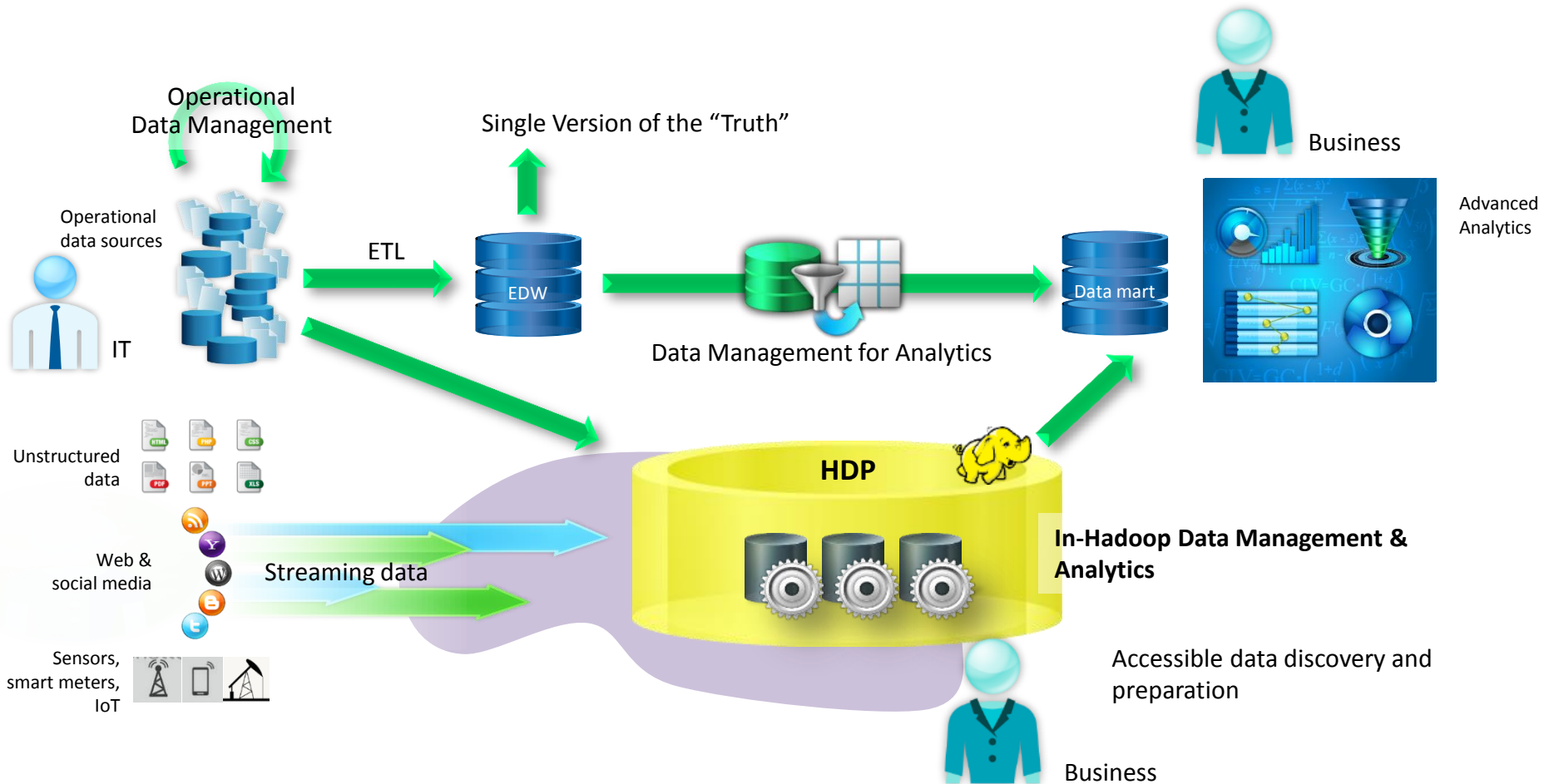


Governança de Dados na Era do Analytics

Rodrigo Africani
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Data Management for Analytics



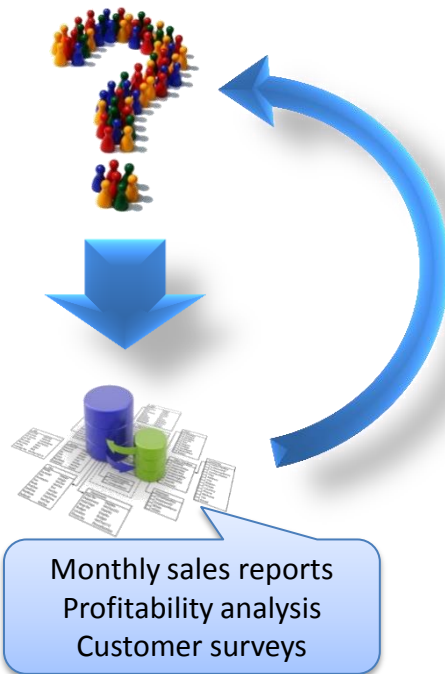
Gestão de dados - Approach

Traditional Approach

Rigid & Repetitive Analysis

Business users
determine what
question to ask

IT structures the
data to answer
that question

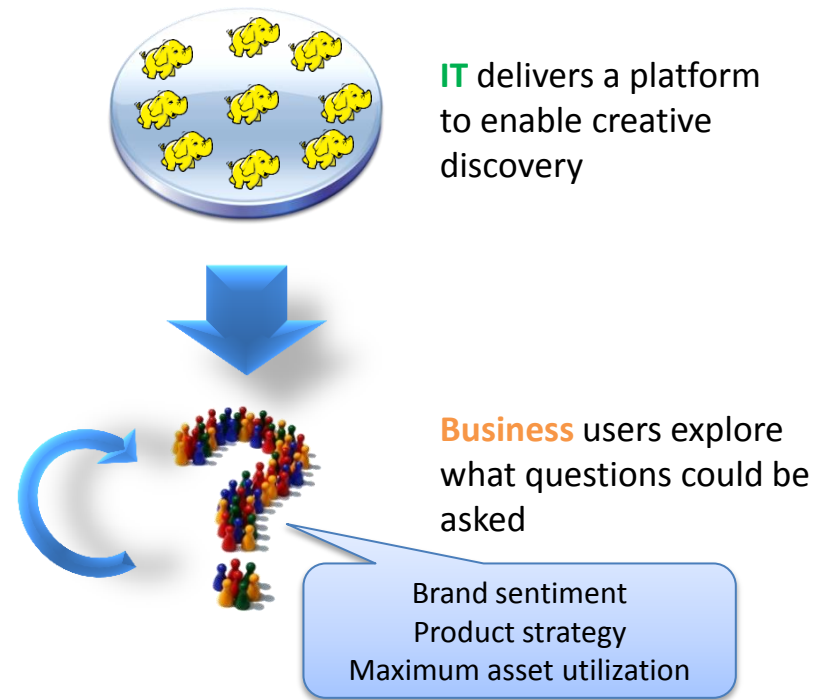


New Approach

Iterative & Exploratory Analysis

IT delivers a platform
to enable creative
discovery

Business users explore
what questions could be
asked



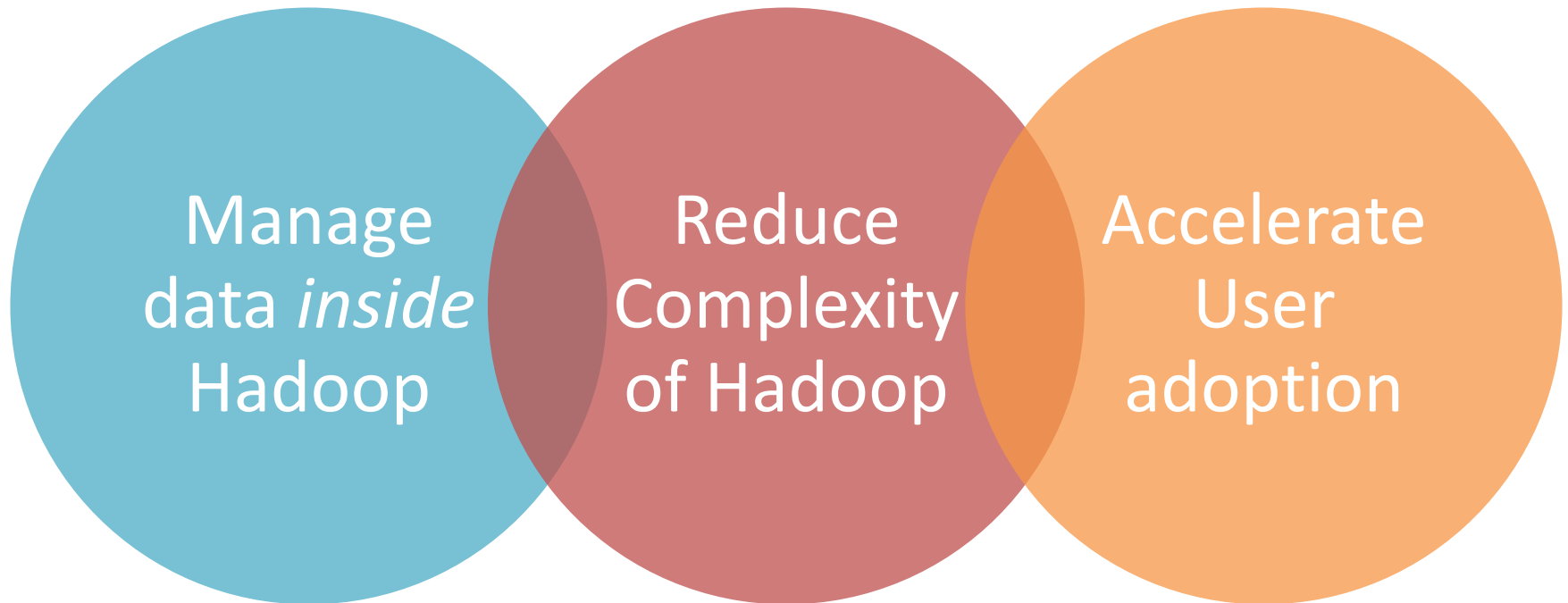
Analistas de Mercado

RECOMENDAÇÃO

“O uso de ferramentas interativas (self-service) para preparação de dados aumenta a produtividade dos analistas” e “melhora a qualidade de dados”

– Gartner, *“Data Preparation Is Not an Afterthought”*

Exploração de dados - “Self-service”



Streaming Analytics



... it is about applying **analytics** while the data is **in motion**

Cases - Banking

BUSINESS ISSUES

- Grow revenues in emerging markets by winning new customers.
- Reduce costs by using Hadoop to its maximum capabilities.
- Modernize the business intelligence hard copy reporting: Move analytic capacity closer to the decision. Provide access to large data sets.
- Access exceptionally large data, provide an easy user interface for all employees to utilize analytics.

SOLUTION

- [SAS® Data Loader for Hadoop](#), [SAS® In-Memory Statistics](#); [SAS® Enterprise Model Management](#); [SAS® Data Management Advanced](#); [SAS® Visual Analytics](#); [SAS® Visual Statistics](#); [SAS® Factory Miner](#); [SAS® Decision Manager](#); [SAS® Scoring Accelerator for Hadoop](#); [SAS® High-Performance Data Mining](#); [SAS® High-Performance Text Mining](#); [Credit Scoring for SAS® Enterprise Miner™](#); [SAS® Office Analytics](#)

RESULTS

- Provides new customers with a more real-time holistic digital experience.
- Saves over \$125 million by consolidating the IT infrastructure to a new Hadoop environment.
- Provides a consistent management information interface - in order to provide executives with simulated impacts and other real-time analytic insights on customer data.
- Provide data governance, lineage and standard IT processes for regulations.
- Improve analysts' efficiency - gains by 30-40 percent

PARTNER

- [Hortonworks](#)

Commerzbank - Modern Multi channel bank

- Advanced business rules to interact with the customers in real-time
- Delivering personalized content into every marketing channel
- Using standardized scores for all customers (e.g., channel preference)
- Closed loop marketing - Centralized contact and response history
- Customer interactions across all channels

*"In our **Private Customers** business we intend to establish a **modern multi-channel bank** which unites innovative technologies with traditional values such as fairness, trust and competence."*

