Making Every Connection Count

DST’s Applied Analytics Group

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Helping customers leverage data to make informed business decisions.
How valuable are traditional success measures?
- Limited view of the customer
- Based on historic view
- No action taken
90% of the world’s data was generated in the past 2 years

-U.S. Chamber of Commerce Foundation, 2013
...it’s allowing us to solve old problems...
...in new ways!

- Limited view of the customer
- Based on History
- No action taken

- Comprehensive view
- Based predictive models
- Inspires ACTION!
July 14, 1946 — The Williams Shift
Are your connections based on science?
...or art?
“Asset managers are woefully behind the curve in using data and advanced analytics...”
Data Science combines:

- statistics
- applied mathematics
- computer science
- engineering
- data visualization

and deep industry expertise
Data Science Toolkit

- Benchmarking
- Noise to Signal
- Predictions
- Recommendation Systems

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Insight into Action

- Benchmarking
- Personalized Scorecards
- Targeted Recommendations
- Customer Journey Management
- Product Optimization
“Asset managers who can quickly and effectively invest to build and deploy analytics will be armed with a powerful competitive advantage…”
Thank you.

Jeff Carroll

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