



Building Effective Client Teams  
using  
next generation Enterprise Search

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A Case Study  
for  
Management Consulting

r/ally Inc.



## Global Consulting Group - r/ally Case Study

r/ally combines internal and external data sources to give companies the ability to centralize user knowledge and skill sets, allowing users to determine:

- who in the enterprise to ask for specific information
- the most suitable candidates for a project based on their experience, knowledge and skills

In this case study, we demonstrate how r/ally utilizes employees' skills, prior experiences, assignments and other knowledge to enhance the decision making process to staff a new project.

In this scenario, there are 3 steps:-

1. A manager identifies the core knowledge requirements for the project
2. r/ally identifies experiences in employees background that relate to the core knowledge requirements. This gives project or talent managers an idea of why a particular individual should have the relevant knowledge
3. r/ally then identifies the employees associated with these experiences

r/ally provides managers with an opportunity to understand and visualize how employee knowledge and skill sets can apply to new projects without having to memorize all of your team members' resumes and qualifications.

## Background & Skills Requirements

John Mason is the Principal for the Technology Group of a global consulting company. He is based in San Francisco. John's background and skills are all technology related, based on the diverse range of technology projects he has managed for the company.

John's firm has been hired by a global US headquartered bank. The bank plans to set up and fund a subsidiary that will exploit and participate in the burgeoning digital currency market.

John needs to set up a project team that includes all of the skills and experience required to enable his firm to complete the assignment on time and to provide an excellent strategy for the bank.

The project has a duration of 6 months, and calls for 6 full time project team members (in addition to John).

The primary knowledge sets required for this project are 'Digital Currency' and "Anti-Money Laundering (AML)". Because AML regulations in the U.S. are still being developed, he would like to

have AML knowledge so that processes and procedures for AML can be set up in anticipation of the draft regulations being ratified.

Secondary knowledge sets that John would like to have on this project include skills in Financial Services as well as Taxation because there will be a need to establish a subsidiary operation for the client.

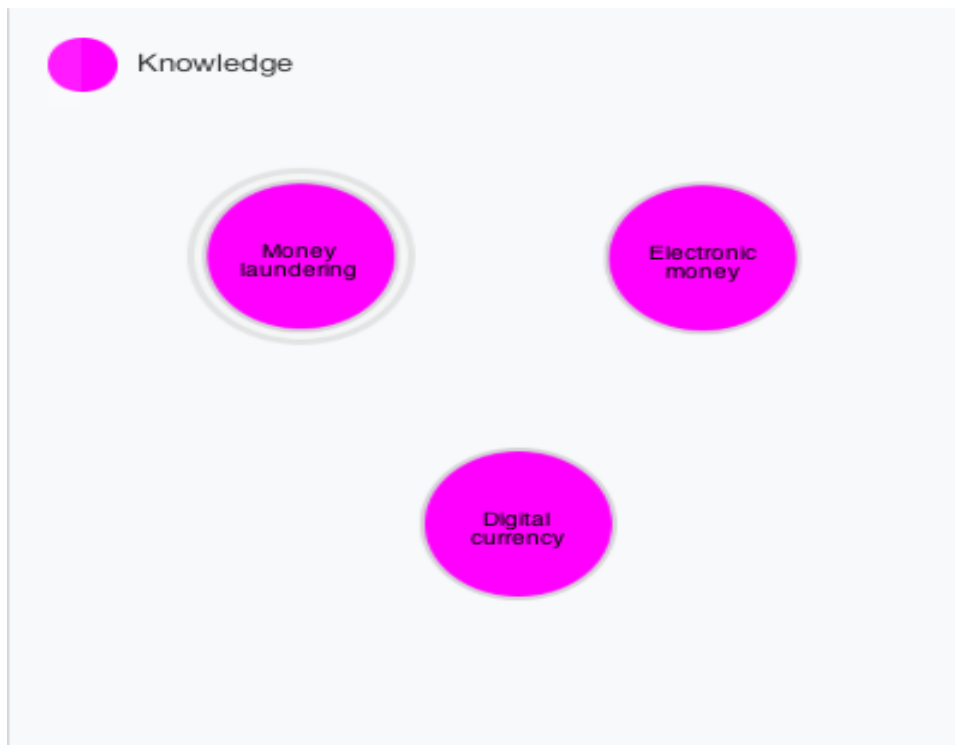
## Using r/ally to Identify Skills & Suggest Staffing

### Step 1: Identify core knowledge requirements

We start by identifying the skill sets we are looking for from the list of staff available. John Mason starts using r/ally by inputting a natural language search exactly like the one below

**“Find me someone who understand digital currency and money laundering”**

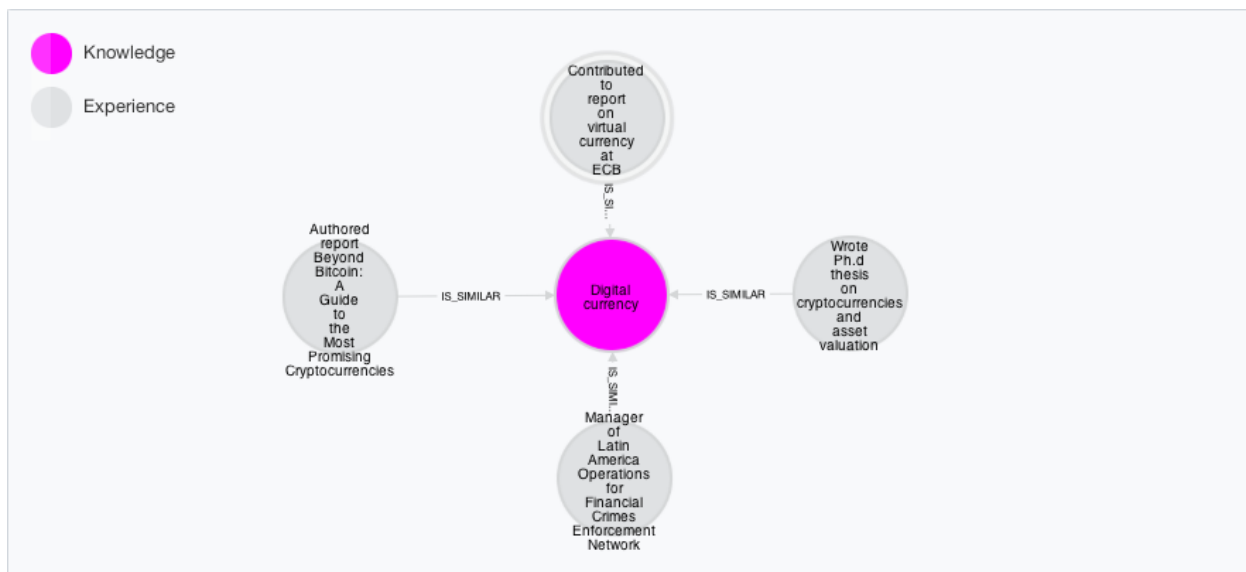
r/ally identifies 3 distinct knowledge sets associated with John’s query; digital currency, money laundering and electronic money.



## Step 2: Identify potentially relevant background experiences

r/ally then identifies attributes in the background of the list of employees that relate to each of the above knowledge sets. These experiences would include prior work with previous employers, past assignments with the current employer, papers written and published online or even academic research.

For 'Digital Currency' Expertise, r/ally found the following experiences in the background of the staff potentially available for the project.



These experiences were 'mapped' from a larger analysis of the staff and their backgrounds.

After analyzing the various skills sets and experience required, r/ally came up with a 'ranking' of staff, based on the number of skills sets they met and the relevance of their skills in each category.

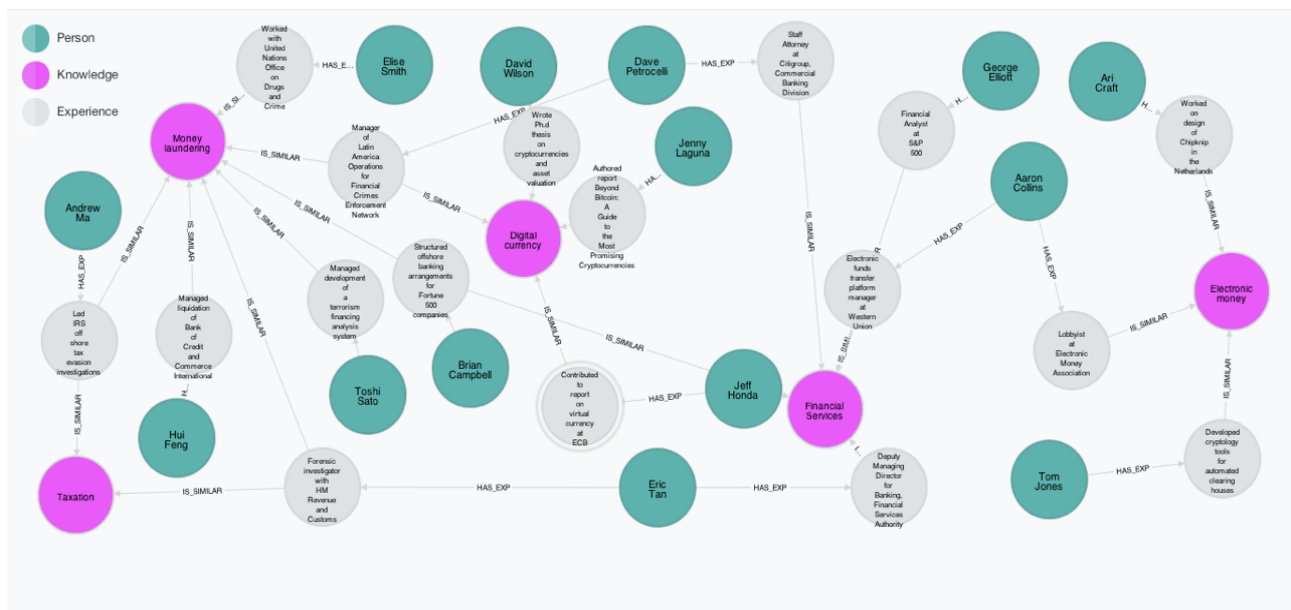
The rank ordering looks like the table below.



## Rank Ordering of Staffing Solutions Based on Relevant Knowledge Areas

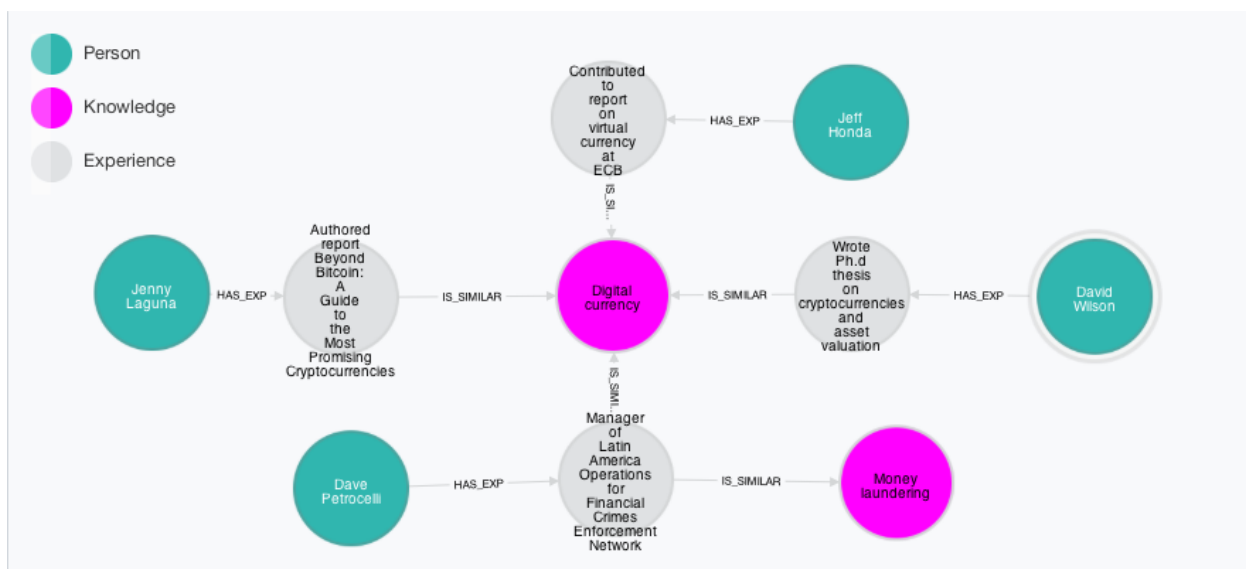
Employee	Prior Experience	Required Knowledge	Knowledge Areas	Relevance Score
Dave Petrocelli	Manager of Latin America Operations for Financial Crimes Enforcement Network, Staff Attorney at Citigroup, Commercial Banking Division	Digital currency, Money laundering, Financial Services	3	19, 15, 23
Eric Tan	Forensic investigator with HM Revenue and Customs, Deputy Managing Director for Banking, Financial Services Authority	Money laundering, Taxation, Financial Services	3	10, 10, 19
Brian Campbell	Structured offshore banking arrangements for Fortune 500 companies,	Money laundering, Financial Services	2	20, 13
Aaron Collins	Lobbyist at Electronic Money Association, Electronic funds transfer platform manager at Western Union	Electronic money, Financial Services	2	100, 12
Andrew Ma	Led IRS off shore tax evasion investigations	Money laundering, Taxation	2	31, 18
Elise Smith	Worked with United Nations Office on Drugs and Crime	Money laundering	1	14
Jenny Laguna	Authored report Beyond Bitcoin: A Guide to the Most Promising Cryptocurrencies	Digital currency	1	32
Hui Feng	Managed liquidation of Bank of Credit and Commerce International	Money laundering	1	14
Tom Jones	Developed cryptology tools for automated clearing houses	Electronic money	1	10
George Elliott	Financial Analyst at S&P 500	Financial Services	1	10
Jeff Honda	Contributed to report on virtual currency at ECB	Digital currency	1	100
Toshi Sato	Managed development of a terrorism financing analysis system	Money laundering	1	19
Ari Craft	Worked on design of Chipknip in the Netherlands	Electronic money	1	18
David Wilson	Wrote Ph.d thesis on cryptocurrencies and asset valuation	Digital currency	1	100

The chart below is a visualization of potential staffing solutions produced by r/ally's enhanced data analytics engine. This provides John with a holistic view of skills, previous projects, papers written, and other experiences on the subject matter.



### Step 3: Identify the employees with the relevant backgrounds

rally found 4 employees with potentially relevant background experience related to digital currency who might be a good fit and rank ordered them in terms of relevance.





Additionally r/ally found that Dave Petrocelli's prior job as Manager of Latin America Operations for Financial Crimes Enforcement Network is also relevant to the Money Laundering knowledge requirement.

## Conclusion

The Principal, John Mason, has identified that - based on the skills requirements of Digital Currency & Anti-Money Laundering - he would like to build a project team comprising of

*Dave Petrocelli, Jenny Laguna, David Wilson and Jeff Honda*

He needs to add 2 more team members, and after looking at the ranking table and graphics, he concludes that

Eric Tan (AML, Taxation & Financial Services) and  
Brian Campbell (Money Laundering, Financial Services)

also have the skills he needs to complement the other 4 team members.

## Benefits Summary

The effort involved in producing the data described in this case study took just a few minutes. It can be driven using natural language to do multiple 'what if' analysis producing graphical and tabular results like those above in the same time period.

This case study demonstrates the powerful nature of r/ally's natural language input process and the capabilities of r/ally's proprietary engine and how it can be used to augment the talent manager's decision making process.

As a result of using r/ally's data analytics, the global consulting company is able to quickly uncover pertinent information about its most valuable resource, to generate significant improvement in productivity, and to reduce costs by saving time and effort.