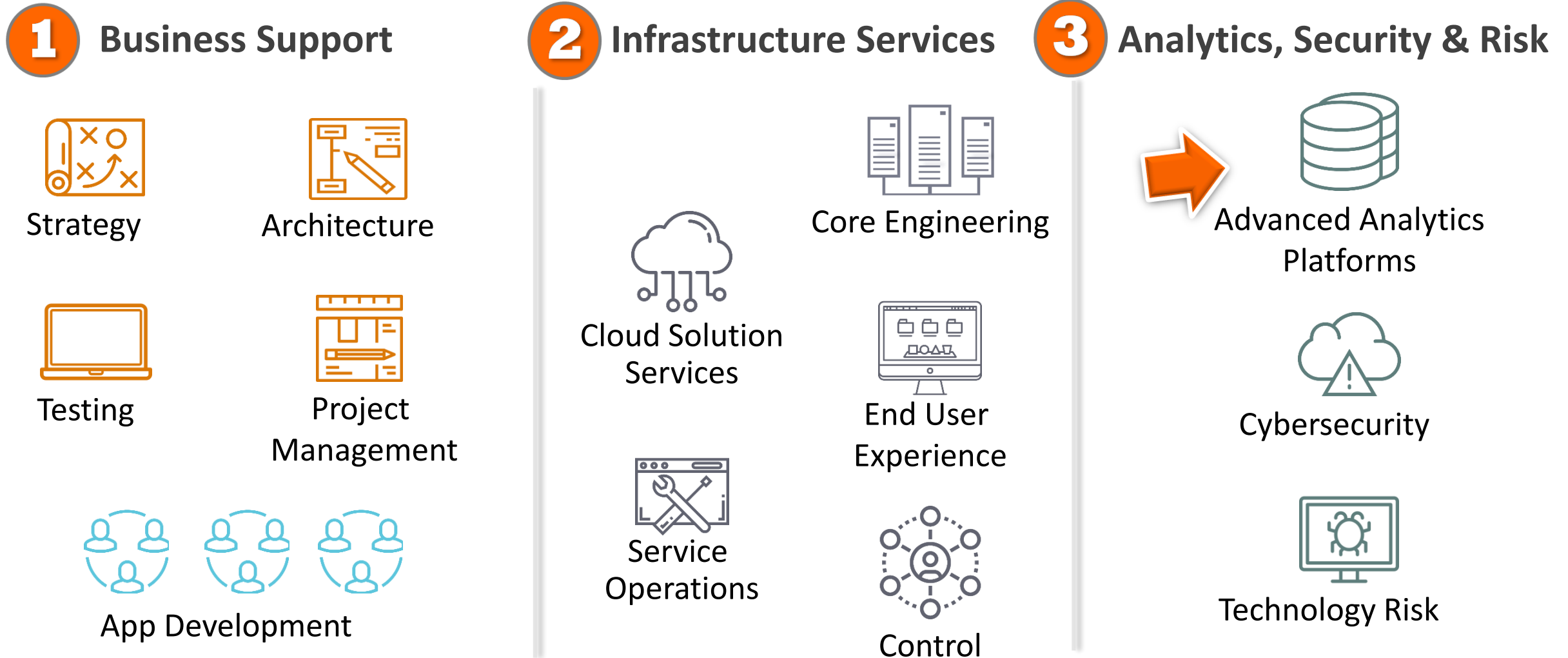




Advanced Analytics

SANTOSH BARDWAJ

Business Technology Organization



BT 2020 strategy



Analytics is altering attributes necessary to build a successful business in financial services.

Dominant institutions in the past were built on...



Scale of Assets

As AI drives operational efficiency, economies of scale alone will not sustain cost advantages



Mass Production

AI allows the scaled distribution of highly-customized products and personalized interactions



Exclusivity of Relationships

Connections are digitized, increasing the importance of optimizing the best fit between parties



High Switching Costs

Continuously improving product performance to offer superior customer outcomes and new value will keep clients engaged



Dependence of Human Ingenuity

The interplay of strengths across technology and talent amplifies performance

In the future, these institutions will be build on...



Scale of Data

As AI drives operational efficiency, economies of scale alone will not sustain cost advantages



Tailored Experiences

AI allows the scaled distribution of highly-customized products and personalized interactions



Optimization and Matching

Connections are digitized, increasing the importance of optimizing the best fit between parties



High Retention Benefits

Continuously improving product performance to offer superior customer outcomes and new value will keep clients engaged



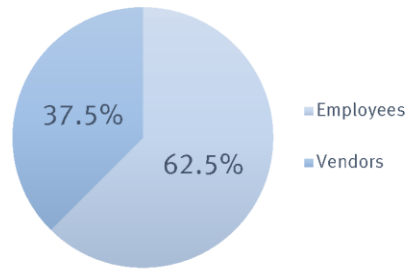
Value of Augmented Performance

The interplay of strengths across technology and talent amplifies performance

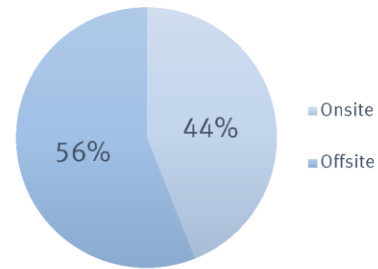
While we have made a lot of progress in last two years, there are opportunities for improvements in the 4 Strategic Pillars.

4 STRATEGIC PILLARS			
A. People	B. Process	C. Platforms	D. Data
<ol style="list-style-type: none">1. Clarify scope of role of AAP2. Align AAP operating model to improve business engagement and value delivery3. Enhance talent and organizational effectiveness	<ol style="list-style-type: none">1. Improve work intake, assessment, and prioritization process2. Standardize software development, testing, deployment, and operational processes	<ol style="list-style-type: none">1. Improve operational resiliency of existing platforms during transition period2. Deploy Gen 3 public cloud-based “Cloud Data Platform”3. Introduce and migrate key analytical processes to Next Best Action (NBA) paradigm	<ol style="list-style-type: none">1. Develop new Enterprise Information Architecture2. Create Cloud Data Catalog across enterprise3. Simplify data governance and improve compliance

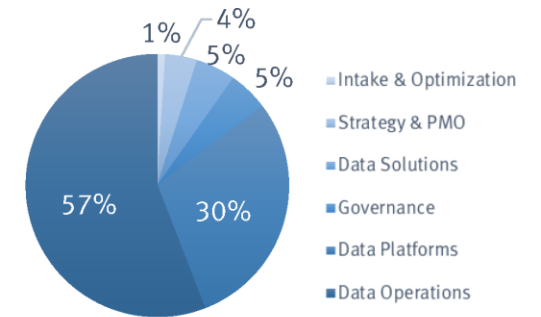
We are rapidly growing organization with diverse, highly skilled and motivated talent.



Employees/Vendors



Where to Work



Resources by Organization

Employees

18%

New Hires

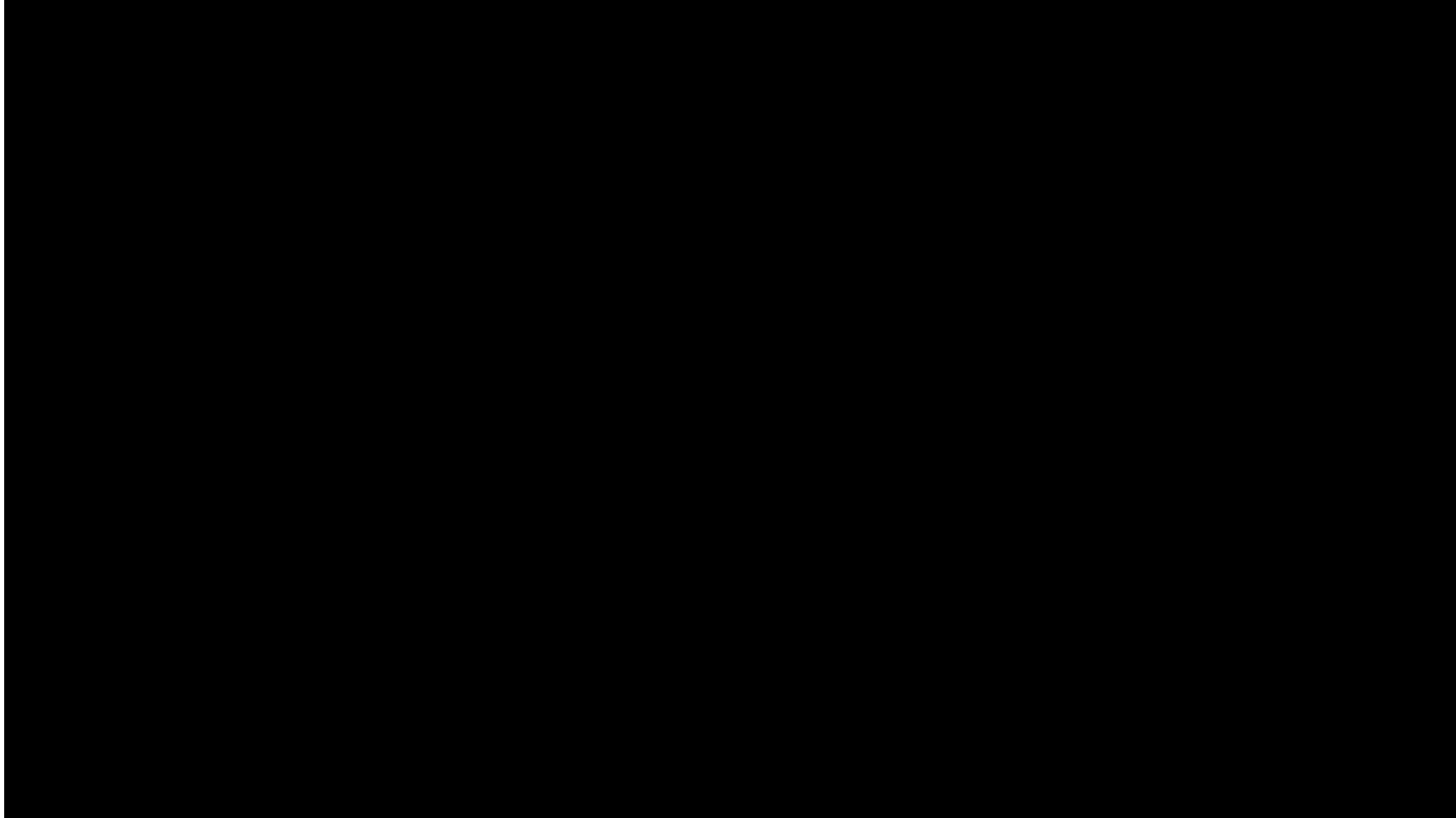
2.3 YEARS

Average Time in Role

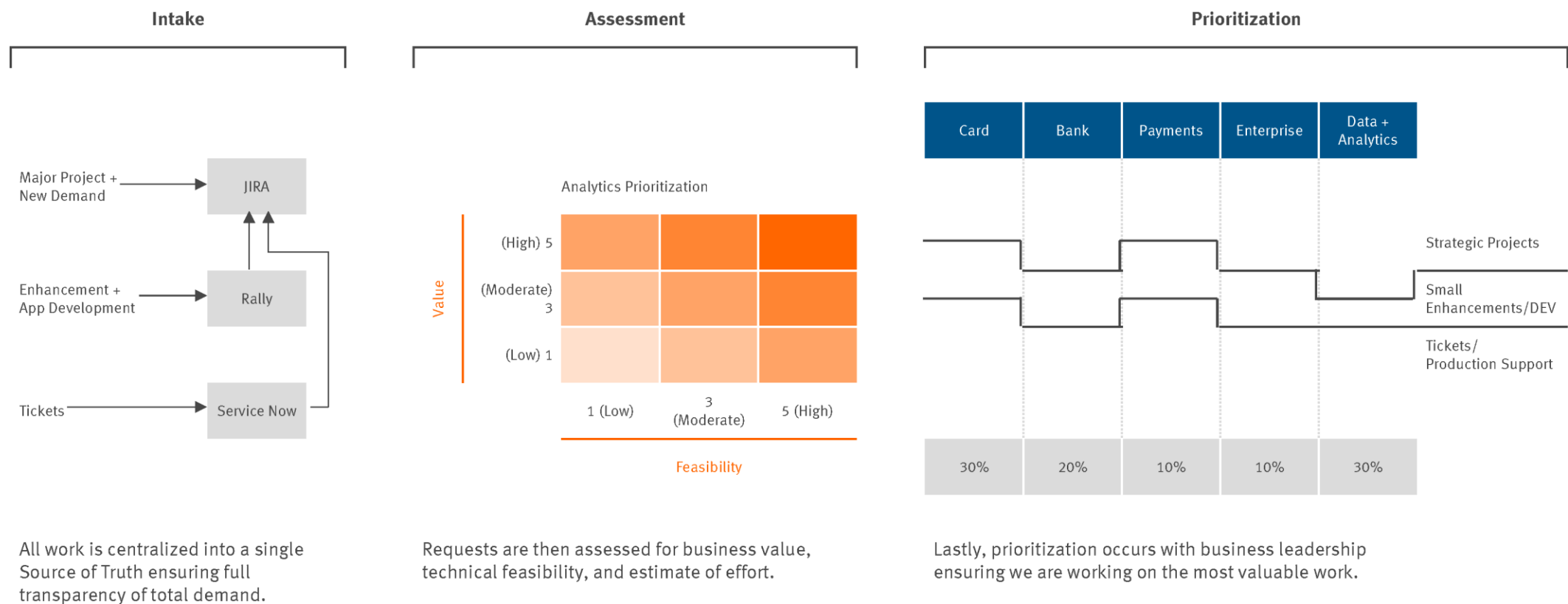
52%

Diverse

Talent Stories



We have improved our demand management process streamlining work intake while providing full transparency and driving prioritization to ensure teams are working on the highest value work.



Today we are managing analytical platforms across multiple generations of technologies. We need to consolidate to reduce complexity to create value.

Gen 3: Cloud

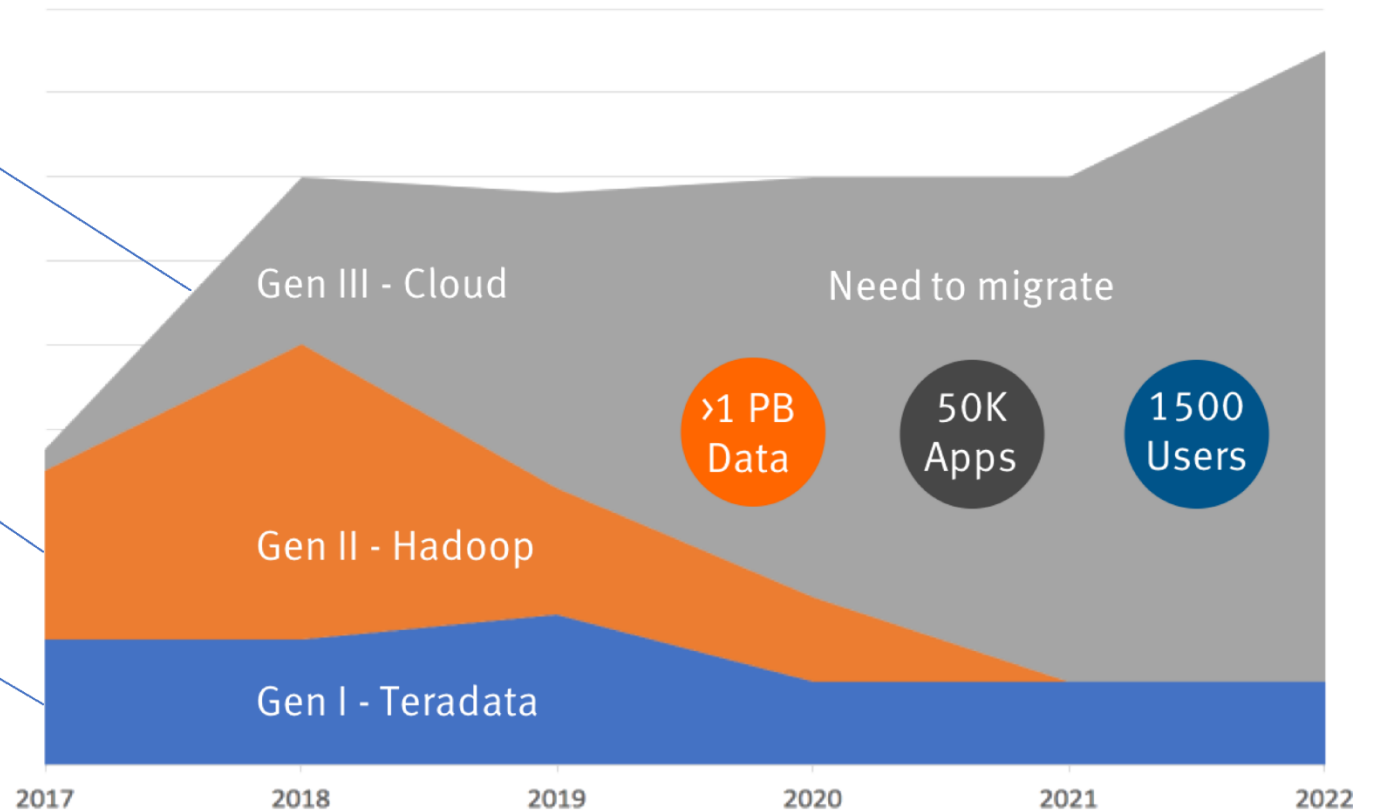
- Platforms and Services
- Data Patterns
- Security
- Automation

Gen 2: Hadoop

- Need to reduce footprint and migrate data

Gen 1: Teradata/SAS

- Supports over 90% of Analytic users/processes
- Need to improve resiliency
- Need long-term strategy/path



The Cloud Data Platform will be scalable, interoperable, and support advanced analytics needs to achieve Discover's vision.



DRIVE
Scalability
and Efficiencies

Integrating data
and operations



INCREASE
Automation
and Self-Service

Using talent, and
best-in-class tools



DELIVER
Cost-Effective
Solutions

Using open source solutions
and a shared service model



PROVIDE
Cost-Effective
Solutions

Implementing
robust governance



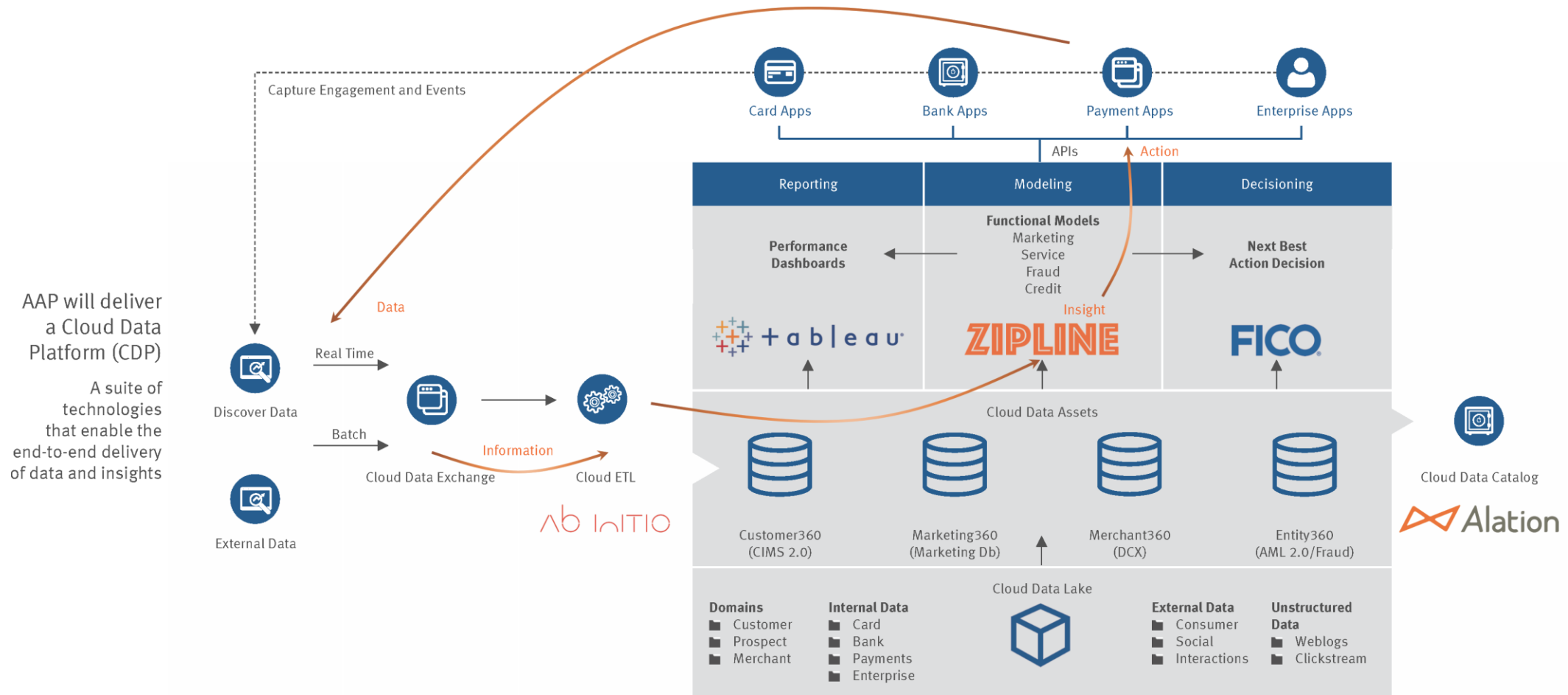
TRANSFORM
Use of
Analytics

By establishing a service-
oriented culture and building
expertise in data functions

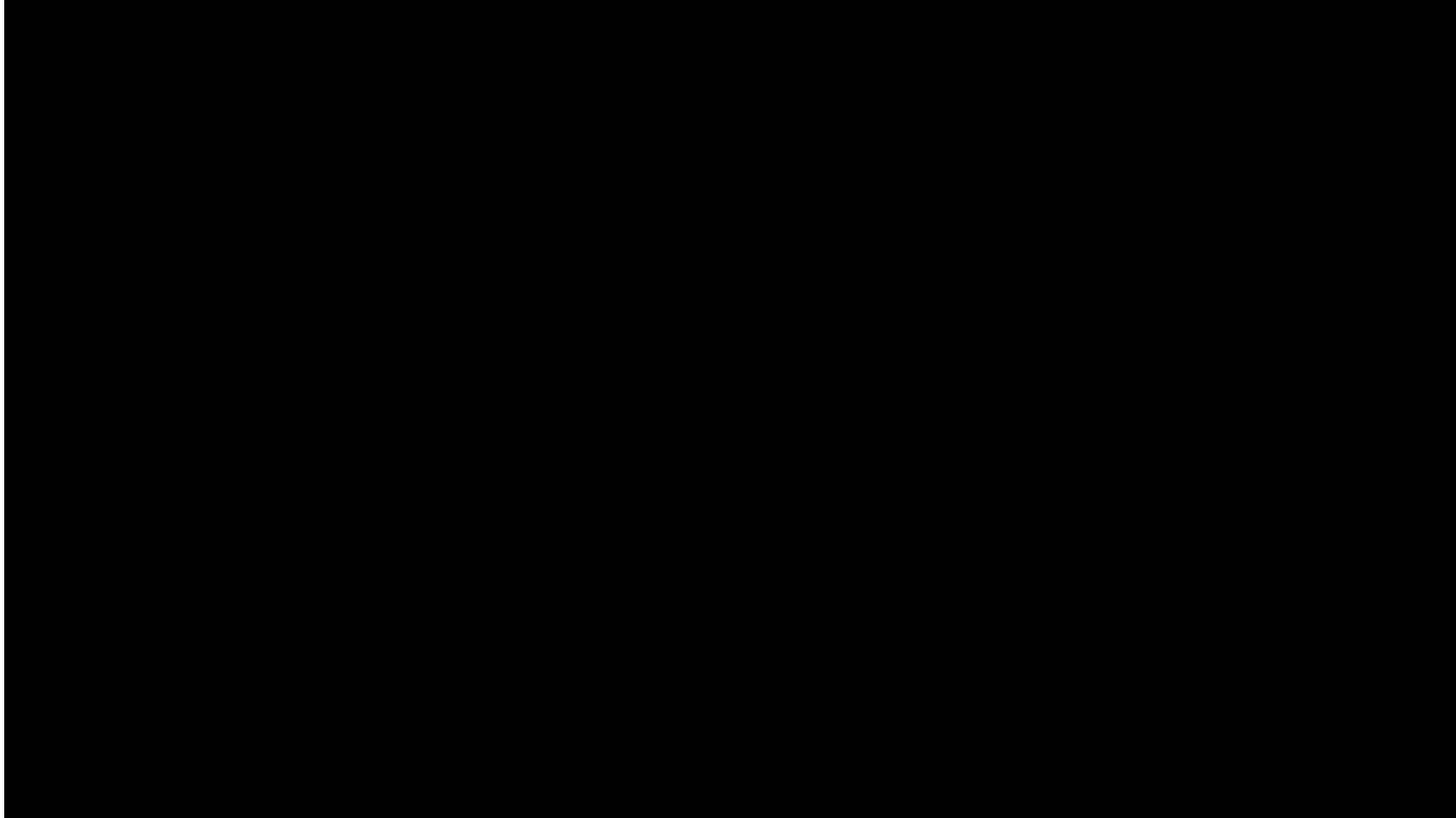
Lighthouse



Next Best Action (NBA) paradigm represents a shift from functional to personalized.



CECL



To enable analytics at scale and speed, we need invest in a new Enterprise Information Architecture with key datasets managed as strategic assets.

Current State: Challenges

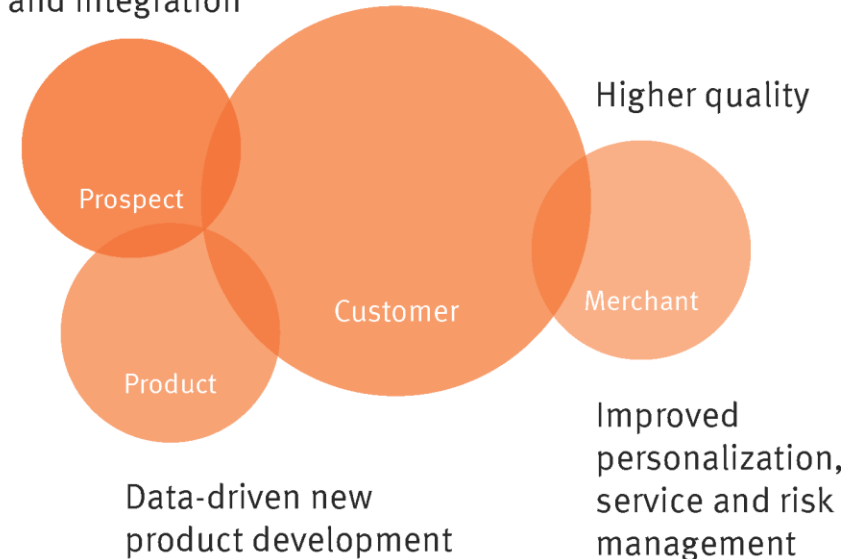
- Data replicated in multiple silos
- 80% of analyst and business time spent finding and wrangling data – too much time wasted
- No central wiki for sharing insights on data
- No central query library or reusable assets

Future State: Principles

- Designed for enterprise use
- Organized and integrated for usage
- Built from optimal sources
- Having necessary historical coverage
- With data quality enforcement
- Documented with useful business metadata
- Updated real-time/near real-time (per requirements)

Future State: Asset Hypothesis

Marketing analytics flexibility and integration





Questions?