

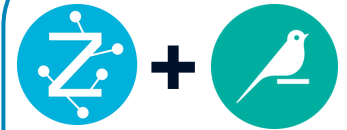
# Industry Solutions – Financial Services

## Customer Segmentation



### THE PROBLEM

23% of banking customers left their bank because “because they didn’t feel their primary bank offered all of the services they needed.”



Built using Zetaris & Dataiku

### THE CHALLENGES

#### GETTING DATA READY FOR ANALYTICS IS BOTH SLOW AND EXPENSIVE



Data is in a multitude of formats



Data has variable quality



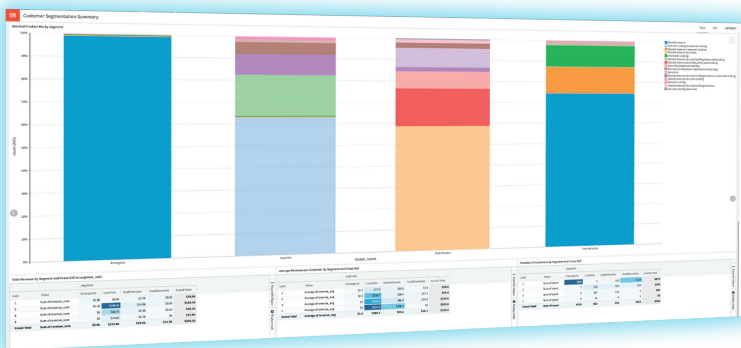
Data lives in different environments



Traditionally takes 6-9 months to implement

### THE ZETARIS/DATAIKU CUSTOMER SEGMENTATION SOLUTION IMPLEMENTED IN FOUR WEEKS

#### Statistical analysis of customer segmentation



- ✓ Instant access to all of your siloed data in one pane of glass
- ✓ Zetaris Unified Semantic Layer for Financial Services transforms raw data into a single source of truth for analytics
- ✓ Real-Time fine grained security control and data governance
- ✓ Re-use your Zetaris prepared data for any use case

### THE IMPACT

THE ZETARIS UNIFIED DATA PREPARATION STUDIO MAKES YOUR DATA ANALYTICS READY

60%

reduction in engineering labor costs

6x

increased speed to market of projects

100%

data governance and access control