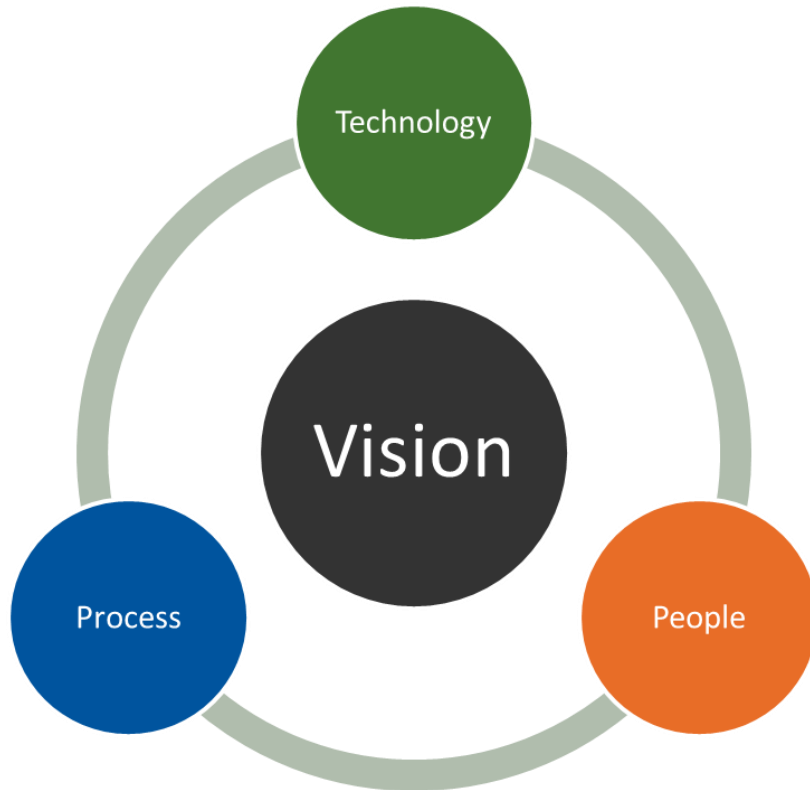




CDO Panel

Mar 7th, 2017

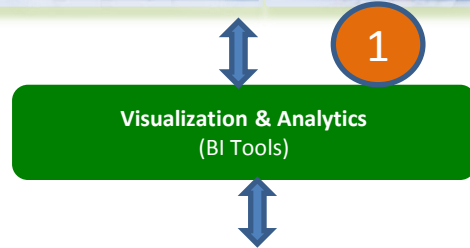
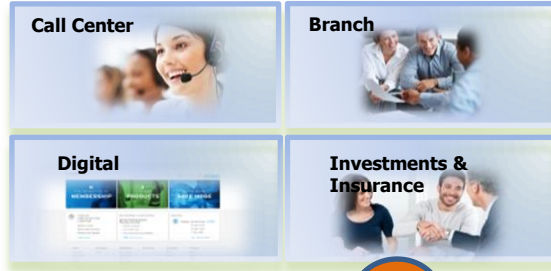
Analytics Journey



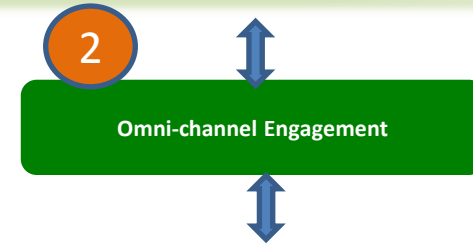
- Executive Alignment
- Organizational Alignment
- Strategy and Roadmap
- Quick wins

Digital Analytics Platform

Employees



Members and Prospects

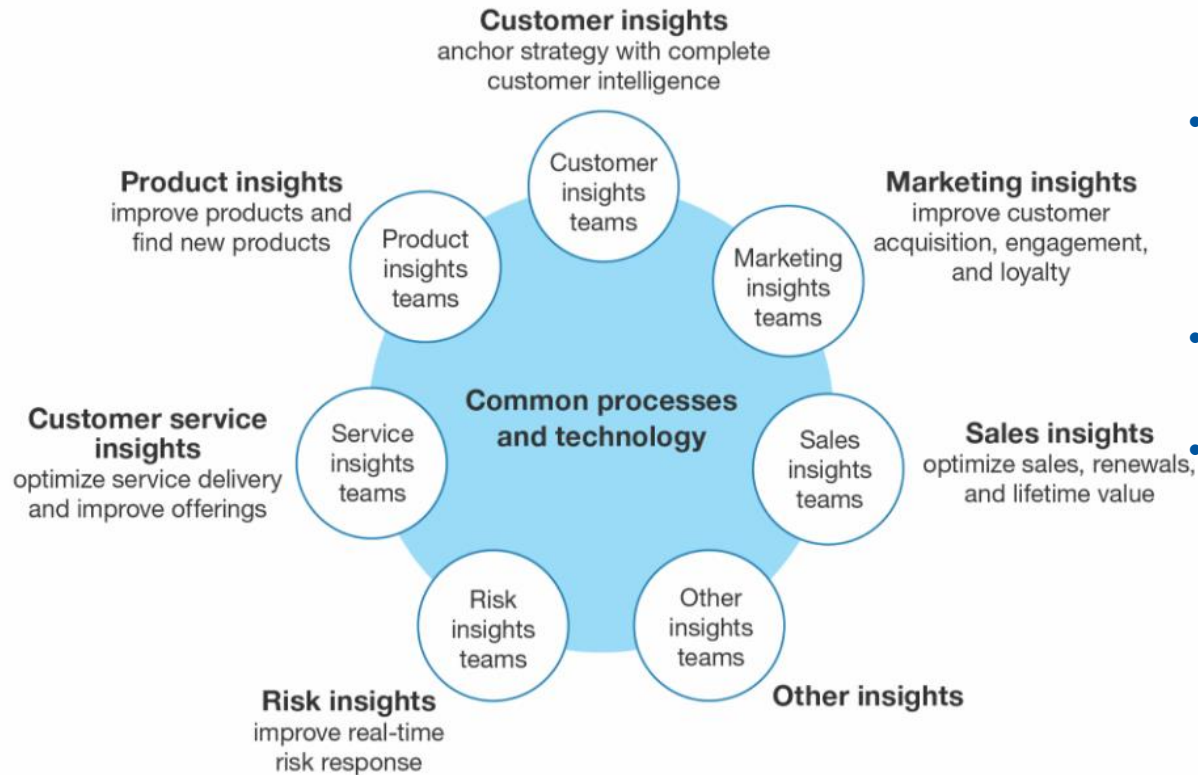


3

Data Management Platform
E.g. Centralized Database, Modeling, etc

| | | | | | | | | |
|---------------------------|----------------|-----|------------|-------|-----------|------------|-------------------------|-------------------|
| Web Analytics | OSI | MRM | Lending QB | I-3 | Maxarr | PSCU | Cview DB | Touche |
| Social Listening, Survey* | Online Banking | OAQ | Akcelarant | eFlow | Satmatrix | Live Chat* | Experian and Others ... | Other Third Party |

Organization Engagement

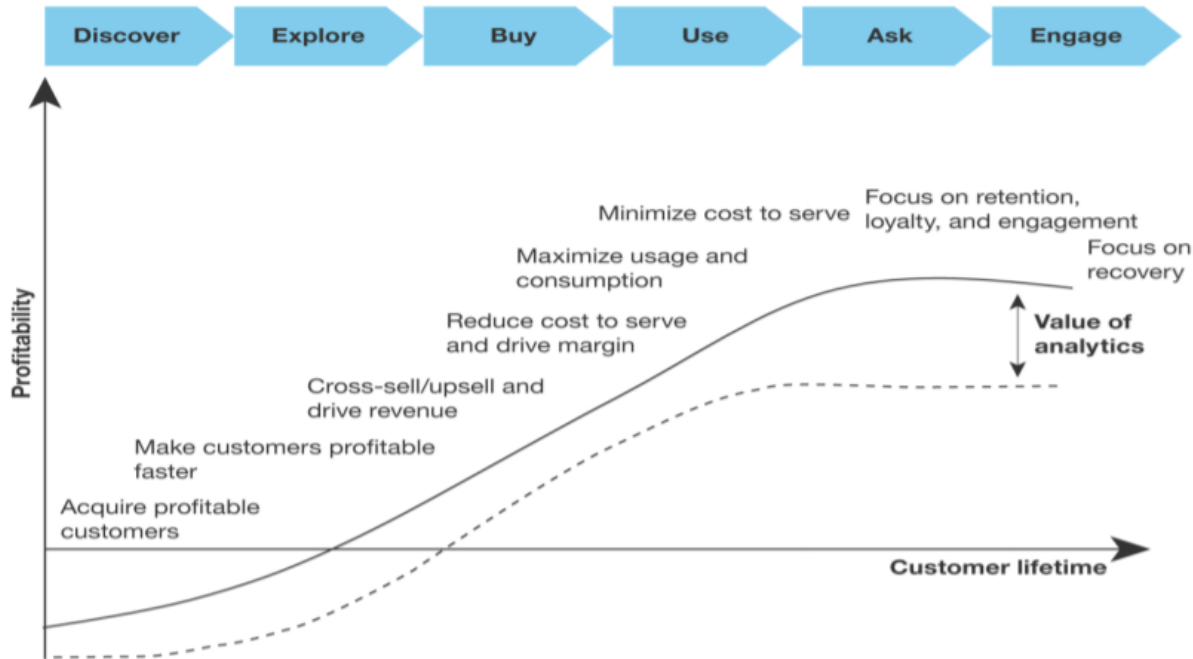


- **Business Analyst aligned with a portfolio of business functions**
- **Technology and Operational support**
- **Analysts Community**

**Source – Forrester Research Inc.*

Process

The potential value for analytics is real across the customer lifecycle



*Source – Forrester Research Inc.

- Ongoing business engagements
- Frameworks for business engagement