



2017 Teradata EPIC Awards Customer and Alliance Winners and Finalists

Customer Awards

Category: Analytical Excellence

Solutions that improve business decision making by increasing the accuracy or speed of business insights, and by delivering measurable improvements in revenue, organizational performance and/or productivity. Entries may describe analytic solutions that are based on customer data, operational data, and/or financial data, and/or deliver actionable insights based on multiple data sources, hybrid platforms, applications or tools, or on multiple types of data.

Winner: **China CITIC Bank**

Project: **Big Data-Driven Retail Banking Marketing Service**

Synopsis: CITIC Bank's Big Data Retail Banking Marketing Solution is a very innovative approach to transforming their banking business. It leverages data, analytics and big data tools and technology. Cross functional teams worked closely to develop the business strategy, the analytical requirements, develop the big data solution and execute plans based on the analytical outcomes.

The big data-driven retail banking marketing service solution is based on big data technology and analytics. Customer management is the primary focus of CITIC Bank's business strategy including customer journey, customer life-cycle and other related customer management activities. Key activities included enhancing the customer experience, promote product innovation, implement process optimization and improve investment advice.

- Business net income grow 33% (Two-year compound)
- Net profit contribution grow 75% (Two-year compound)
- In 2017, Retail banking contribution accounted for 7% higher than the same period last year

Finalists: **Bayer Animal Health**

Project: Global Marketing Analytics and Insights for Animal Health

China Mobile Group Zhejiang Co., Ltd.

Project: Position Location Radar System (PLRS)

N Brown Group & Celebrus Technologies

Project: Optimizing ROI on Paper-based Marketing & Increasing Contribution with Advanced Analytics at N Brown Group

Category: Big Data Excellence

Winners in this category are delivering high-impact business outcomes using big data, and/or data lakes with BI technologies and techniques. Through effective capture, management, mining, and analysis of large volumes of structured and unstructured data sets, the project has enabled business agility, enhanced decision making, or changed business processes by providing visibility into critically important performance metrics, processes, or insights into important trends.

Winner: **RajComp Info Services Ltd.**

Project: **Government of Rajasthan - Big Data Environment**

Synopsis: Over the past two decades, governments have increasingly leveraged information technology to transform relationships with internal and external stakeholders. Using technology, governments have improved the delivery of services to citizens and increased the efficiency of their own work processes. These improvements have led to greater citizen satisfaction, increased government transparency & efficiency, and significant reductions in operating costs.

In today's information era, the amount of data is growing exponentially. Apart from the size of the data sets, the variety of the data which is being generated today from various sources like web, social media, surveillance video logs, etc. is quite heterogeneous. The volume and variety of stored data poses the problem of quick retrieval of the desired data from the database. Traditional database management systems often have difficulties in handling big data.

RISL, Government of Rajasthan, has built an environment using big data technology to provide a framework to store a wide variety of structured and unstructured data like text, image, video etc. Teradata Hadoop appliance for Hortonworks and Teradata Aster together provide insights into that data that were never even considered in the recent past.

Implementation of this solution has empowered government departmental users with analytical insights for effective decision-making at the right time, and improved citizen engagement processes resulting in better services and greater satisfaction.

Finalists: **Air China**

Project: Air China Big Data and Application Platform

China Mobile Group Zhejiang Co., Ltd.

Project: Big Data Platform of CMCC ZJ

Category: Collaboration and Innovation

This category honors a team of colleagues or a top Technologist or Business Leader (CIO, CMO, vice president or director) who generated a positive impact on their organization, leading integration of business and IT or of cross functional teams and the application of Teradata technology to improve business performance. This team or individual enabled breakthrough success by implementing innovative solutions to business problems to drive business results in cost-effective ways.

Winner: **David Covert, Bank of the West**

Synopsis: Dave Covert is responsible for strategy, governance and the daily execution of the Multi-Channel sales and marketing program at Bank of the West. He oversees the Teradata Customer Interaction Manager (CIM) Application to target customers in real time and through preferred channels while optimizing resources and actual dollars to increase sales efficiency and the number of quality sales leads. He was instrumental in topping the revenue and profit charts by 125% in 2016 and on track

for 120% for 2017. Event based (trigger) leads increased by 50% in 2016 with response rates up to 5x previous propensity based leads.

New channels were developed and programs initiated that expanded the CIM platform to two additional lines of business resulting in a successful program to generate client upstream referrals and home lending sales. A contact frequency algorithm was developed and launched that measures responses to emails and throttles email distribution resulting in a 21% increase in open rates and a 15% reengagement rate.

Finalists: **ePNR Team, Enterprise Data Warehouse, American Airlines**

Parrish Major, Defense Health Agency (DHA)

BI Solutions Team, Head of BI Development, O2 Czech Republic

Category: Customer Journey Excellence

Solutions that combine expertise in data integration, advanced multi-genre analytics, and cross channel orchestration to provide marketers a full customer view. Entries will describe how analytical insights drive and optimize customer journeys, and provide the ability to create new products, and/or execute multi-channel campaigns, powered by real-time decision making for high impact business outcomes.

Winner: **HSBC UK & Celebrus Technologies**

Project: **HSBC UK Personalization Transformation**

Synopsis: HSBC UK understood the need to shine a light on their website to turn “visitors” into “customers” as a critical part of their drive to become much more customer-centric. This was a key component of a major transformation project to build one system which would connect customer channels to a central CRM brain to both create a single customer view and deliver consistent, joined up messaging across channels. Leading the way, HSBC UK brought together Teradata Real-Time Interaction Manager (RTIM) with the individual-level real-time digital customer data captured, transformed and delivered by Celebrus Technologies as the data underpinning. Today, HSBC UK delivers millions of highly personalized messages per day across multiple channels, including many in real-time, which helps them address multiple business objectives.

Finalists: **Cathay Financial Holdings & Celebrus Technologies**

Project: Digital Transformation at Cathay Financial Holdings

InterContinental Hotels Group

Project: Integrated Campaign Experience (I.C.E.)

Tesco

Project: Tesco Customer 360

Category: Integrated View of the Business

Solutions that deliver analytic insights by unifying the data ecosystem into a cohesive analytic environment on premises or in the public or private cloud, by harnessing data sources, data types and/or data structures across an organization. This implementation delivers an integrated view of the business that results in true business intelligence, new business opportunities, and performance improvements, and allows for the reuse of data.

Winner: **UnitedHealth Group/Optum**
Project: **3Rs Analytic Enablement via the Unified Data Warehouse (UDW)**
Synopsis: The Unified Data Warehouse (UDW) is UHG's most comprehensive integrated repository, including claims, clinical, consumer/member, customer, product, plan and benefit, financial management, provider, dental, vision, pharmacy and behavioral health data. The UDW program has delivered millions of dollars of business value across the organization.

One such example has been the ability to meet the stringent reporting requirements associated with the passage of the Affordable Care Act (ACA) by the federal government, which mandated new reporting practices beginning in January 2014. To meet these requirements, specifically the legislative components known as the three R's (Risk Adjustment, Risk Corridors, and Reinsurance), UHG needed a health care reform-focused reporting capability. Leveraging the UDW's integrated data environment, UHG was able to design and deliver its 3R reports containing claims, member, policy and provider data sourced from more than 30 systems to meet federal requirements and satisfy internal measures of success tied to volume and quality. UHG was able to achieve exceptionally high data acceptance for their 2016 3R submission.

Finalists: **CVS Health**
Project: Claim Surveillance

Department of Immigration and Border Protection (DIBP)
Project: Department of Immigration and Border Protection Single View of Entity

Johnson & Johnson & Cognizant Technology Solutions
Project: Supply Chain – Fidelity Plan Analytics

Larry H. Miller Sports and Entertainment
Project: Larry H. Miller IDW and Analytic Environment

Category: On the Edge with Internet of Things (IoT)

By capturing and analyzing all types of sensor data from telematics and/or interconnected devices such as vehicles, meters, machines, weather devices, buildings, manufacturing lines, and shopping carts, this emerging breakthrough business application can monetize the industrial Internet of Things, by changing business models, improving processes, exploiting new technologies, improving personal health, or enhancing the customer experience in new ways.

Winner: **Qualcomm**
Project: **Data Science Ecosystem to meet the 1000x Data Challenge**
Synopsis: Qualcomm's DNA is mobile communication. Since founded in 1985, Qualcomm has evolved from supplying transportation tracking, to developing the first mobile phones, to enabling the mobile internet, to inventing the fundamentals of LTE and to making the world's most advanced mobile processors. Qualcomm is developing the fundamental technology and techniques to tackle the 1000x data challenge. The solution is not only a combination of increasing the efficiency of existing assets, and employing more resources in the form of small cells and spectrum, requires adopting radically different ways of acquiring, deploying, operating and managing these resources. Because this 1000x data challenge is growing more rapidly than Moore's Law (which predicts that the number of transistors per square inch would double approximately every 12 months), enablement is only possible through data

collection and the use of machine learning systems to identify opportunities for improvement.

To enable and deploy company-wide collaboration, we engaged Teradata's Think Big consultants. We now rapidly develop advanced insights, and improve products and services. Our current capabilities just weren't possible prior to our engagement of Teradata. Engaging with Teradata not only gave us access to a collective of consultants, it gave us access to every part of the company from their data science expertise to their systems architects and their product technologists.

The Qualcomm Data Science group now has a comprehensive roadmap that is enabling cross-BU collaboration. Development teams within Qualcomm for Mobile Processor, Embedded Processor Bluetooth Products, Cellular Modems and Wi-Fi and Radio-Frequency (RF) Products are now leveraging the same data and gaining insight from each other.

We continue to collaborate with Teradata, to enable data science across Qualcomm with solutions that are practical, scalable and future proof.

Category: Operational Excellence

Implementations using data and analytics to deliver measurable improvements in the organization's operations, such as forecasting or anticipating customer demand; improving inventory management, supply chain visibility or asset monitoring/sensing; increasing sustainable business practices and resource optimization; improving transparency, compliance or risk management; and other deployments that deliver greater operational efficiencies and improve the bottom line.

Winner: Directorate General of Tax Republic of Indonesia

Project: DGT Indonesia DAWET Project

Synopsis:

The Directorate General of Tax for the Republic of Indonesia (DGT), a subsidiary of the Indonesia Minister of Finance, chose Teradata as the foundation for its vision to become the best tax administration in South East Asia. An island nation of 255 million citizens, where just 27 million (11% of the population) are registered taxpayers, DGT recognized that only through sophisticated data management could they meet such goals as widening the tax base, and identifying and significantly reducing tax fraud. Using Teradata, DGT implemented the DAWET project (in the Bahasa Indonesia Language an "Integrated Data Warehouse"), a big data and data analytics project as part of their Unified Data Architecture (UDA) initiative to address increasing data challenges, improve taxpayer compliance, identify tax-fraud, optimize costs, provide better service and increase revenue through tax collection.

As a result of their UDA implementation, the DGT is now more effectively organizing, storing, and leveraging data. The business now has the analytical foundation to turn previously unseen opportunities – such as suspicious transactions, transfer pricing, companies owned by other companies, identification of triangular transactions, insight into organizational structures and the inter-connections between owners and stakeholders, etc.-- into actionable insights.

Finalists: Barclays PLC

Project: BIW Refresh Accelerated Implementation

Standard Chartered Bank

Project: Bank-Wide Accounting Hub

Integration and Consulting Partner (ICP) and Independent Software Vendor (ISV) Awards

Category: ICP & ISV Big Data Intelligence

Partner will have leveraged one or more of Teradata's platform technologies including Teradata, Teradata Aster, Hadoop or any Teradata Cloud offering. This solution could leverage new emerging data sources such as Web logs, sensor, etc. or compelling new analytics -- digital marketing optimization, new Web path analysis, or other advanced analytics for discovery and new insight. The solution will provide a unified, high-performance big data analytics system for an enterprise and show measurable return on investment to our customers. Solution will have delivered valuable insight to lines of business and enable our customers to make time-sensitive decisions by analyzing entire sets of relevant data.

Winners (ISV): SAS & Cleveland Clinic

Project: Cleveland Clinic: SAS and Teradata

Synopsis: Located in Cleveland, Ohio, Cleveland Clinic is a nonprofit, multi-specialty academic medical center that integrates clinical and hospital care with research and education. Today, with more than 1,400 beds on Cleveland Clinic main campus and 4,435 beds system-wide, Cleveland Clinic is one of the most respected hospitals in the country.

The Cleveland Clinic has created an integrated, cost-effective, and agile analytics platform that is facilitating simplified access to strategic data assets across every service line; supporting the complete analytic lifecycle at scale from hypothesis generation through model operationalization and maintenance; and allowing us to generate better insights for executive and operational decision-making.

Winners (ISV): Fuzzy Logix & Gilead Sciences, Inc.

Project: Gilead Adverse Event Signal Evaluation Rate Computation & Matching Algorithm

Synopsis: Fuzzy Logix and Teradata collaborated with Gilead Sciences, Inc, a US Biotech company, to implement an adverse event signal detection solution for large observational databases. Complex computations using Bayesian Poisson methods in an electronic medical record and accounting for all health transactions are now possible. For example, Gilead can now efficiently compare cohorts of subjects exposed to different medications using a complex matching algorithm.

This solution has resulted in substantial time savings, an increase in the number of safety signal evaluations, and a significant reduction in the number of false positive signals.

Category: ICP & ISV Business Insight

This award recognizes a partner who has developed and implemented a point solution -- such as pre-built applications or an industry offer -- that uses any analytic data platform, including Teradata, Teradata Aster, and/or one of our analytic applications to deliver analytic insights to customers. This solution must be in production and must deliver measurable return on investment for the customer.

Winner (ICP): Cognizant Technology Solutions

Project: Personalization

Synopsis: This Personalization project for the UK's 2nd largest telecom provider was a key initiative to execute targeted campaigns to increase cross-selling and up-selling activities by making absolute sense from customer profiles. Teradata was the

underlying foundation in this project and helped drive the overall performance and on-time delivery of customer extracts to the downstream analytical applications in order to obtain deeper customer insights. Having upgraded the underlying Teradata foundation layer to IntelliFlex architecture, we expect to leverage its flexible multi-dimensional scalability and increased business agility to improve our existing performance by an additional 20%.

Winner (ISV): Clintworld GmbH & A1 Telekom Austria AG

Project: Mobile Business New

Synopsis: With A1 Telekom introducing a new product portfolio to business customers, the sales agents needed a tool to manage the migration of existing customer contracts into this new portfolio.

A dedicated tool was developed based on the Clintview standard solution for price simulation and was implemented to guide the sales agent through the entire sales cycle and advise them on the best new offer for each individual customer.

The software creates a SUSI (Super Simulation) resulting in a comprehensive offer on an individual subscriber level. It can calculate millions of offer combinations and provide the results in minutes -- often in seconds. SUSI was based on requirement workshops involving the sales and marketing business units. This tool enabled a rapid migration process of the customers to the new contracts. All KPIs (e.g. software utilization, revenue changes etc.) were met, indicating a highly successful implementation.

Category: ICP & ISV Enterprise Intelligence

This award recognizes a partner who has worked with a customer to build a company-wide solution leveraging a Teradata enterprise data warehouse to drive value. Teradata should be the underlying platform for the company's strategic data analysis that is accessed by different departments and a broad user base. The winning submission must be in production and producing positive results/ROI for the customer. Multiple entries will be accepted, provided they are based on different customer implementations.

Winner (ICP): IBM GBS

Project: Data Integration - Exploration and Production Business Unit

Synopsis: Working with one of the world's leading integrated energy companies that produce safe, reliable energy around the globe, the IBM and Teradata teams jointly promoted the performance and efficiency of a Teradata EDW for the Exploration and Production business unit as a replacement for the existing solutions. This replacement involved the migration of almost 300 database tables and the conversion of almost 600 ETL jobs from competitive platforms to Teradata. The project resulted in a lower cost of ownership, improved performance and scalability and provided the organization with a single view of the business.

Winner (ISV): Dataguise, Inc. & eBay Inc.

Project: Detecting Sensitive Data (PCI/PII) in Teradata at eBay

Synopsis: With one billion active listings and 164 million active buyers, eBay stores more than 12 petabytes of customer transaction data in Teradata repositories. Key to eBay's success is how rapidly analytics teams can turn this data into personalized customer experiences that drive sales. But before datasets can be used for analytics, all sensitive data must be protected or removed in accordance with a rigorous set of internal and external privacy and compliance requirements, such as the Payment

Card Industry Data Security Standard (PCI DSS) and the General Data Protection Regulation (GDPR). Before sensitive data can be protected or removed, it must be detected.

Knowing that you can't protect what you can't see, the eBay Global Data Infrastructure (GDI) team—the group responsible for maintaining customer data and preparing it for analytics—deployed Dataguise DgSecure for precise sensitive data detection in all Teradata repositories. With Dataguise, eBay is able to discover sensitive data, report its exact location, alert internal data owners, and give actions as required. eBay can quickly and fully leverage customer transaction data for analytics-driven growth, while reducing risk and cost through complete data privacy and regulatory compliance