MX

Data

Webinar Series

PART 5

Realizing the Power and ROI of Big Data

James Dotter,
Chief Financial Officer at MX

$300+ BILLION | Value of Financial Data Annually

PWC / **Booz & Company**
The Data Gold Rush

strategyand.pwc.com/media/file/Strategyand_The-Data-Gold-Rush.pdf

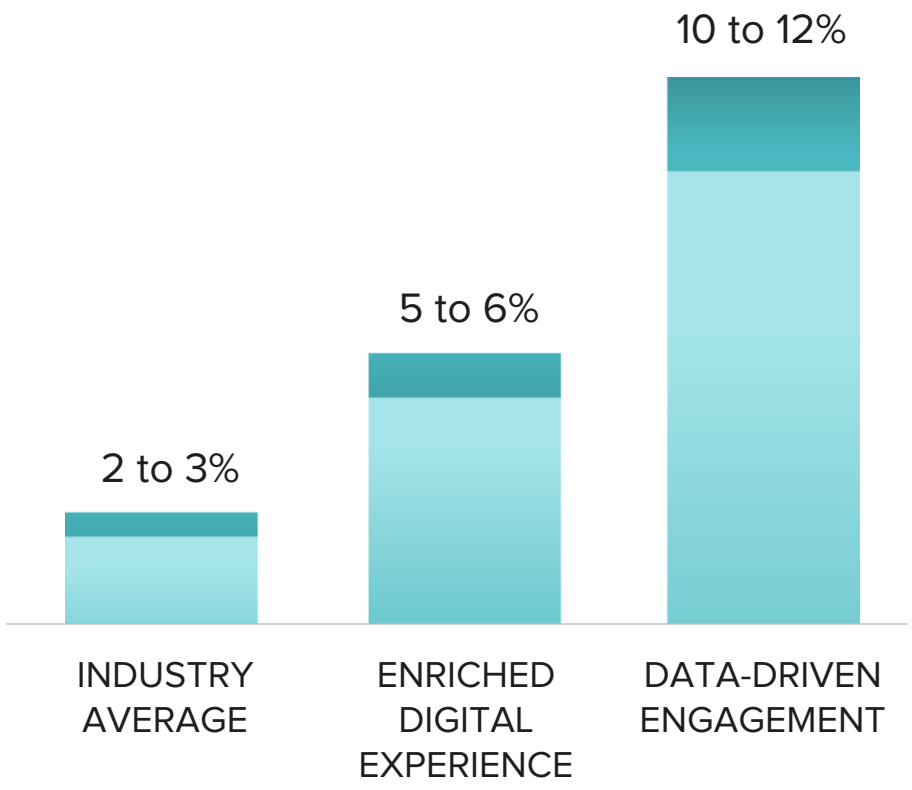
60% WILL FAIL | of all Big Data projects

Gartner Business Intelligence & Analytics Summit 2015

gartner.com/newsroom/id/3130017

ROI for DATA-DRIVEN INSTITUTIONS

ANNUAL CONVERSION
NON-PFI CONSUMER BASE



6X INCREASE IN BALANCE TRANSFERS

5X PRIMARY INSTITUTION CONVERSION

3X INCREASE IN CREDIT CARD OPENINGS

2X DIGITAL USERS

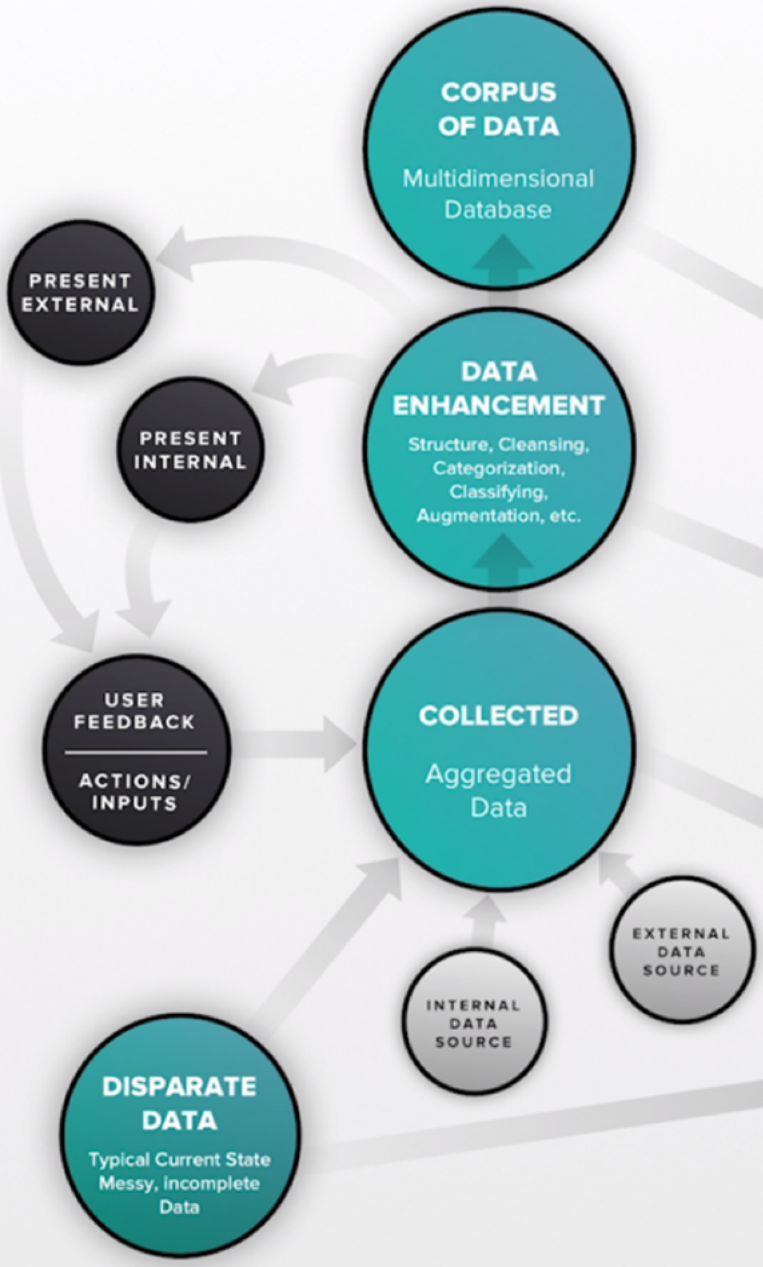
33% TOTAL ASSETS TRACKED IN OUTFLOW TO COMPETITION

20% CONVERSION TELLER TO DIGITAL TRANSACTIONS

15% DECREASE IN CONSUMER CHURN

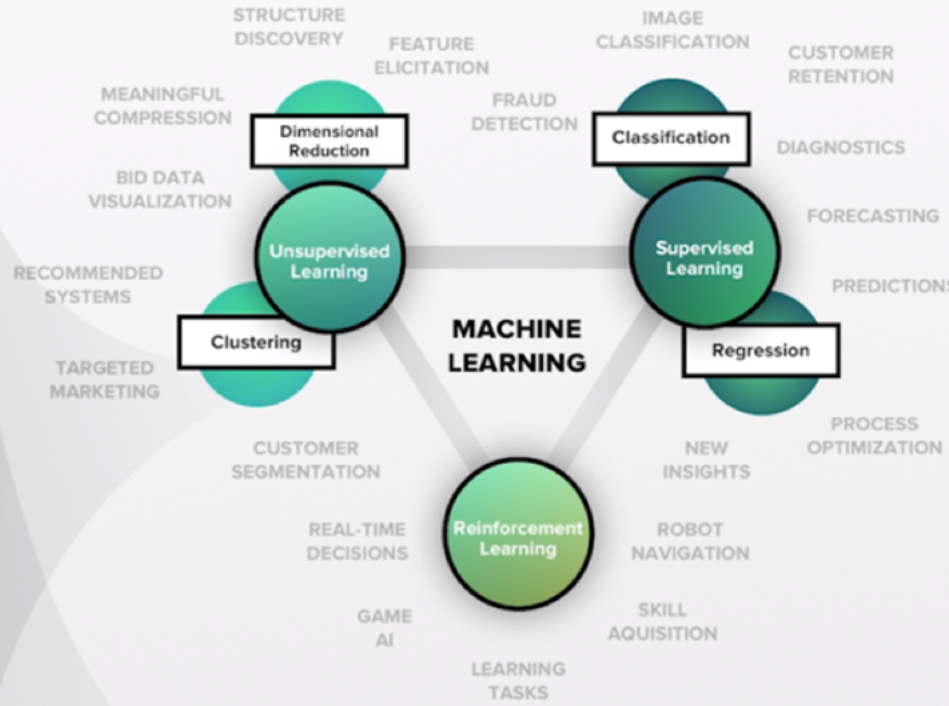
5☆ STAR CONSUMER APP RATING

How to Turn **Data into Action**



Applied to

- **Simulation** — What **will likely** happen?
- **Prevention** — How to **avoid** bad outcomes?
- **Prediction** — What **might** happen?
- **Suggestion** — Ideal **recommendation**?
- **Notification** — What do you **need to know**?
- **Monitoring** — What **is** happening **now**?
- **Basic Analysis** — What **did it** happen?
- **Reporting** — What **happened**?



HUMAN DRIVEN
Limited in scale, Speed,Cost & Efficiency

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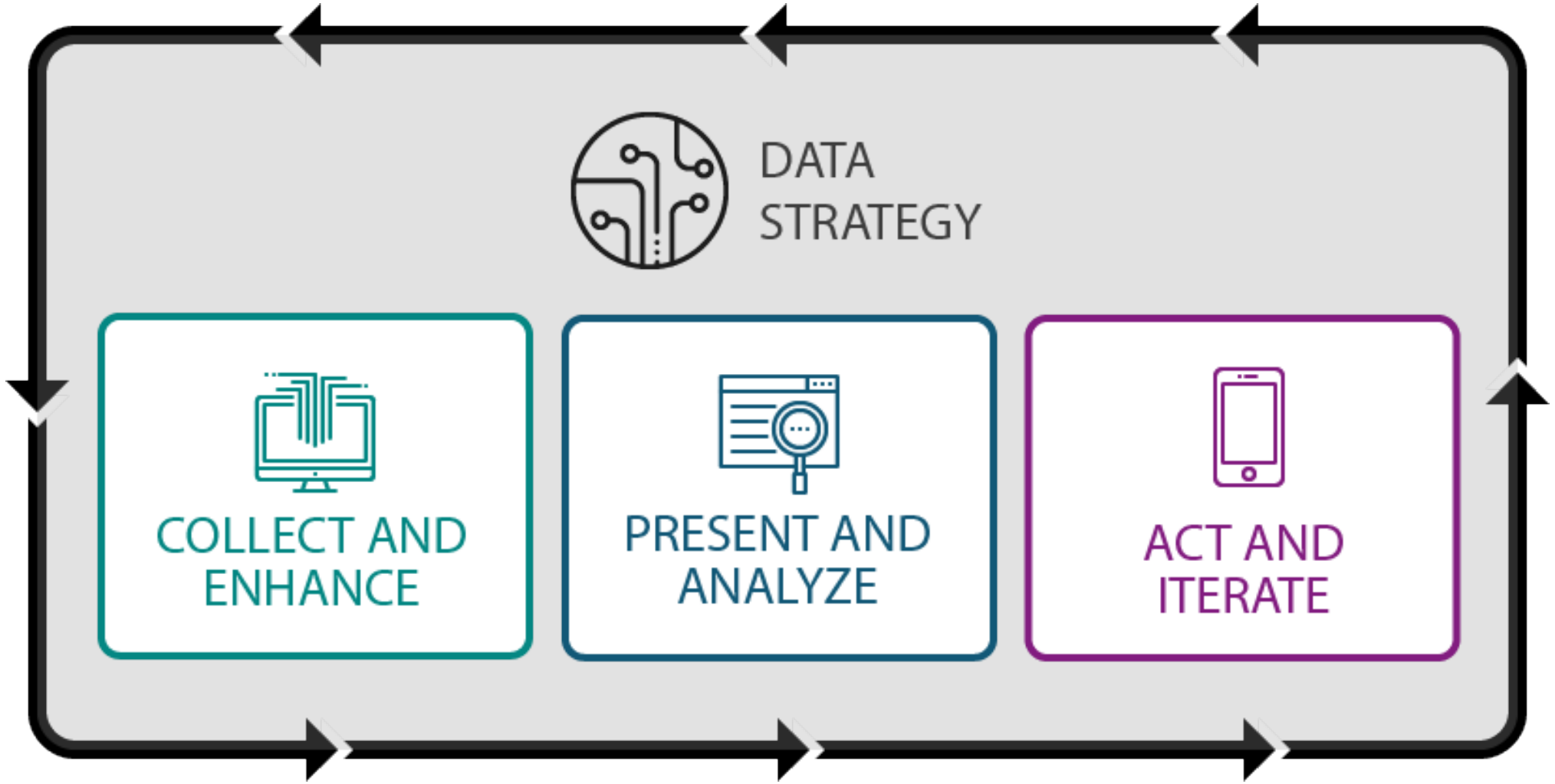
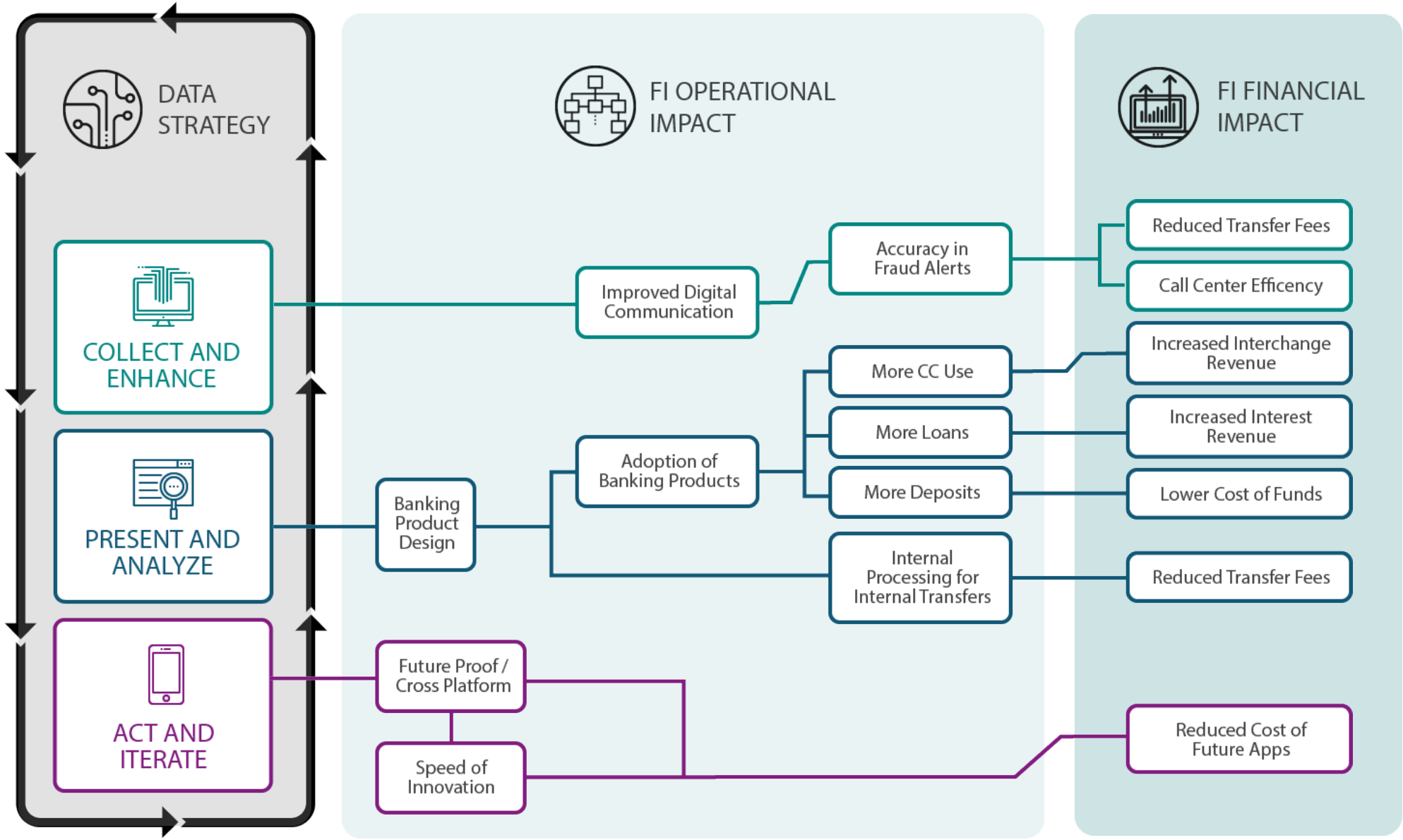
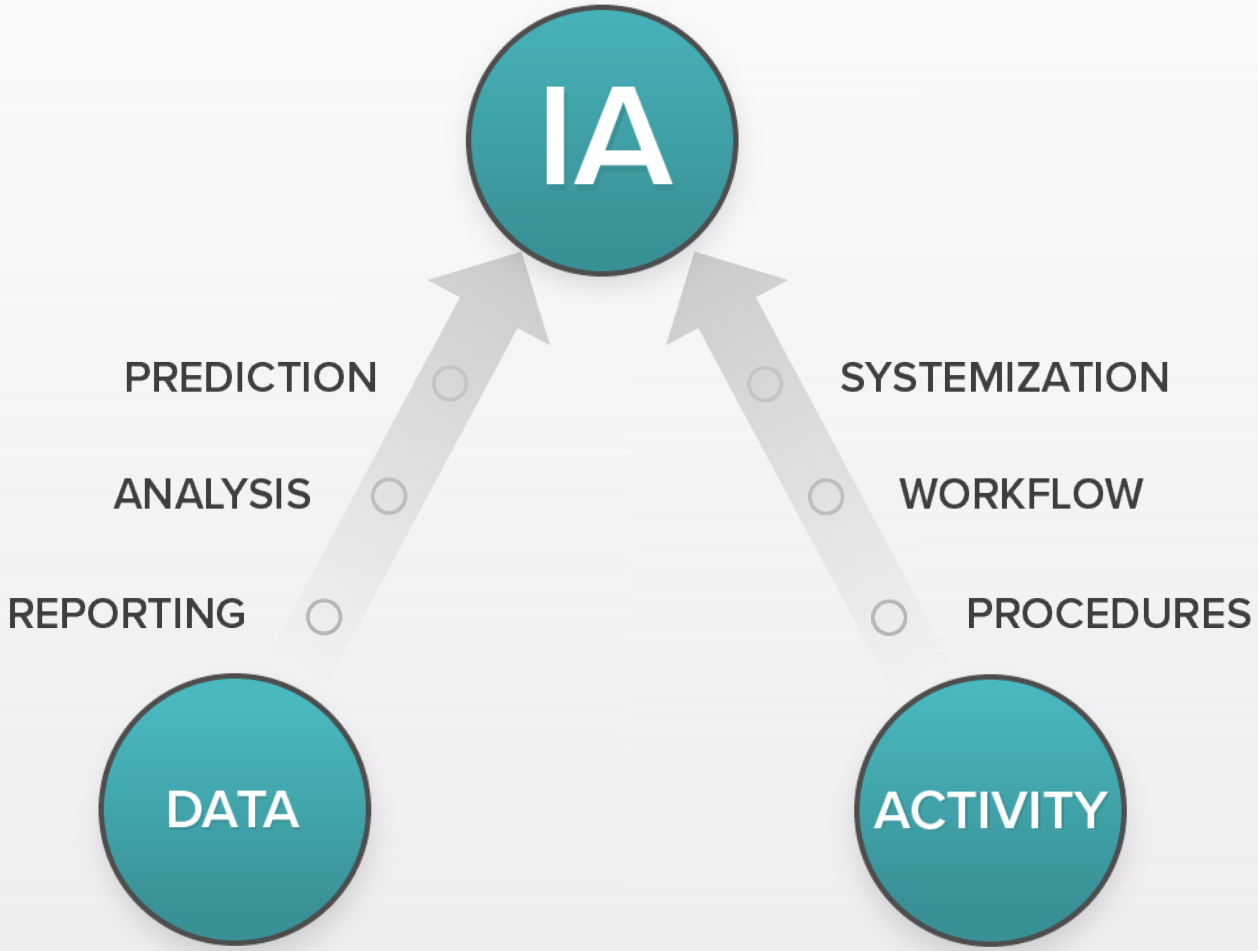




ARTIFICIAL INTELLIGENCE OR INTELLIGENT AUTOMATION



LAYING THE FOUNDATION

FIRST STEPS

1. BUILD A DATA-DRIVEN CULTURE
2. KNOW YOUR DESIRED BUSINESS OUTCOMES
3. DEFINE THE PROCESS BEFORE THE SYSTEM
4. ESTABLISH A CROSS-SYSTEM CANONICAL DATA MODEL

STEP

1

BUILD A DATA-DRIVEN CULTURE

Objective Decisioning

Unbiased and Truth-seeking

DATA-DRIVEN CULTURE

> To be **data-driven** requires an overarching data culture...

FIVE BUILDING BLOCKS OF A DATA-DRIVEN CULTURE
June 23, 2017

techcrunch.com/2017/06/23/five-building-blocks-of-a-data-driven-culture/

> The **data [alone]** can only take an organization so far...

THE KEY TO DRIVING A DATA-DRIVEN CULTURE
November 30, 2015

gartner.com/smarterwithgartner/the-key-to-establishing-a-data-driven-culture/

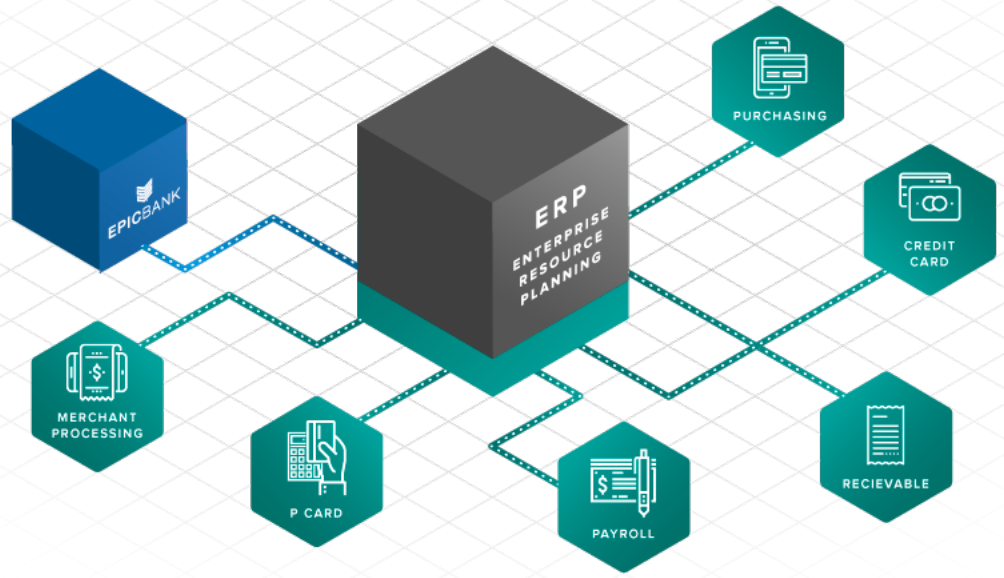
MX VALUES

OBJECTIVITY IN DISCOURSE

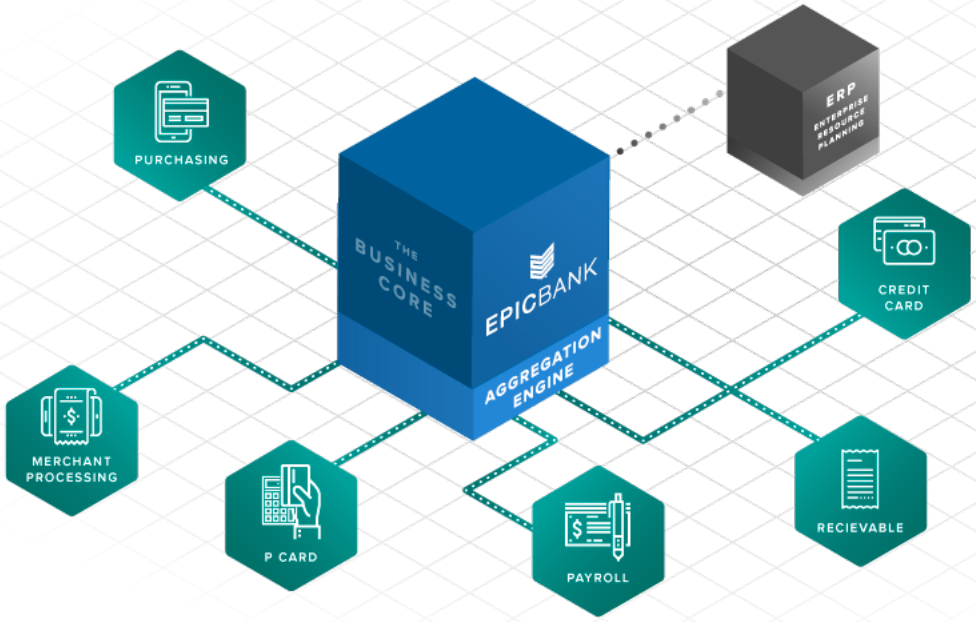
FOUNDATION OF TRUST

THE WAY YOUR TEAM THINKS WILL DEFINE THE SOLUTION

CURRENT



FUTURE



HOW MX AGGREGATION TECHNOLOGY SHIFTS THE PARADIGM

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STEP

2

KNOW YOUR DESIRED BUSINESS OUTCOMES

Start with the end in mind

What is the Metric and how far should it move?

METRIC FRAMEWORK

METHOD
formula used to calculate the metric

UNIT
metric denomination
(e.g. dollars, quantity, percent)

DIMENSION
metric segments
(e.g. period, region, customer)

TYPE
Activity, Productivity, or Efficiency

TARGET
acceptable performance level for the metric

SYSTEM
system of record where the data for the metric is stored

METRIC TYPES

Productivity	volume of the desired output
Efficiency	output versus input
Activity	input towards the desired output

YOU UNDERSTAND YOUR INTERNAL SPEND

$694M/Q
Payments made to internally held credit cards

Now Understand External Spend

Additional $1.159B/Q
payments to External credit cards paid to competing financial institution's credit cards

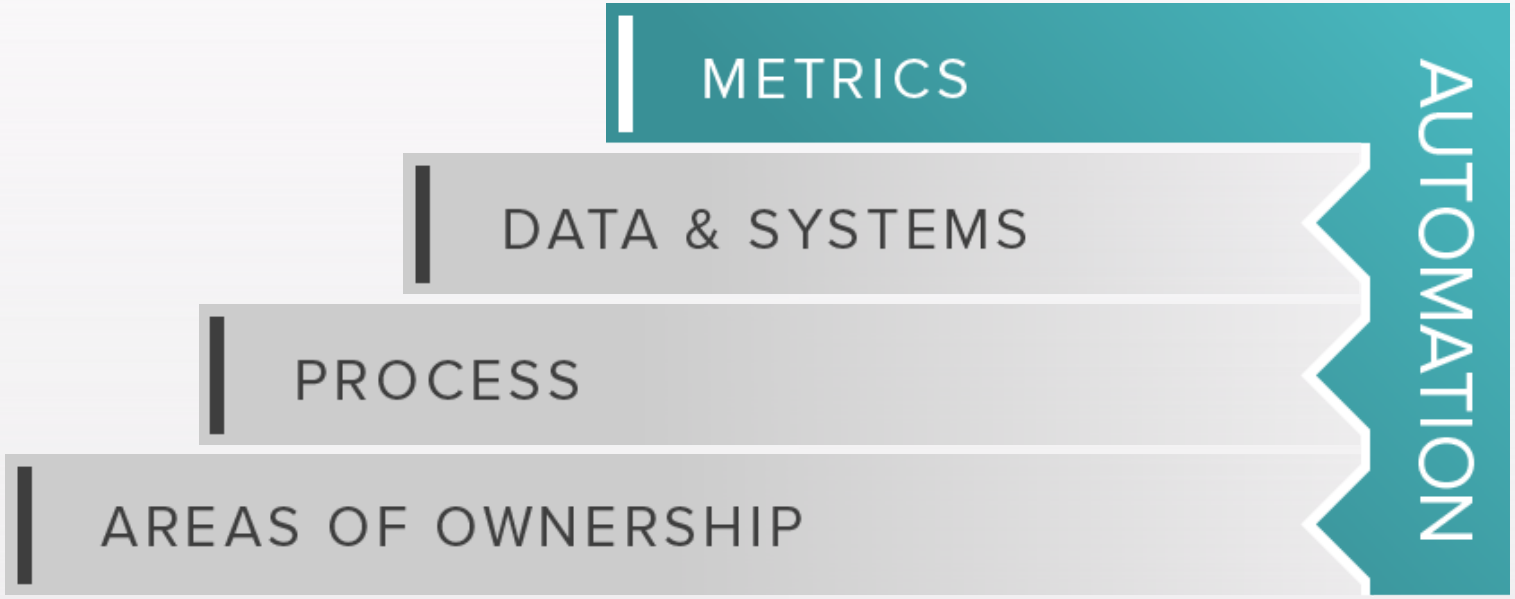
STEP

3

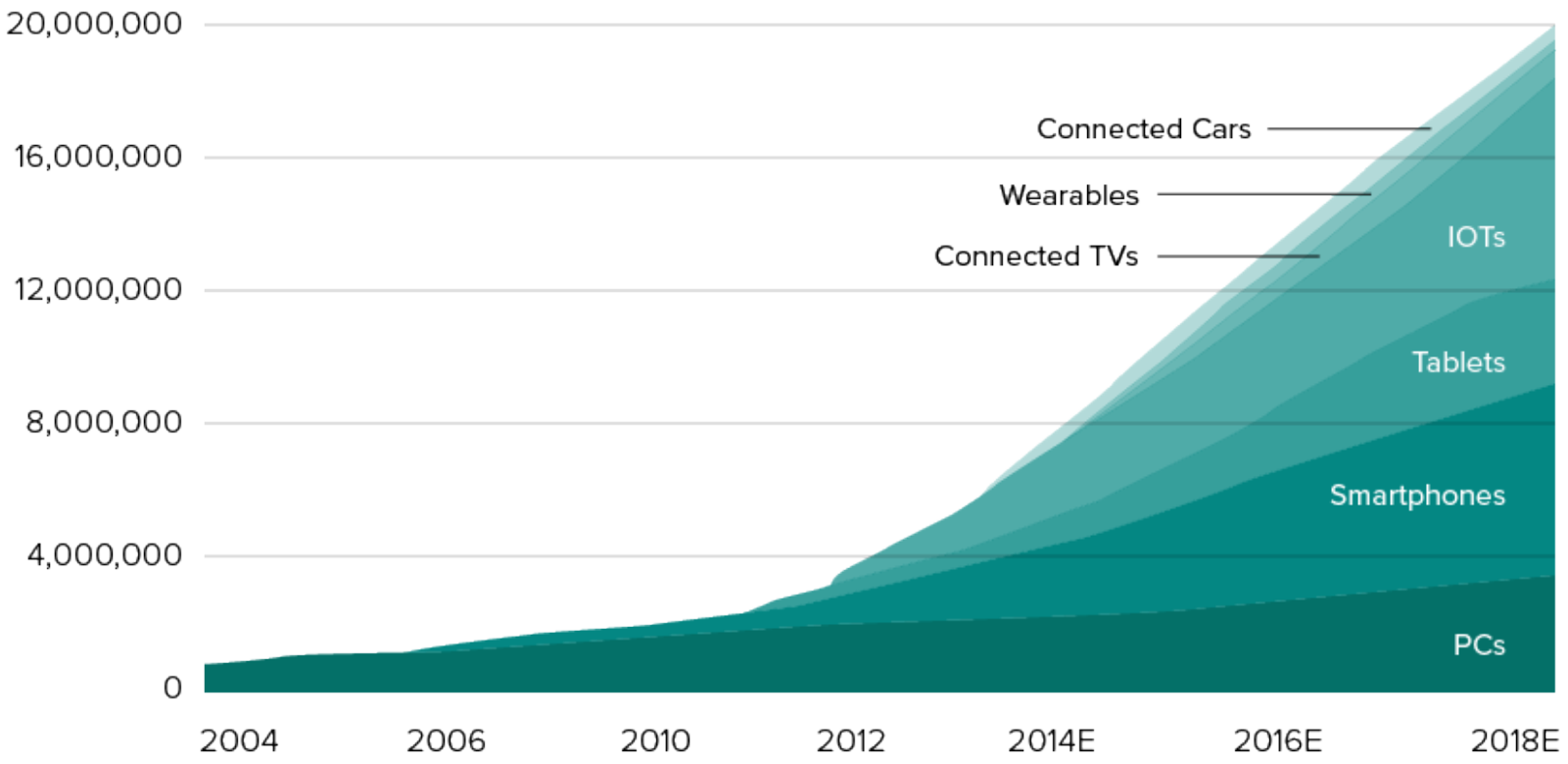
DEFINE THE PROCESS BEFORE THE SYSTEM

Data architecture and software systems should be representative of and enable the process that optimizes your desired business outcome

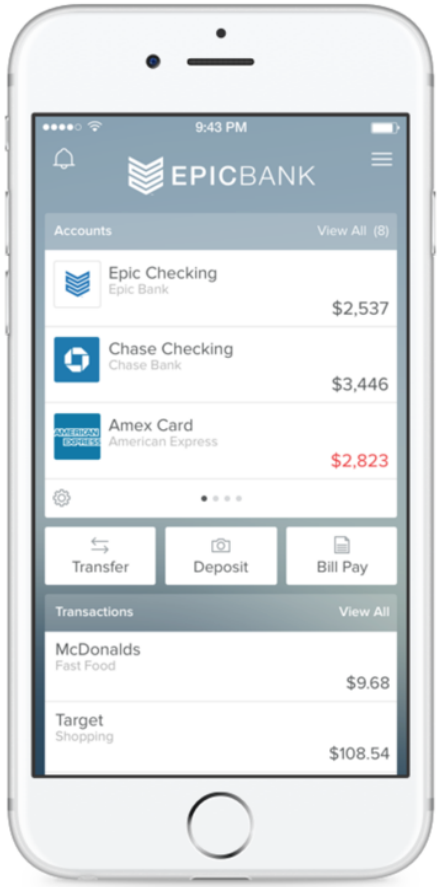
OPERATIONAL EXCELLENCE



BE FORWARD THINKING



Source: BI Intelligence Estimates



STEP

4

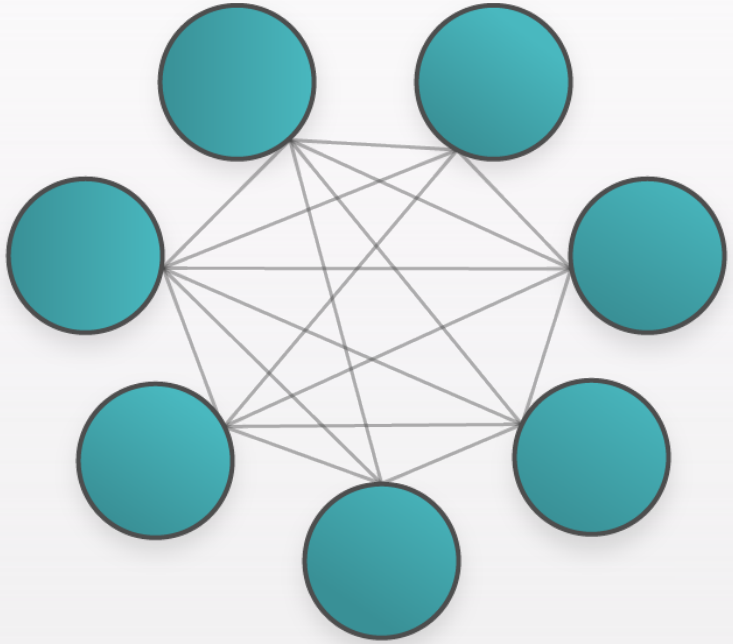
ESTABLISH A CROSS-SYSTEM CANONICAL DATA MODEL

Defined Systems of Records and Relationships

Representative of Business Process

DATA MODEL

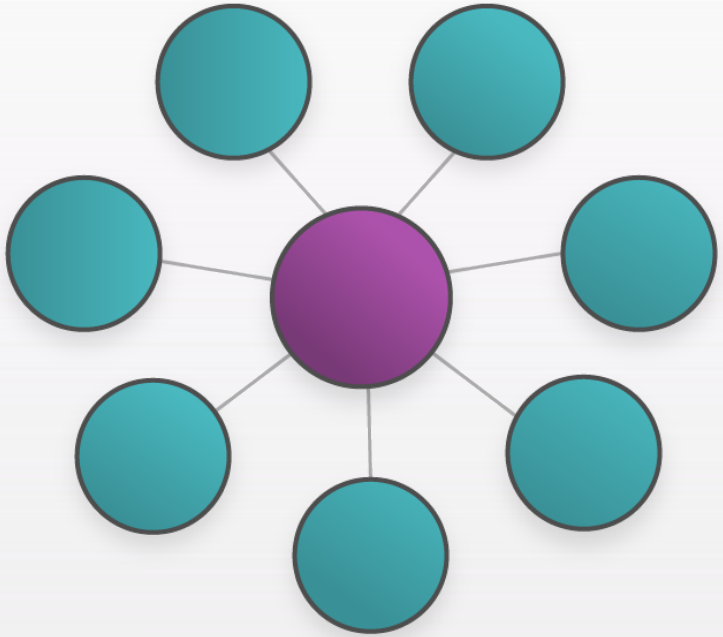
POINT TO POINT



Complexity Level =

X^2

CANONICAL



Complexity Level =

X

KEY TAKEAWAYS

LAYING THE FOUNDATION

1. BUILD A DATA-DRIVEN CULTURE
2. KNOW YOUR DESIRED BUSINESS OUTCOMES
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4. ESTABLISH A CROSS-SYSTEM CANONICAL DATA MODEL

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Q&A

To learn more about Data Enhancement contact sales@mx.com