

Enabling Intelligent Action



EXUS[®]

From carbon to diamonds: Business cases of data value

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EXUS Innovation Attractor**

Outline



Abundance of Data and its value

Enabling intelligent action in:

- Security
- Health
- Finance

Challenges of the new paradigm

3 Simple rules

Who we are



Software house established in 1989

Enterprise software for banking, telecoms, hospitality

130+ people



Vision

transform the costly and complex enterprise software industry – making it simple, accessible and exciting

Innovation at EXUS



Continuous improvement

4 Islands of Excellence



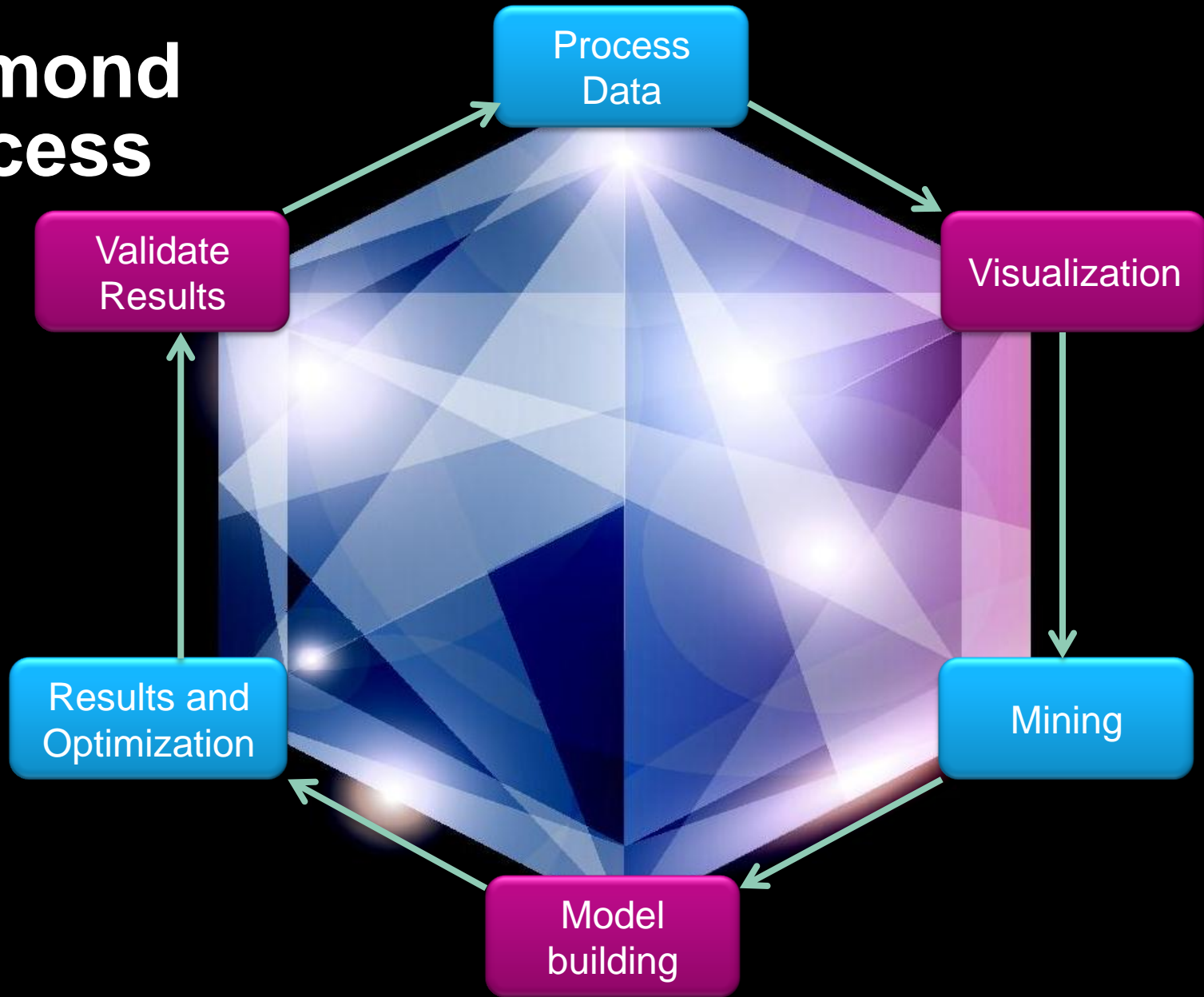
Provide new paths for product and business development



Abundance of data



The Diamond Process



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Extracting value “hidden” in Data

1. Process and filter data

- ensure data matches business goals

2. Visualization

- use visual aids to identify relationships and build hypotheses

3. Mining – identifying patterns

- Leverage data predictively
- Find clusters
- Gain insight

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Extracting value “hidden” in Data

4. Creating models

- different perspectives of data
- decision trees, neural networks, etc.

5. Results optimization

- establish functions to produce actionable results
- select appropriate method (think variables, functions)

6. Validate results

- Give time to assess results vs. business decisions

Applications in Healthcare

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Personalized Healthcare

Fact: Healthcare costs key cost-driver in an aging EU

Changes:

- > Digitized medical records
- > Transparency and openness of data

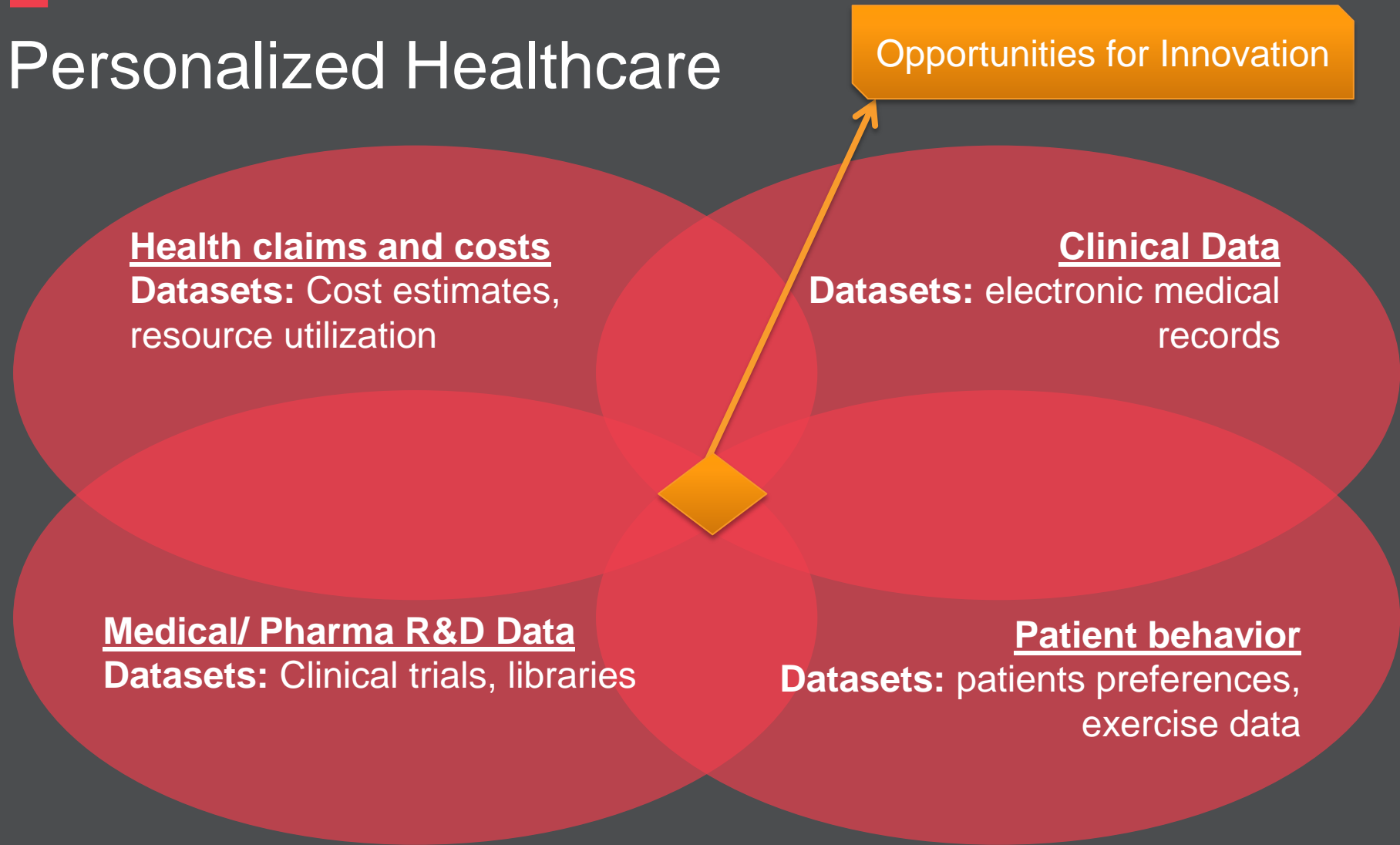
Opportunity:

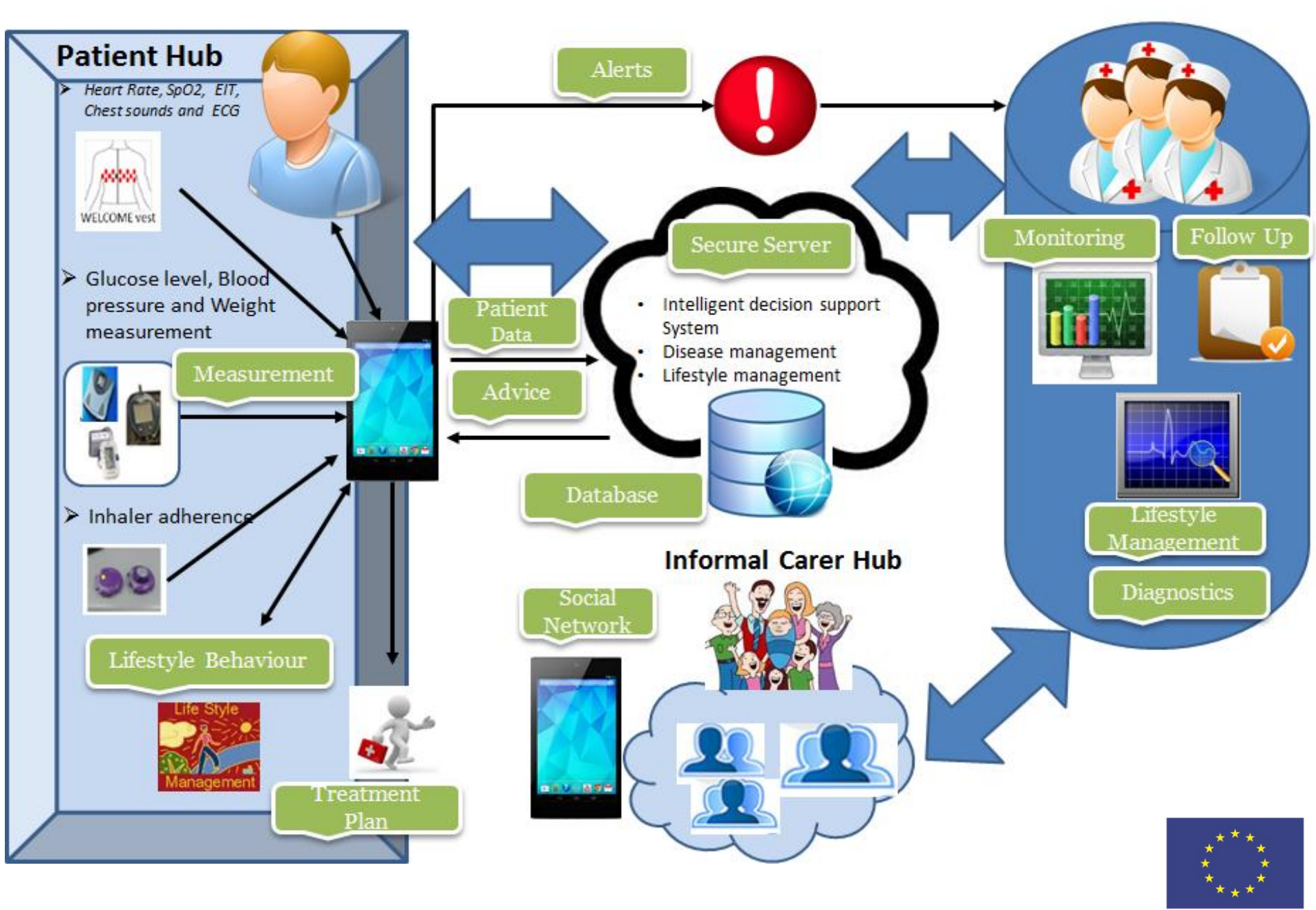
- > Leverage data to build next-gen. health services
- > Achieve economies of scale
- > Limit variability in healthcare quality
- > New paths to innovation and growth

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Personalized Healthcare





Applications in Security

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Secure Societies

Goals:

- > Enhance the security of citizens
- > Safeguard Europe's Cis

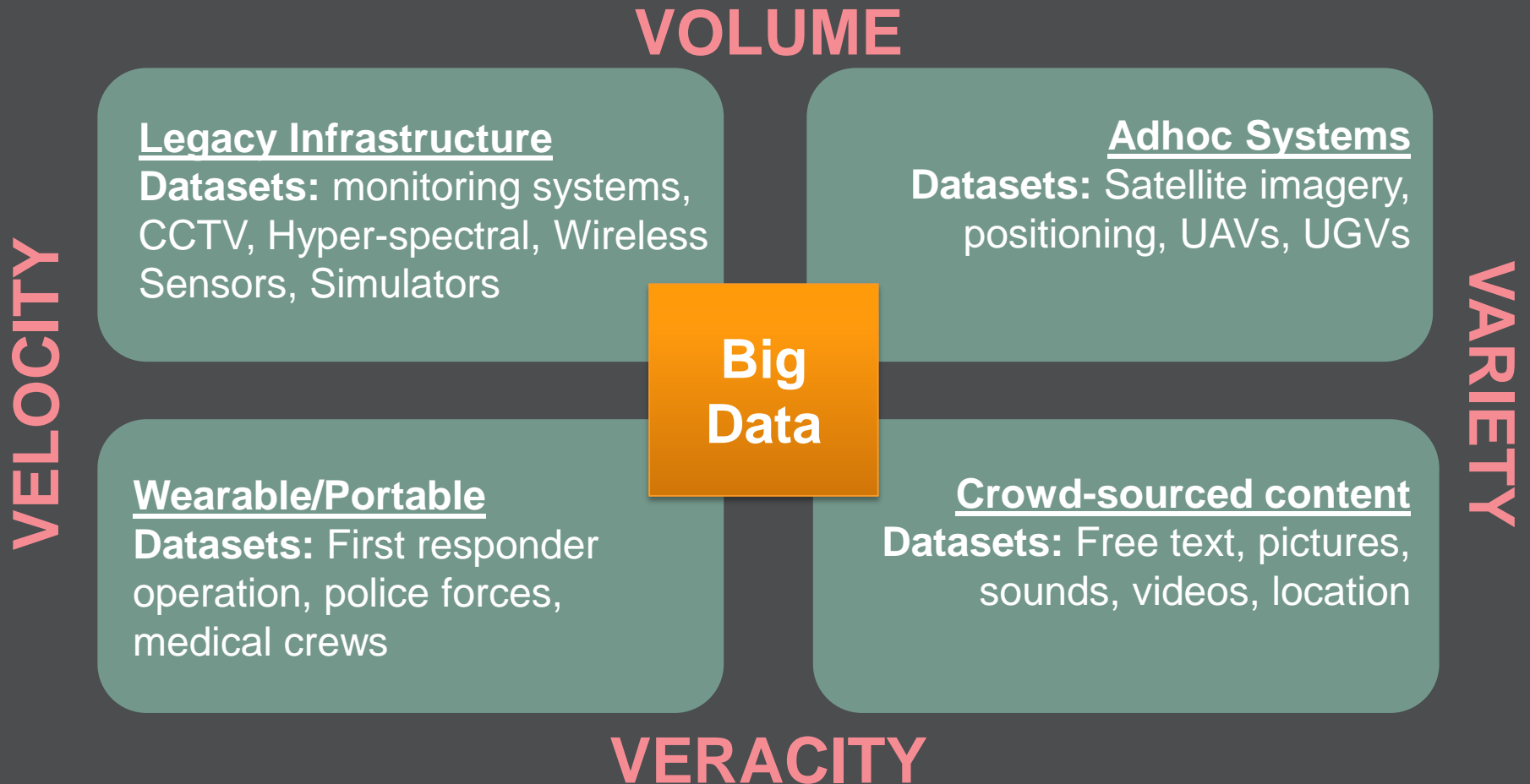
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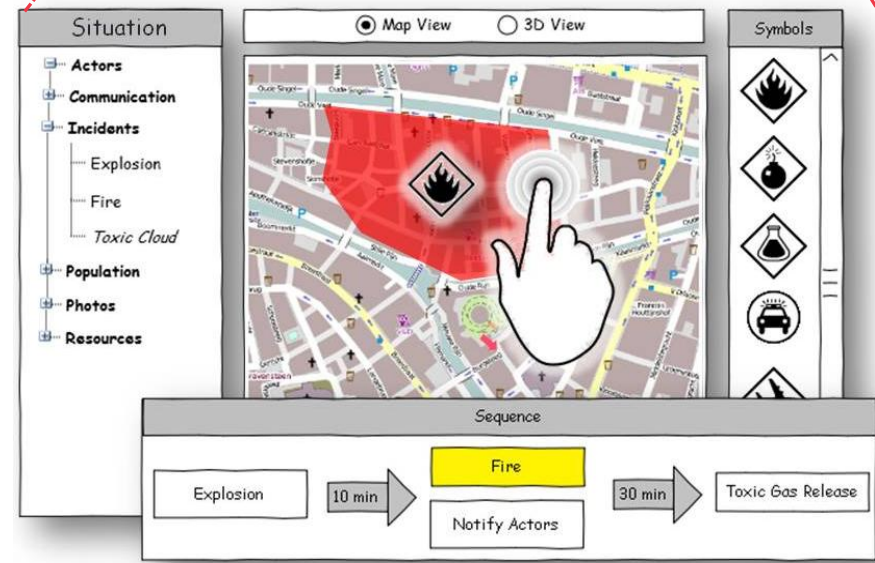
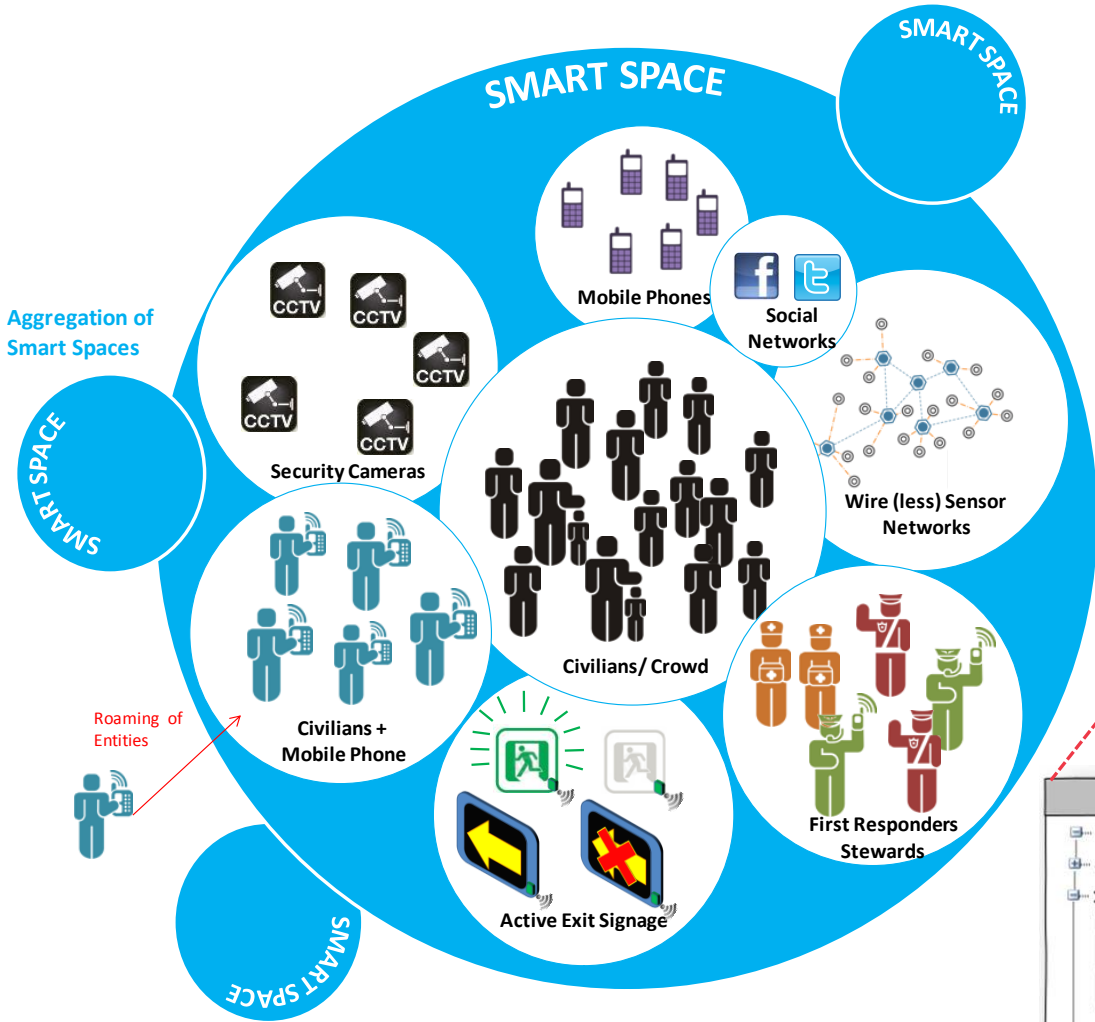
- > Operations and procedures are data-centric
- > “Need to know” Who, What, When, Where
- > Public Protection and Disaster Relief operations become data-intensive
- > Diverse sources of information

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Secure Societies





Applications in the Financial Sector

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Financial Services

Fact: Advances in mobile Internet and cloud services

Changes:

- > Financial institutions are rethinking the way they do business

Opportunity:

- > Ability to perform scalable data analytics
- > Customer data monetization
- > New products and services

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Financial Services

Customer data
monetization

Centricity
Risk Analysis
Retention

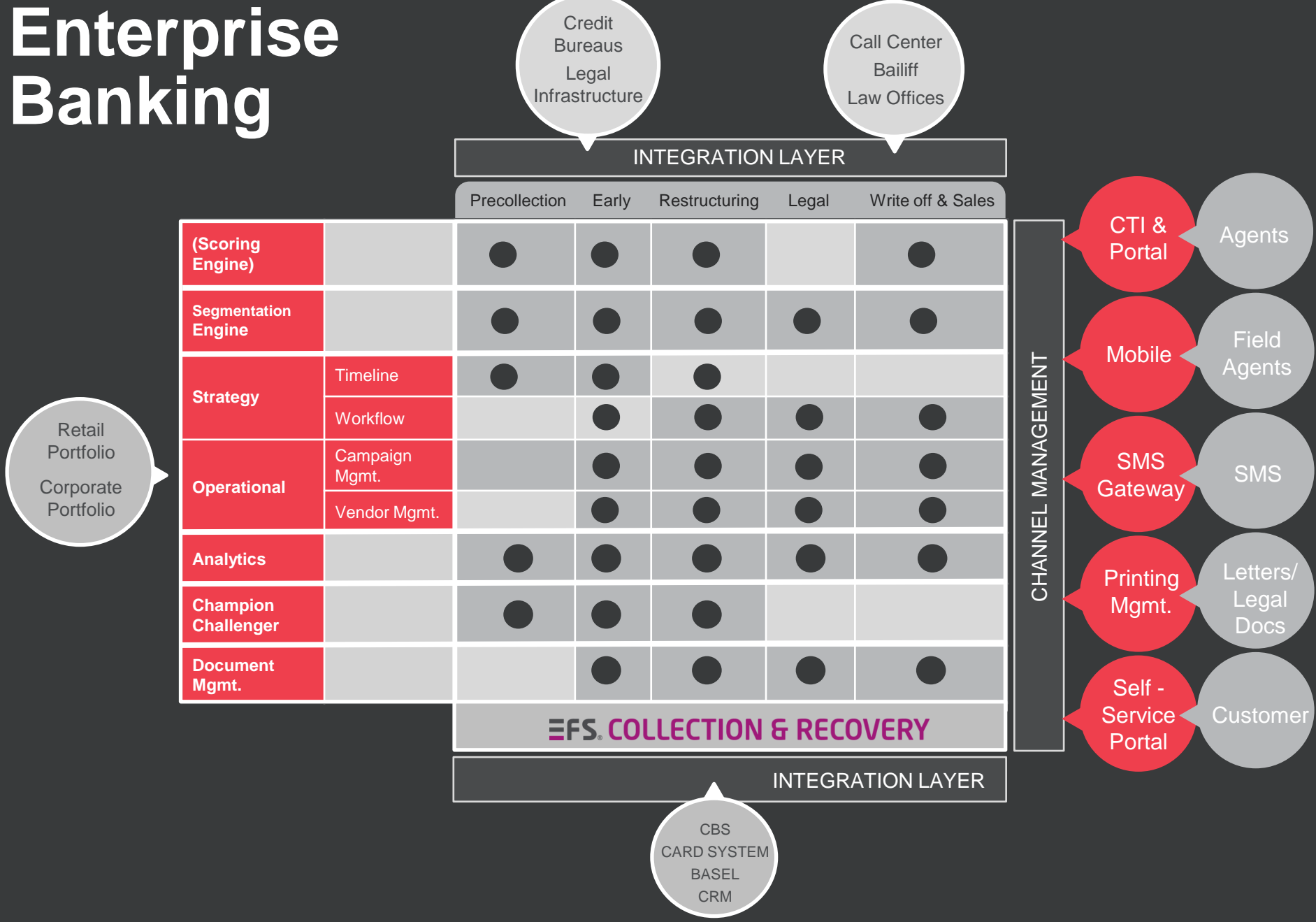
Transactions & Operations

New products and Services
Trading and analytics
Organizational Intelligence

Risk management and Regulations

Enterprise risk
Capture unstructured data sources
Efficient regulatory response

Enterprise Banking



Challenges of the new paradigm



Establish an “information culture”:

- What data do we really need?
- Validity and trustworthiness of data
- Ethics, security and privacy
- What are the competences needed?
- Integration with organizational processes

3 Simple Rules



Abundance of data becomes an opportunity for your organization when you:

- Ensure data-sets' quality and blend
- Get the right expertise i.e. Data Scientists
- Enforce strict operations and governance



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