Always On, Always Learning

Business Scenarios and Key Capabilities of dataSense

No Surprises: dataSense uses a combination of Math Algorithms and Event Processing to build a picture of your organization's data.

Problem

This use case centers on a global bank that had a $20m USD failure to deliver a program of change because **"data processing"** had "changed" without the impact being communicated. [1,2]

Impact

1. Failure to deliver a program of change
2. Loss of $20m
3. Unknown impact blindsided from lack of visibility on data
4. Opportunity cost and loss of time

How dataSense Helps

dataSense maintains data about what your data is, where your data is and who is using your data. One significant use case for dataSense is to ensure that your organization does not get unwanted disruption to your clients, processing, and reputation.

dataSense would have alleviated this problem as it would have alerted consumers and users of the data that its "data processing" had changed and that they would be impacted. [3,4]

Expected Outcome

$20m could have been saved instead by using the resources required to make things right that ultimately failed. Now it can be achieved in a short amount of time.

Note: Numbers in superscript correspond to key capabilities of dataSense in the last page.

Internal Data Abuse (Theft): dataSense complements your organisation's existing processes and controls to capture unexpected things.

Problem

In this use case, a large multinational bank made national headlines because it was not identifying data flows as they changed.

This resulted in the bank being unable to "remit" USD payments for a period of time. Data from a system had been taken into the "USD Payment Process" without the owners of that data being informed. This had been processing for months before a change in the data broke the USD Payment Process, causing the bank to make national headlines. [3,4]

Impact

1. Loss of reputation
2. Loss of public trust and reliability
3. Exposed its vulnerability
4. Customer becomes the victim
5. Deploy resources to rectify the situation
6. Unable to ascertain what other data has been compromised

How dataSense Helps

dataSense has the ability to

1. Track and identify normal data flows in your organisation; when new data flows are identified, they are alerted to relevant stakeholders.[1,2]
2. Identify the data in question being added to the USD Payment Process, notification would have been sent when the data was identified. [1,2]

Expected Outcome

The incident could have been completely avoided. dataSense is able to detect and capture data changes and triggered Smart Alerting for action, which could have prevented such incidents from happening.

Digital fingerprint and data catalogue will be allowed the investigation to identify quickly, what data is it, what had changed, and who changed it.

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Client Experience: dataSense actively monitors data as it moves from system to system, so that you always have an up-to-date record of what is where.

Problem

A large multinational bank was unable to roll out nor onboard more clients until it was able to improve GDPR handling of requests.

The current process took up to 30 days to gather PII data about individuals' GDPR requests. [2,6]

Impact

Do everything for nothing

1. Loss of Business. Clients could have engaged the service of other banks due to urgency or fast and lucrative offers.
2. Wasted effort of 30 days for cases that did not convert into business due to opportunity loss.
3. Ineffective methods of conducting searches and checks to bring in business due to limitations to overcome the regulations.

How dataSense Helps

dataSense maintains an internal record of what PII data has been found in each system. This allows the GDPR team in the multi-national to identify 99% of PII data within minutes whilst on the phone with clients. [2,6]

This significantly increased the organization's reputation and unblocked the rollout and onboarding of new customers.

Expected Outcome

The cut-down from 30 days to 1-2 days allows the bank to be ahead of others speed and accuracy-wise. It uses less manpower to do more. They can easily scale due to the massively reduced administration matters spent to conduct findings and processes.

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"Reducing costly reviews and increasing trust"

Funds Onboarding: dataSense identifies the existence and state of data in your systems and processes, this maintained a list of what is where.

Problem

The bank's processes to onboard new Equity Funds are complex and proliferated with manual and semi-automated processes. It is a time-consuming and inaccurate job to build a view of what funding is enabled for use by a client across the multiple departments within the organization. Complexity ranges between front office, middle office, back office, and regional complexity. Client or customer type also impacts the process. [1]

Impact

1. Massive time to put data together to make sense out of it, from multiple systems, multiple data capture at different times, to consolidate and organize before performing analytics on the funds that can be used.
2. To address the different types of Customers, the same amount of huge effort has to be repeated to cater to a different audience.
3. The data that was extracted also has to be well maintained and validated to make sure the data are relevant and up to date.

How dataSense Helps

dataSense has the ability to

1. Identify a "fund" across multiple systems and maintain a state of the fund, enabling the various stakeholders to understand when the fund can be used. [2,3,5,6]
2. Predict how long the fund will take to be onboarded as it maintains a baseline of activity. [2,3,5,6]
3. Capture accurately, when a fund onboarding becomes blocked then notifications are generated. [2,3,5,6]

Expected Outcome

dataSense maintains the consistency of data without humans. It is able to get the desired data in a short time frame, to achieve the desired results, knowing that the data are accurate. There is no need to perform repeated tedious search processes across multiple systems. SMEs can use the data presented as facts and not be subjected to individual interpretations or opinions by drawing relevance.

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Key Capabilities of dataSense

1. ROI on data and estimated cost savings of over 300%
   - Data discovery: Detecting data you never knew you had. With real data insights, dS can be applied to support analysis, reporting and regulatory compliance requirements. Reduce the cost of data duplication and data footprint is kept to a minimum.

2. Accelerates data investigation, reduces weeks of effort to minutes – Complimenting the data and digital strategy of the organization
   - Data Journey: Visualise not only your data lineage but how your data flows around your organisation. dataSense (dS) uses AI/ML to model your data without human intervention, as data changes and volumes increase no need to change code or configurations, future-proofing your strategy.
   - Data Content Catalogue: Management of data from multiple business views and business areas, stitching legacy and new data together into a singular unified view. Data content focused.
   - Data changes, new, missing and data combinations alerts published as they occur.

3. Releasing valuable SME resources, achieving a high level of consistency – Allowing resources who have to maintain consistent data mappings on a regular basis, to focus on greater value-added activities. dS automatically take care of providing and maintaining the highest level of consistency required to support the data and digital strategy of the organization.

4. Protecting your high-value data assets – Real-time data alerting supports data quality identification, tracing anomalous activity, and ensuring data governance and provenance; allowing users to be informed when issues occur.

5. Deployed in days, results in weeks – Non-invasive deployment and seamless integration within weeks, quick to implement, simple to use, at the right price point by your own staff thereby reducing time to value for our clients.

6. Providing context and relevance, supporting all operational topology – Enabling users to search and find the key high-value data assets, with confidence and viewing the actual values in the right context and not a set of interpreted mappings or metadata framework, viewing the facts.

How are we different?

dataSense complements metadata platforms, by creating an operational view of the data out of the actual data and not metadata. dataSense bridges the gap between business glossary, the operational data, and the technical metadata, augments and completes the governance framework.