

Introducing Analytics on Demand

An innovative, cloud-based,
advanced data analytics solution



Cutting edge analytics at an affordable price - powered by SAS Analytics

Digital enablement, increasingly stringent regulation, the pace of technology advancement and ever more demanding customers are keeping the most successful financial services companies on their toes.

Meeting the needs of today's and tomorrow's digitally savvy customers

Financial organisations understand that success in today's challenging market is about 're-imagining' everything from a customer point of view. Business leaders know they need to become more proactive at delivering a differentiated, intuitive and streamlined customer service to both retain existing customers and attract new prospects. But understanding complex customer behaviours, financial requirements and market developments requires highly sophisticated and often complex analysis.

Maximising insight from customer data is key to success

Investing in advanced data management and analytics solutions has traditionally been prohibitively expensive, requiring significant investment in specialist skills and resources and within the reach of only the larger players. However, building societies, niche challenger banks, auto finance, credit unions and smaller insurance companies also need to take a more focused and personalised approach to data management if they are to attract new audiences and retain existing customers. Today's consumers expect a customised, enhanced and distinctive service and will vote with their feet if they don't get what they want.



Key Features

- ✓ No annual licence, minimal up front costs
- ✓ No onsite infrastructure and no IT burden
- ✓ Centralised cloud-based service delivering on demand access
- ✓ Scale capacity according to requirements
- ✓ Streamlined data management with the ability to consolidate information from all sources across the business
- ✓ Reduced risk as a fully supported off site solution

Ending the dependency on spreadsheets and manual processes

All too often, systems and processes in these specialised organisations have evolved over time. Information is frequently held locally across different business areas, requiring complex spreadsheets and manual processes to make sense of the data and enable critical business decisions. This worked fine in the past but capturing the interest and attention of today's new and restless digital native audience requires a whole new way of thinking, working and operating.

Gaining a holistic view of all customer information

What's more, relying on fragmented information sources means that a holistic view of all customer information simply isn't possible, hampering the ability to take insightful decisions and positive action. This, coupled with the increasing complexity of regulation (for example, GDPR and PSD2) is adding on even more pressure for organisations to store, manage and use their data much more effectively.

What's needed is an easy, accessible and cost effective way for specialist financial services organisations to generate greater insight from their information so they can become more customer-centric and proactive. That's where Analytics on Demand from Sopra Steria can really add value.

What is Analytics on Demand?

Real time access to and analysis of all customer data

Sopra Steria's Analytics on Demand solution is a cutting edge, advanced data management and analytics solution. Powered by market leading SAS Analytics, Analytics on Demand provides real-time access to essential customer data and information across the entire business operation. This empowers more insightful and strategic decision-making to ensure organisations get ahead and stay ahead of the competition.

Affordable cloud-based analytics available 'on demand'

Analytics on Demand offers a totally new way to access truly advanced analytics software. Available as a cloud-based service with **no annual licence fees, and no on-site infrastructure or costly staff training**, Analytics on Demand offers a streamlined, fully supported service from experienced data professionals that delivers added value, agility and flexibility from day one.

Game changing analytics with extensive in-built functionality

Analytics on Demand is a 'game changer'. For the first time, specialist firms can compete on a level playing field with their larger competitors and gain early access to advanced analytics. It empowers organisations to combine their customer data with powerful analytics resulting in deeper insights of customer lifetime value, propensity, attrition and credit risk modelling.

- **Real-time Customer Intelligence (CI) capability:** Get more value from your inbound, real-time customer interactions by going beyond what a simple rules or recommendation engine can provide. Enabling highly relevant, interactive offers based on automated analytical techniques, not 'gut feel'. What's more, combining decision logic with powerful analytics provides much deeper, automated insights from things like customer lifetime value, propensity, attrition and credit risk modelling. And get much higher response rates than standard outbound batch promotions can provide.
- **Advanced Credit Scoring Solution:** Combined data management, analytic and reporting capabilities provide a powerful credit scoring solution that allows us to develop, validate, deploy and track credit scorecards faster, cheaper and more flexibly. This enables well-informed credit decisions and better assessment and control of risk.

- **Powerful Multi-channel Marketing Automation:** We can get more campaigns out the door in an automated, trackable and highly repeatable fashion which helps you increase retention and growth of current customers and boost your new customer acquisition rates, leading to a better return on your marketing investments and a healthier bottom line.
- **Single, fully integrated Data Management Platform:** Analytics on Demand comes complete with an integrated banking analytical data model, access to data from virtually any system in any form, including unstructured and semi structured data and embedded data quality.
- **Advanced Visualisation and Analysis:** Benefits include interactive reporting, visual data discovery, self-service analytics, scalability and governance, and build descriptive and predictive models using either a visual drag-and-drop interface or a programming interface. All from a single, powerful in-memory environment.
- **Powerful data mining and model management capability:** An environment with more predictive modelling techniques than any other commercial data mining package, allowing us to build descriptive and predictive models providing insights that drive better decision making. Streamlining the data mining process to develop models quickly. Create better-performing models using innovative algorithms and industry-specific methods. Understand key relationships. And find the patterns that matter most.

Key Benefits

- Ability to deliver a more intuitive and personalised customer experience
- Higher quality and timely decision making, even in high volume environments
- More impactful and automated 'next best action' and decision making
- Ability to choose the best offer, channel and time for each customer, every time
- Enhanced growth potential - in both performance, profitability and revenue
- Assurance of on-going and future-proofed compliance capability
- Low total cost of ownership with no on-going maintenance or infrastructure
- Puts an end to the often siloed 'spreadsheet' approach to managing data



About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development and Business Process Services. Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

+ 37,000
people

+ 20
countries

+ 45
years' experience

Get started - at the 'right scale' for your organisation

Critically, Analytics on Demand doesn't require a huge investment in time or resources. Organisations can start 'small' with a particular focus area to support key business drivers and add additional data sources to meet specific priorities as and when needed.

Why Sopra Steria?

Analytics on Demand comes with all the assurance of Sopra Steria's banking and data management knowledge and experience, enabling specialist financial services organisations to confidently take a 'step change' in their customer analytics capability.

- We are the only provider of advanced, cloud-based SAS Analytics, delivering a low cost and scalable solution for small to medium sized enterprises
- We have a track record of delivery and transformational capability
- We are trusted by the FCA to design and deliver vital regulatory solutions with in-built security, resilience and flexibility

Interested?

Come and talk to us to find out how our advanced and innovative cloud-based Analytics on Demand service can help you to make better, more insightful decisions and deliver an enhanced customer experience. Or come along to one of our Digilabs to discuss your priorities and see for yourself what we can do for you.

Call Ross Hignett (07714 097100), Hadley Christoffels (07808 775280) or visit our web page on www.soprasteria.co.uk/analyticsondemand



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