



2016

21 A 23 DE JUNHO TRANSAMERICA EXPO CENTER SÃO PAULO - SP

Reaching the edges
Paul Van Siclen, Qlik







Agenda

- Global Survey Results
- Traditional Reporting v. Associative Experience
- Top 12 Analytics Use Cases in Financial Services





Global Survey Results





Qlik Q WSJ. INSIGHTS



Wall Street Journal, Deloitte and Qlik Global Survey



- 52% plan to carry out a major transformation
- 57% prioritizing customer facing functions
- 83% / 5% increase in Annual Revenue



52% plan to carry out a major transformation

What best describes what you are likely to do to improve data analytics or optimization in the next two years?

% of all respondents (n=300)

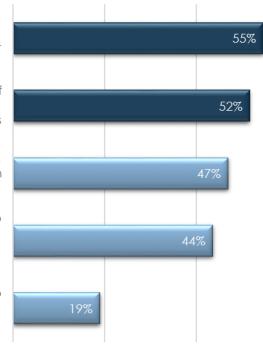
While broadly expanding the volume and variety of information available across the organization, we plan to prioritize customerfacing functions

We plan to carry out a major transformation of our entire analytics function to enable it to contribute greater value to business outcomes

We plan to invest in new data infrastructure, including delivery platforms to reach users in every part of the organization

We plan to engage business unit leaders to determine how each function can benefit from improved access to insights from analytics

We plan to substantially enhance our ability to deliver insights from data analytics to every part of our organization





57% prioritizing customer facing functions

What functions/departments would experience the greatest benefit from greater access to analytics insights?

% of all respondents (n=300)

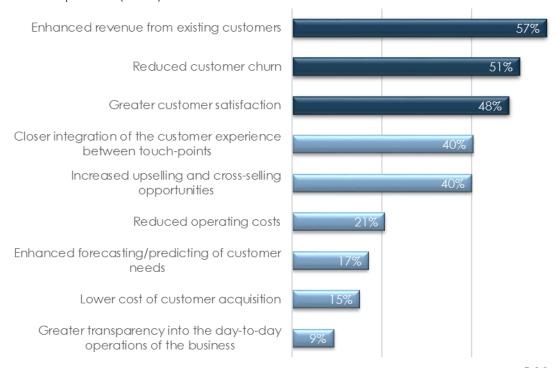




83% of respondents agree - 5% increase in Annual Revenue

What would be the primary benefits of granting greater access to analytical insights to customer-facing employees?

% of all respondents (n=300)



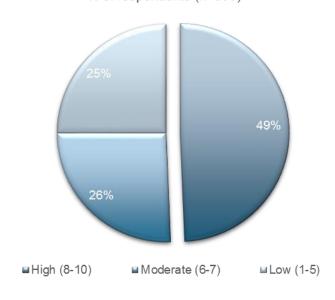
Q10



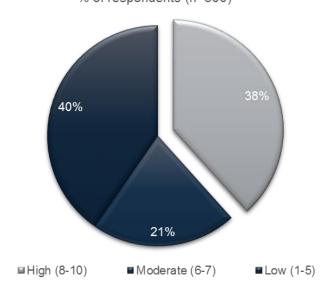
Gap in Confidence - Leaders v. Employees

Q7

Leader confidence in using data well % of respondents (n=300)



Employee confidence in using data well % of respondents (n=300)







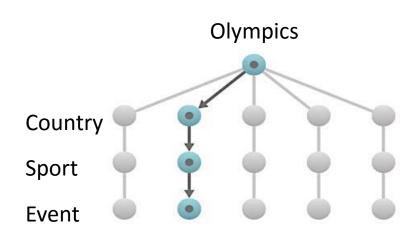
Traditional Reporting v. the Associative Experience





Traditional Reporting





- Hierarchical based; Pre-aggregated
- User forced to pre-conceive analysis; pre-designed drill path
- Manually Intensive; difficult in changing environment

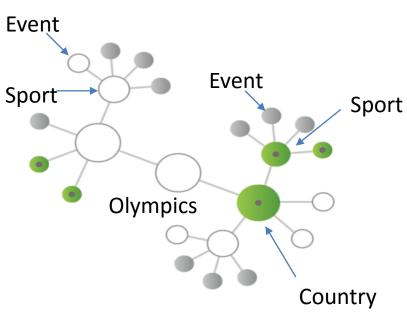






Associative Experience





- Multiple source systems
- Exploration, Search and Drill to Detail
- Scalable, Repeatable and Governed





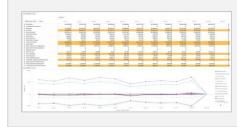


Demo

Top 12 Qlik Solutions in Financial Services



Loan portfolio performance



Profitability attribution



New business volume and pricing

Credit pipeline analytics and forecasting



Financial Services



Limits and exposures

Counterparty credit risk and CVA



Sales performance

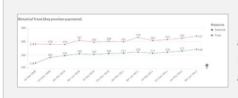
Branch performance

- Over 3,500 Financial Services
 Firms across the globe
- √ 47 out of the Top 50



Regulatory submissions

Scenario modeling and stress testing



Underwriting and pricing rating factor analysis



Claims management and analytics