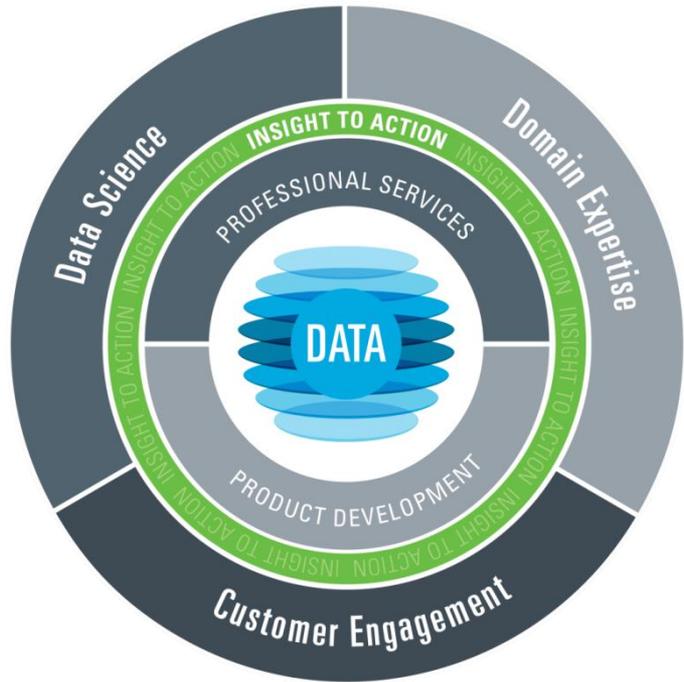


Making Every Connection Count

DST's Applied Analytics Group

December 2014



Helping customers leverage data to make informed business decisions.

DST Applied Analytics Group

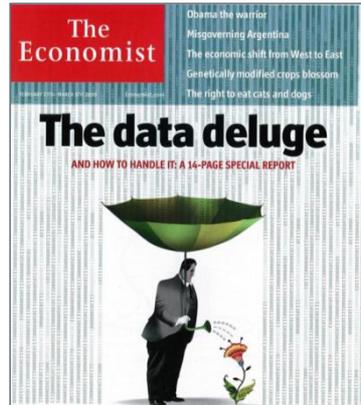


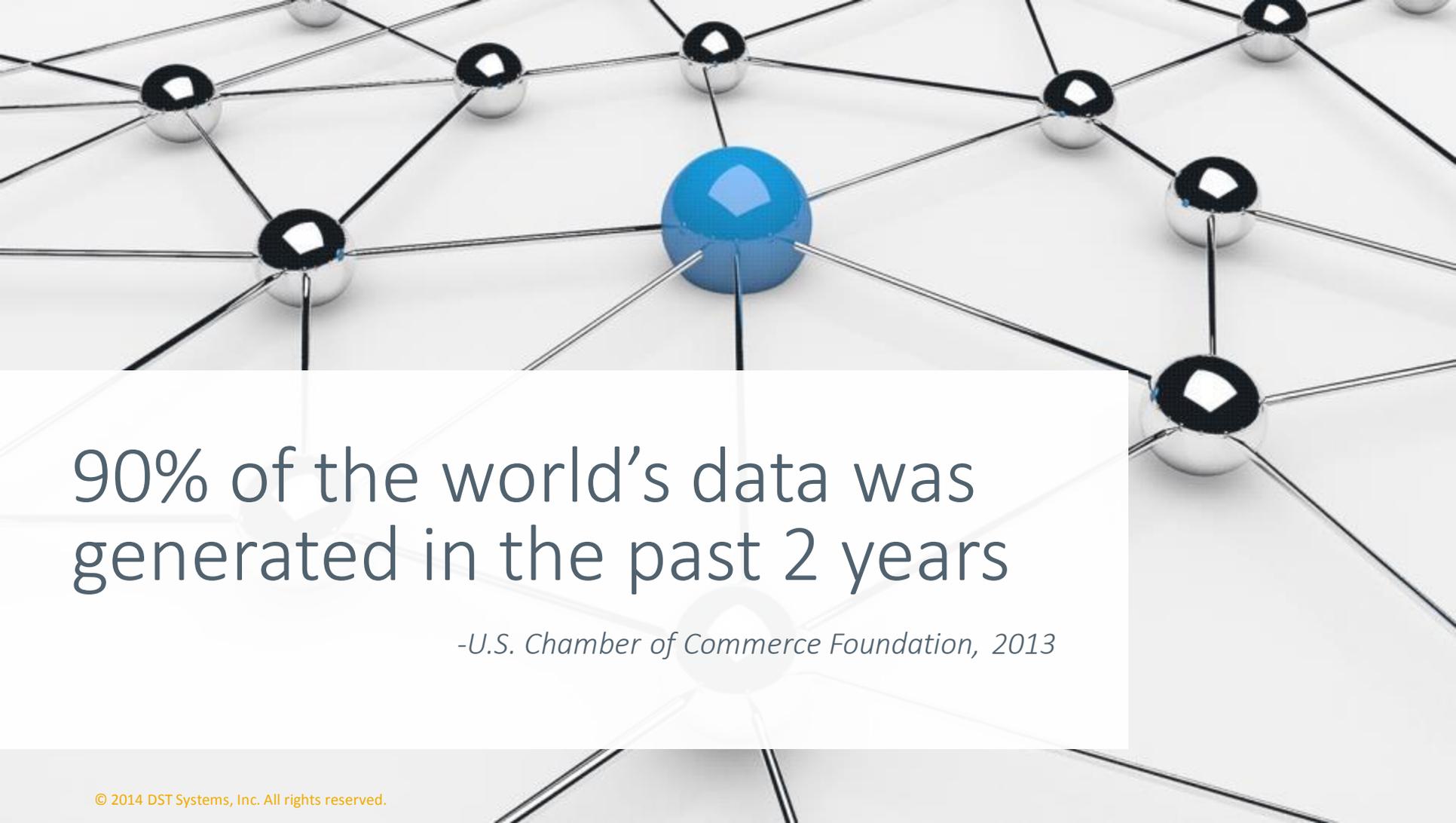
How valuable are
traditional success measures?

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



Retirement





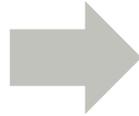
90% of the world's data was
generated in the past 2 years

-U.S. Chamber of Commerce Foundation, 2013

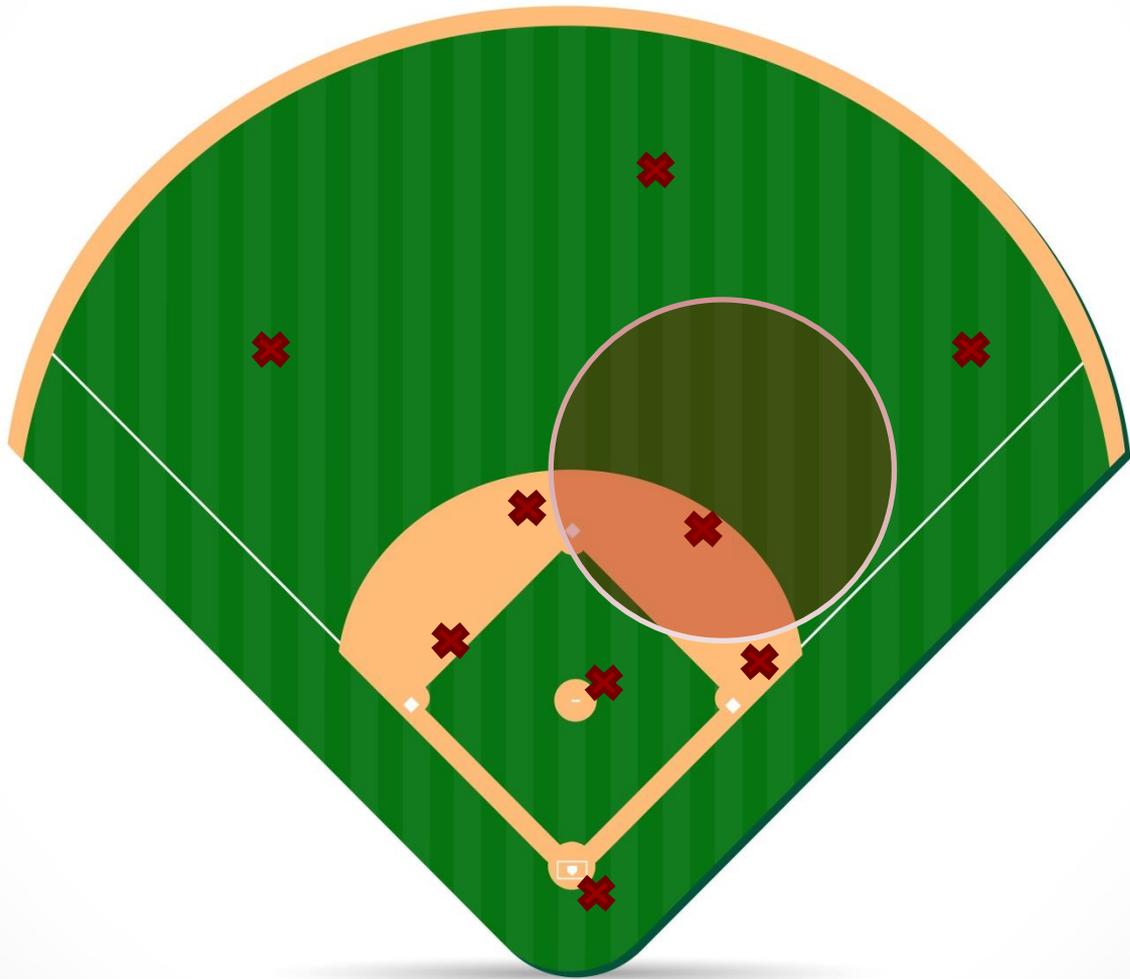
...it's allowing us to
solve old problems...

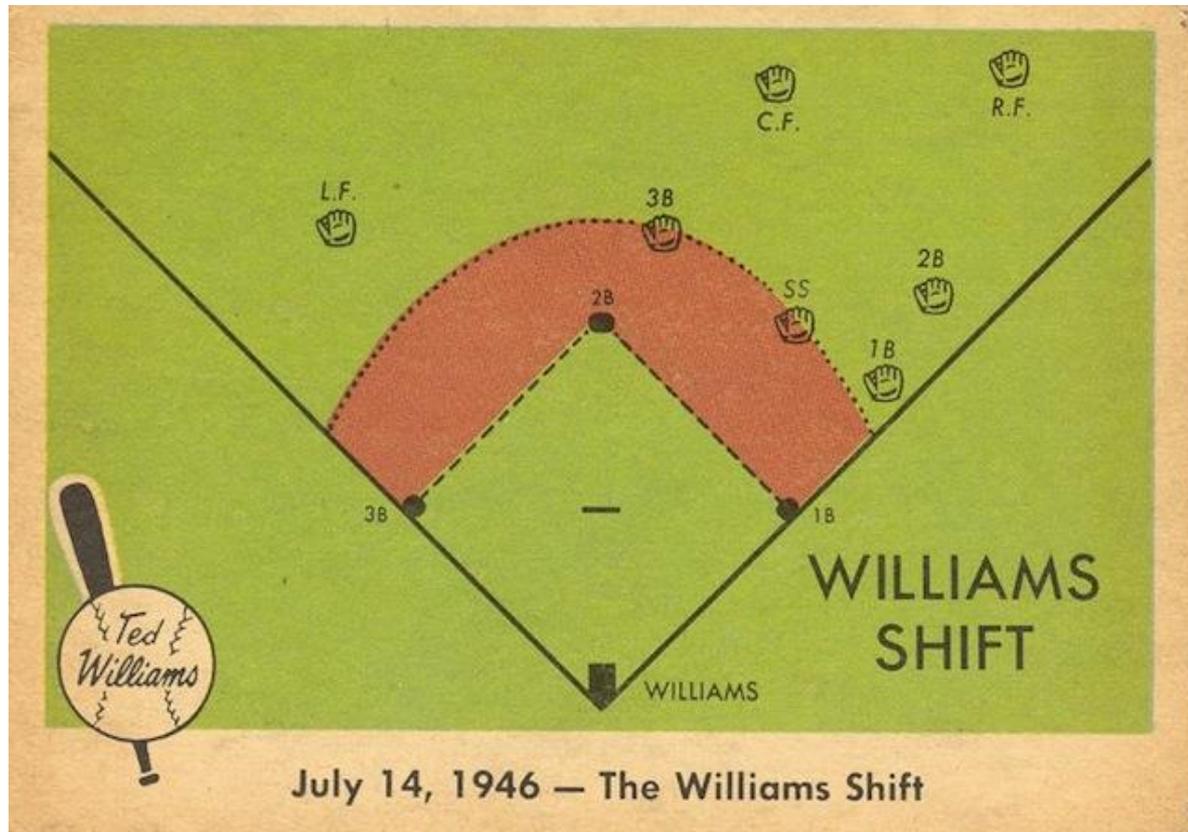
...in new ways!

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



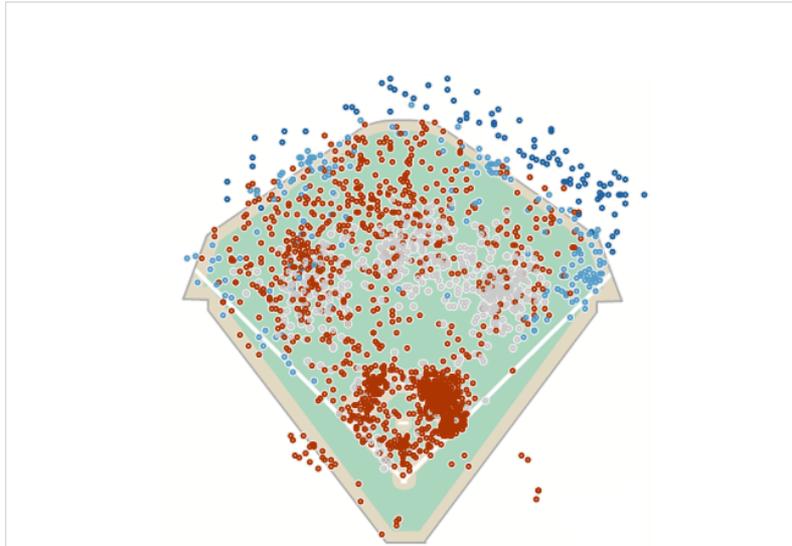
- **Comprehensive view**
- **Based predictive models**
- **Inspires ACTION!**





Date 4/10/2010

Batter Alex Gordon



Stand (All)

Pitcher (All)

Throws (All)

Pitch Type (All)

Batted Ball Type (All)

RunValue (All)

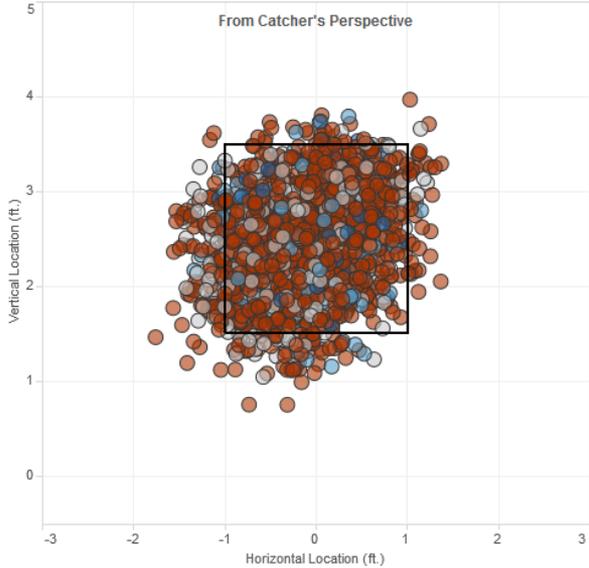
Vertical Location (ft.) -1.745 5.187

Horizontal Location (ft.) -4.69 2.435

Velocity 33.1 103.5

Angle -100.0 100.0

Distance (ft.) 0.0 516.1



Created by Bill Petti | Data and assistance from Jeff Zimmerman

Data through 10/29/2014

# batted balls	RunValue	RunValue/100 batted balls	Avg. Distance (ft.)	Avg. Angle	Avg. Horizontal Location (ft.)	Avg. Vertical Location (ft.)	Avg. Velocity
2,123	133.5	6.3	193.6	7.4	0	2	87.9



Are your connections
based on science?

...or art?



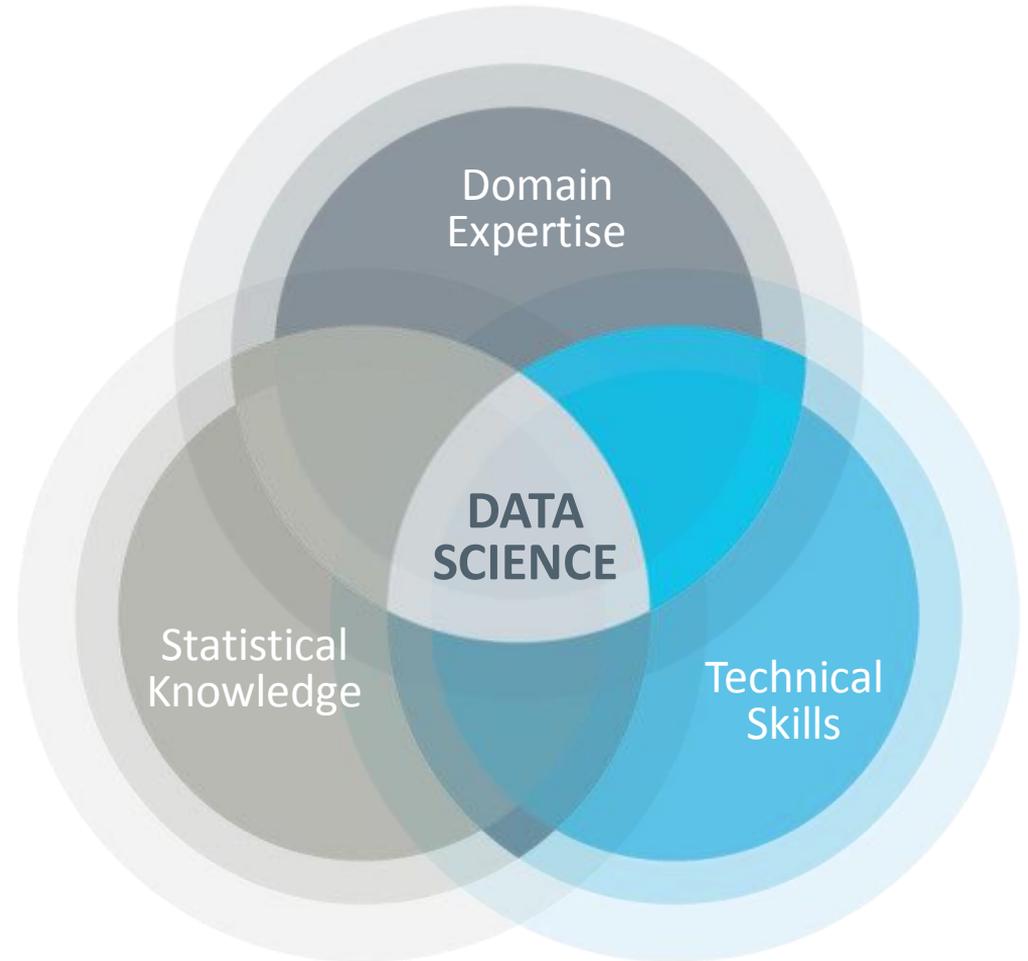
*“Asset managers are **woefully behind the curve** in using data and advanced analytics...”*

McKinsey & Company, *Blending Science with Art to Capture Growth in U.S. Retail Asset Management*, July 2014.

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

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...**”*

McKinsey & Company, *Blending Science with Art to Capture Growth in U.S. Retail Asset Management*, July 2014.

Thank you.

Jeff Carroll

jacarroll@dstrs.com