corporate customers,
    - number of government customers.

Unstructured Data

* IT
  + Emails on server,
  + Posts on company social media/web pages,
  + Documents stored on the server, etc. Email exchange with suppliers.