

CORIOS TEMPO

Analytic data platform and model factory

Analytics as a business discipline is now in the main-stream, but that doesn't make it any easier to design, implement or use analytics to run a business profitably. It's still just as **sophisticated, intricate and dynamic** as it was before "data science" became a thing. The labor pool for data scientists is growing steadily, but it's still relatively young and concentrated among the largest tech firms. What's more, the rapid emergence of new techniques and toolsets

contributes to many options for getting started, but few options for **confidently charting a course to proven and profitable business results**.

Corios' clients often share with us, they wish they could rise above the noise, and develop a **clear strategy for using analytics as a business asset**, rather than as a set of techniques. The focus ought to be on making clear and confident decisions using data and analytics, rather than on artistry, craftsmanship and technique.

Real world constraints on analytic model processes

Single customer view

Building an enterprise customer identity hub can take 18-36 months (Corios)

Demand for data scientists

#1 profession in the US, challenged by an under-established workforce (Glassdoor)

Still as complex as ever

Issues now include trust, privacy, diagnosis, and preventing real world-driven context and biases (Tech Republic)

Is it productive?

In 2016, out of 150 data scientists surveyed, only 50 had built a model, and 0 had put it into production (Harvard Business Review)

THE CHALLENGE: CONVERT A CRAFT INTO A REPEATABLE PROCESS

Superior analytic maturity is a **driver of financial performance**. More and better analytic models means that your firm can make faster and more accurate decisions about allocating resources to things that drive value: customers, prices, products, risk mitigation, servicing.

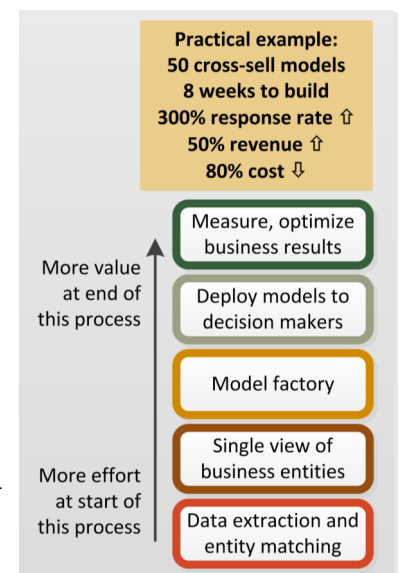
Solving this problem is not about technology alone, or about hiring some really smart people, or about gathering some new data. It's all those things combined, focused on **improving a specific measurable business outcome**, governed by a process and a platform based on proven results that offers a competitive payoff.

If your experience is like that of our other clients, you need a **repeatable process** that reduces the cost and time to build these assets, and to get the insights generated by these models out into the field. Once in the hands of decision makers, you'll make better decisions about running the business and growing economic value.

Our research shows that model building and maintenance costs via a model factory are 20% of the costs of the traditional method, the latter of which produces only a small fraction of the production output of the model factory. Think about that in practical terms.

Would you want to pay 5 times as much in cost for the same results?

The production output via the model factory approach vastly outpaces the traditional approach. We built a cross-sell model factory of 50 models for one client in 8 weeks, which produced a 300% increase in response rate and a 50% increase in revenue compared to the control group. When you combine that production output advantage with the cost advantage, why wouldn't you want to pursue the same benefits?

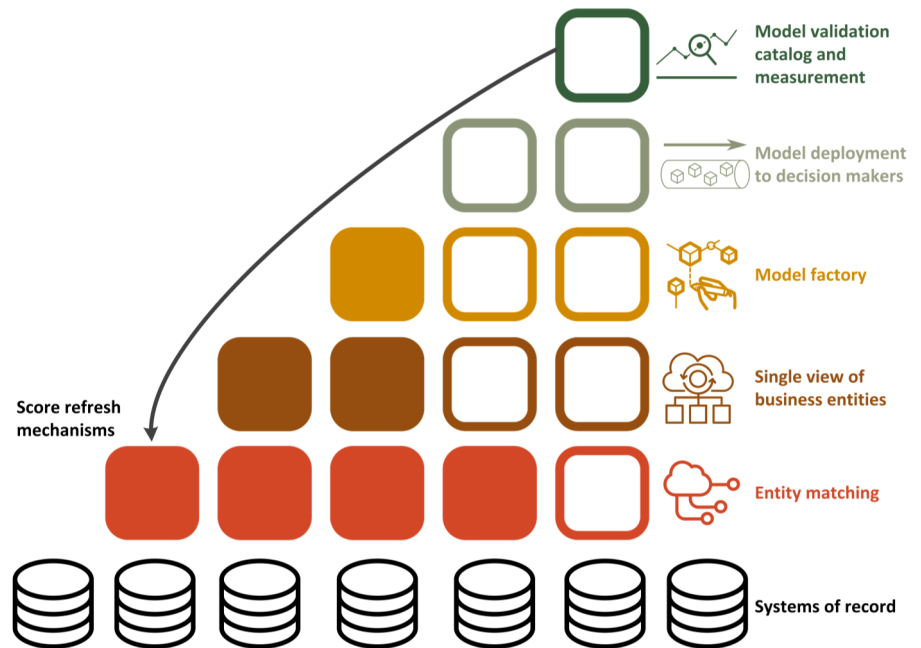


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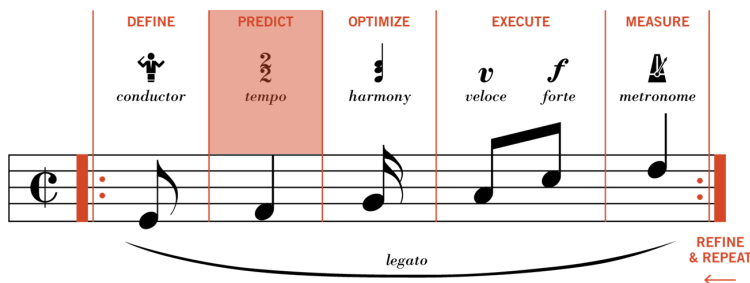
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The **Corios Tempo methodology** helps our clients to drive margin and customer growth by using analytic insights in the field, not in the lab. We do this by developing a single view of the customer, reduce the time required to build and deploy analytic models, and convert analytic models into business assets.

Our results are proven to dramatically improve the volume of analytic models, improve the **financial contribution** of these models to new revenue, and substantially **reduce the cost** of building and maintaining these assets.



CORIOS SOLUTIONS



CORIOS MODEL FACTORY CASE STUDIES

Banking treasury management cross-sell model factory
300% response rate and 50% revenue improvement

Credit union single view of the customer
15 disparate data sources into a single model factory

Property & casualty insurance model factory
Cycle time reduced 600%

DELIVERABLES

When you engage with us in a Corios Tempo for analytics model factory engagement, you'll receive the following deliverables.

- **Analytics data repository** that contains a single view of the customer, suitable for model construction, deployment and validation for all models
- **Model development** framework, tools and build-out of up to 20 models
- **Model deployment** strategy and execution for 3 channels or delivery endpoints: CRM, customer portal, personalized marketing offers
- **Model catalog** and performance measurement reports/dashboard
- **Model validation** methodology and executed model validation reports

Get started on your own analytics model factory engagement with Corios, by contacting a Corios Client Strategist at 503-295-1685.