**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.