

Industry Solutions – Financial Services Next Best Offer



THE PROBLEM

How to successfully increase cross-selling and upselling opportunities through the identification of the most relevant and personalized product or service recommendations for customers.



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 NEXT BEST OFFER SOLUTION

IMPLEMENTED IN FOUR WEEKS



- ✓ 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