

Identify Diversely Owned/Led Businesses

Team Hackett

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Agenda

- **Challenge**
- **Design**
- **Use case**
- **Tech Stack**
- **POC**

Challenge

Problem Statement: Create technology tools to identify the diversity dimensions of ownership and/or leadership of commercial customers and prospects

“The idea is to give the bankers an insight into what customers tells them in real time”

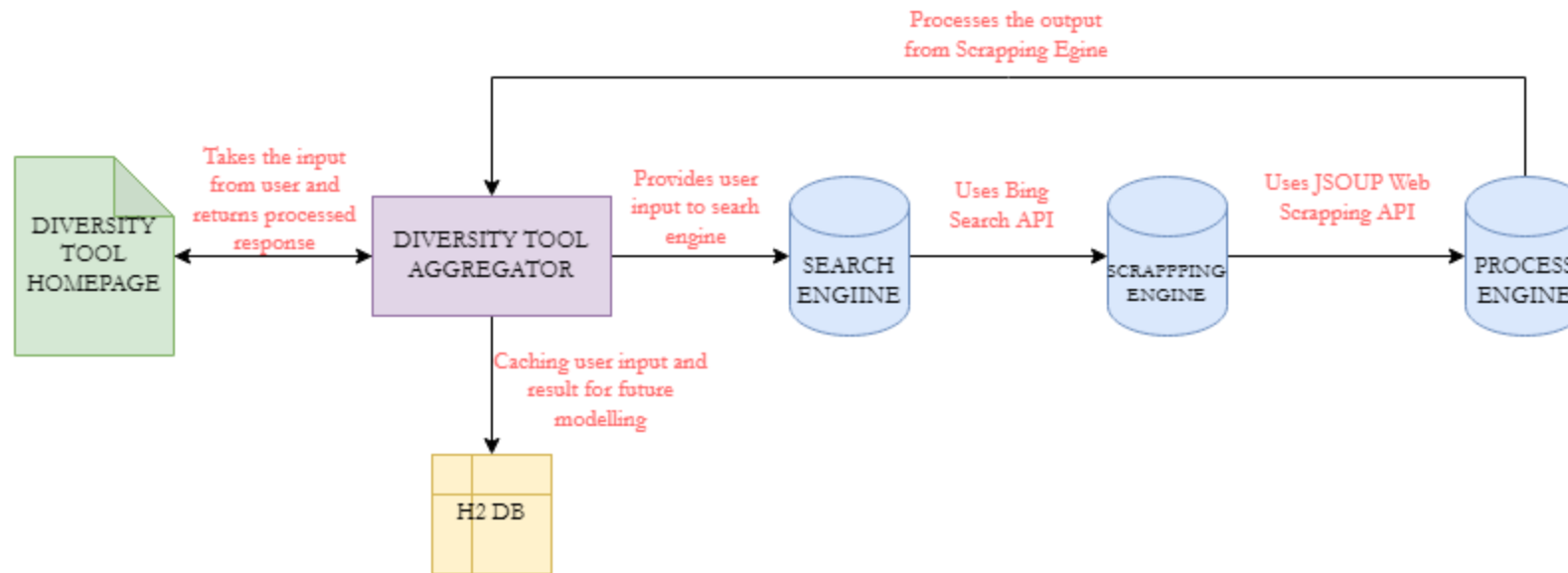
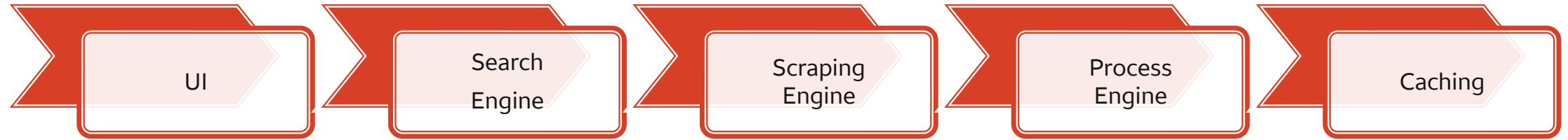
Our company is supported by one of the **senior leaders** of the **XYZ** company

Customer

Banker enter the **keywords** in the tool
And get the relevant
information in real
time

Banker

Design



Use Case

- Customer tell Banker about his business while applying for a product at Wells
- Banker enter those keywords in the tool Diversity Led Business Tool and Submit
- Backend service will span a BING search to find the relevant web sites URLs
- Scraping Engine will visit those web sites and scrap the appropriate information based on the criteria
- Process Engine will process the scrapped information
- Store the information in Cache and present back to the Banker
- Next time if the keyword matches with the cache it will directly retrieve it from cache
- This helps a lot to the Banker to take a decision and continue with the business process

Screenshots

WELLS FARGO

Identify diversity led businesses

Find by leadership, buyers and products

Search

Reset

WELLS FARGO

Identify diversity led businesses

Leadership

Search

Reset

WELLS FARGO

Identify diversity led businesses

Leadership

Search

Reset

Snippet	Data	Source
Leadership, both as a research area and as a practical skill, encompasses the ability of an individual, group or organization to "lead", influence or guide other individuals, teams, or entire organizations. The word "leadership" often gets viewed as a contested term. Specialist literature debates various viewpoints on the concept, sometimes contrasting Eastern and Western approaches to ...	Leadership - Wikipedia	https://en.wikipedia.org/wiki/Leadership
	Leadership	
	Leadership (disambiguation)	
	Leadership	
	Leadership emergence	
	Leadership styles	
	Leadership differences affected by gender	
	Leadership is innate	
	Leadership is possessing power over others	
	Leadership is a matter of intelligence, trustworthiness, humaneness, courage, and discipline ... Reliance on intelligence alone results in rebelliousness. Exercise of humaneness alone results in weakness. Fixation on trust results in folly. Dependence on the strength of courage results in violence. Excessive discipline and sternness in command result in cruelty. When one has all five virtues together, each appropriate to its function, then one can be a leader. — Jia Lin, in commentary on Sun Tzu, Art of War ^[3]	
	Substitutes for Leadership Theory	
	Three Levels of Leadership model	
	Three Levels of Leadership model	
	Three Levels of Leadership model	

Tech Stack



Thank You !!