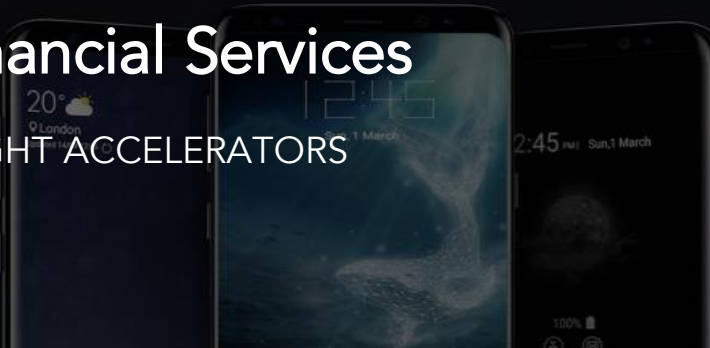


Advisory: Financial Services

PROVIDING THE RIGHT ACCELERATORS



Challenge:

A large financial services company had invested into growing their Big Data and Analytics capabilities over several years and was struggling with issues such as:

- The time it takes to develop and execute a use case
- The quality of the end product as well as consistency among users
- The quality and cost of deployment and support activities
- Translating the data set into measurable business value

WorldLink Solution:

The Client's Data team tapped WorldLink to implement a Center of Excellence for Big Data and Analytics. WorldLink brought a strategic approach to developing the clients' data maturity, which required the following that would enable the client to:

- Implement an end-to-end process from data discovery through solution support
- Use iterative discovery to promote innovation and improve solution impact and business value
- Create entry criteria for projects to be accepted into the COE as well as exit criteria to permanently transfer solutions to support organizations
- Define roles and job descriptions for COE part-time and full-time staff such as business functional lead, program lead, senior architect, analytics lead, support lead and ROI analyst
- Implement performance management KPIs and continuous improvement protocols to ensure use cases are not only implemented efficiently but also deliver on expected business benefits

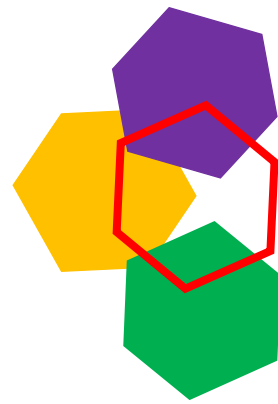
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Here's how we did it.



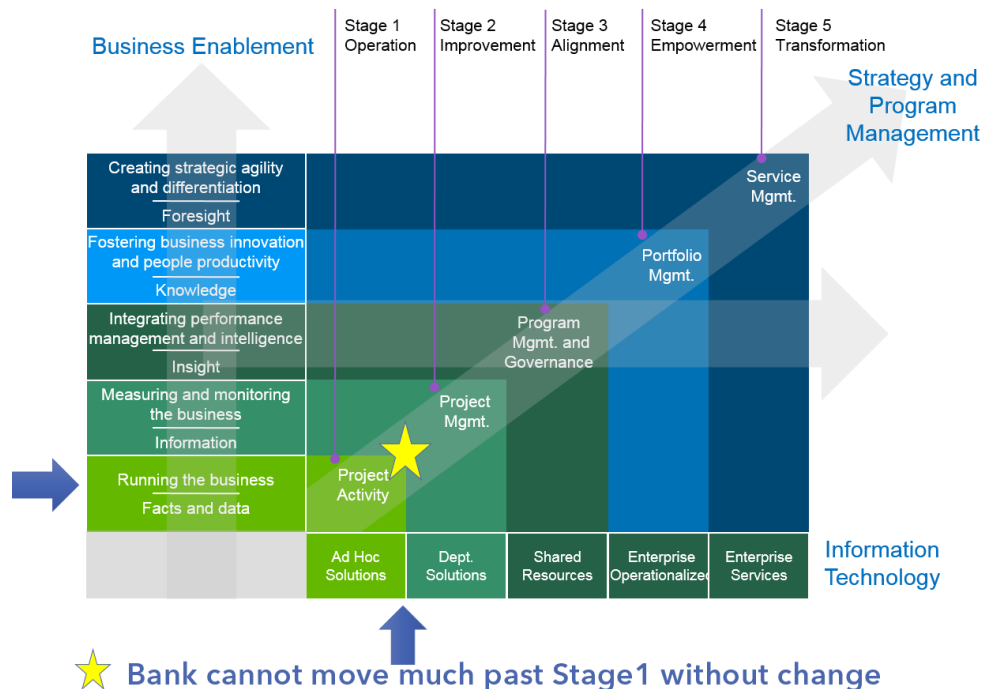
Client Outcome:

In addition to installing the COE best-practices described above, the client was able to improve their ROI via:

- **Reduced time and cost** of developing analytic solutions from concept to production by applying a structured approach and emphasis on continuous improvement
- Improved quality of the end product by **working closely with business sponsors** from beginning to end
- **Increased business impact of analytic solutions** due to imbedded discovery process where business leaders and COE leaders jointly develop the use case and expected results

Enabled the client to construct a self-sustaining center of excellence for analytics.

Reduced the time and cost of ideating, developing and commercializing viable analytics use-cases



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