

Tax Innovation in Madrid City Council

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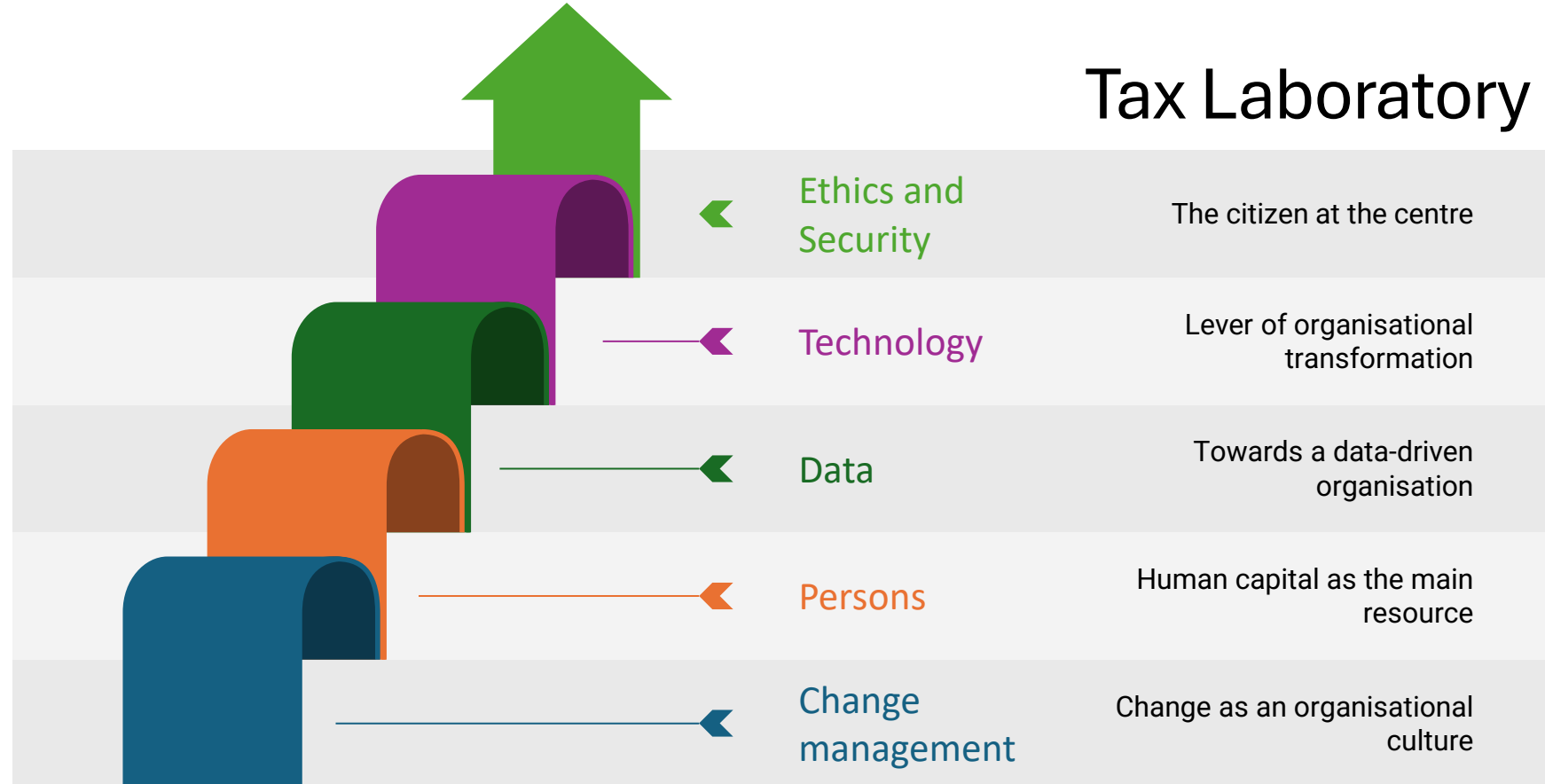


Capital
Digital

01.

The Tax Agency of the Madrid City Council (ATM)

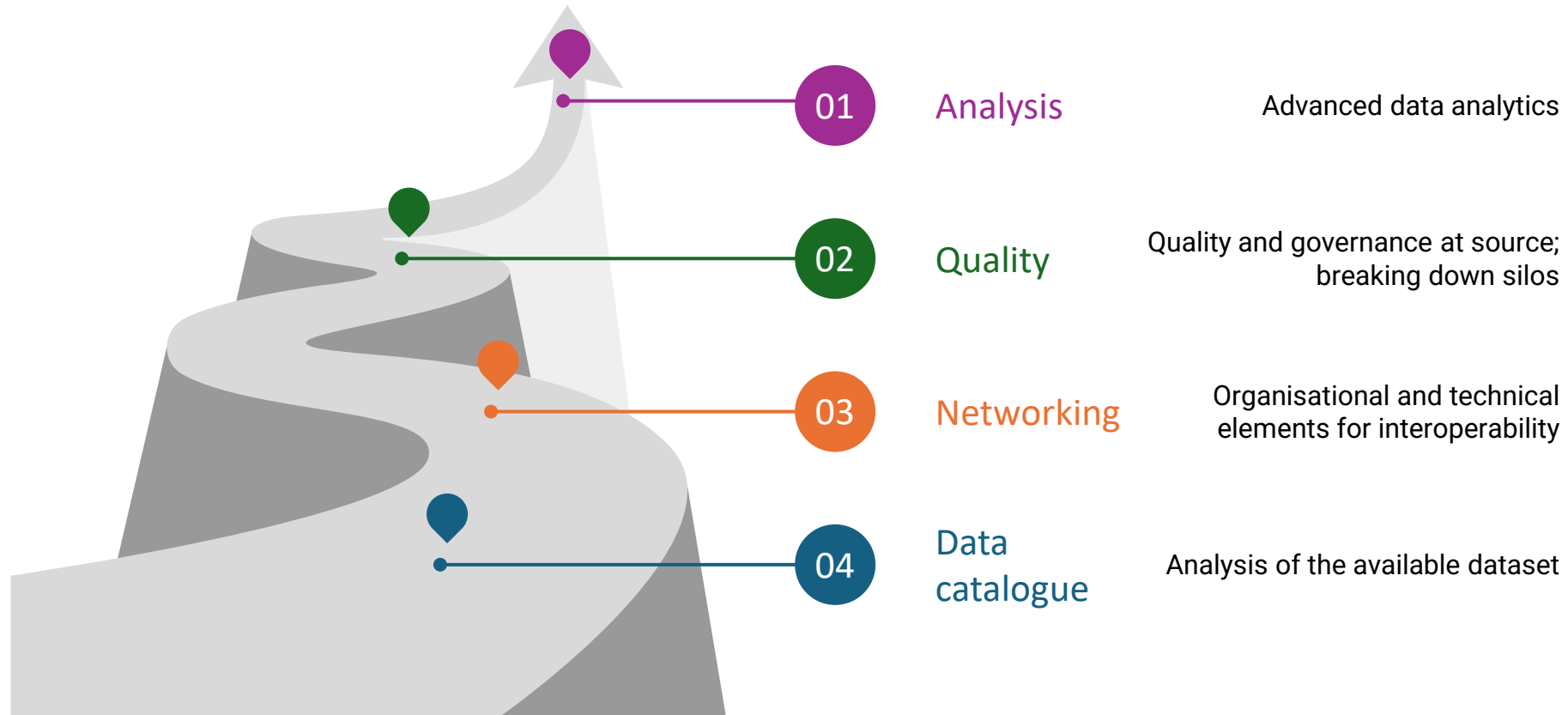
A highly technological, connected and people-centred MTA



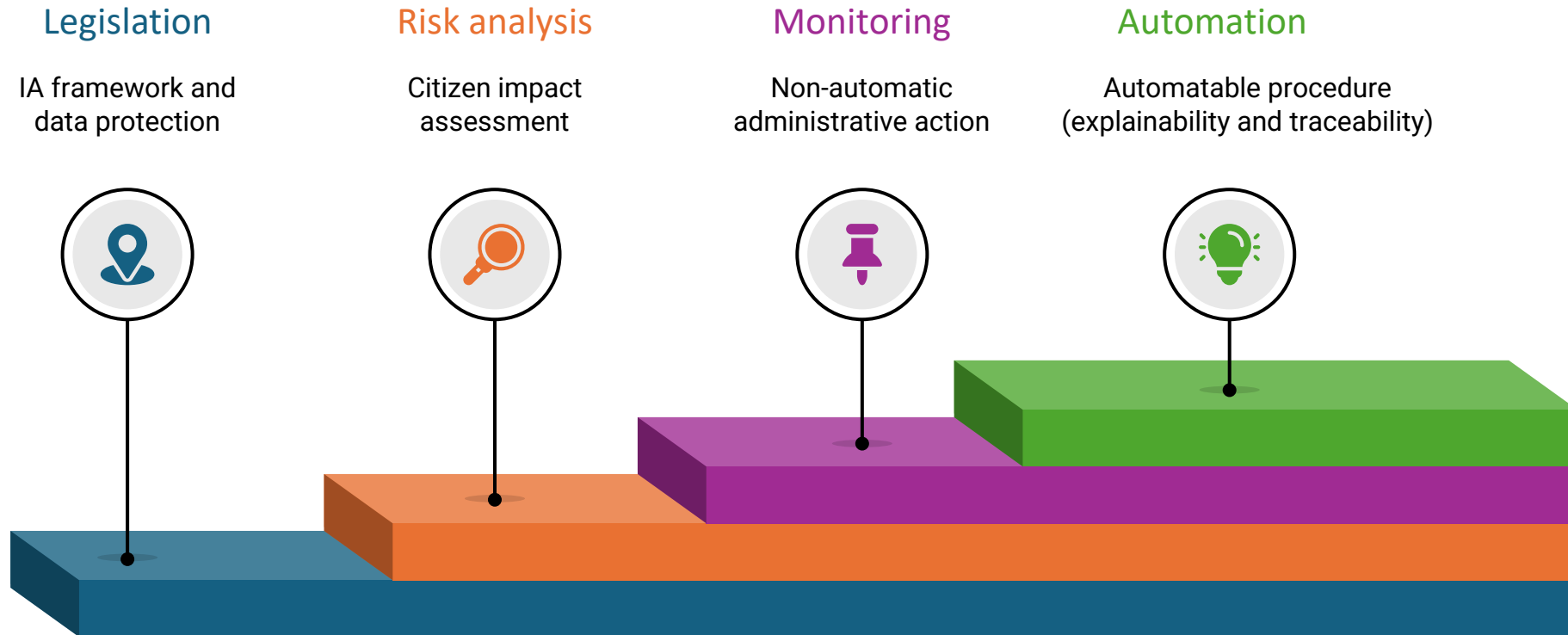
Technology: a connected multi-cloud strategy



Data: connected and of good quality to answer specific questions



Safe and responsible implementation



People and change as essential elements

Vision

Alignment of the different areas on objectives

Impact

Selection of projects with return

Situation analysis

Starting from the reality of the organism



Flexibility

Changing project

Training

User autonomy

Multidisciplinary teams

Business + IT +
Statistics

02.

SAS - Advanced Analytics and Artificial Intelligence in Tax Innovation



Áreas de Aplicación - Inteligencia Analítica



Analítica Avanzada en la Innovación Tributaria





Plataforma Analítica de Toma de Decisiones

