



# EDM Webinar

## How to Build Data Analytics at Scale

A conversation with:



**Chris Probert**  
Partner, UK Data  
Practice Lead  
Capco



**Werner Stender**  
UK Head of Applied Analytics  
Capco



**Paul MacDonald**  
Global Head of Data &  
Analytics, GBM  
HSBC



**Hany Choueiri**  
Chief Data Officer  
Aldermore Bank

# CAPCO



EDM Council

# Moderated by **Mike Meriton**

## Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)





# WEBINAR AGENDA

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|----|--|
| 01 | Analytics at scale                               |
| 02 | How to measure its effectiveness                 |
| 03 | Panel discussion with data and analytics experts |
| 04 | Q&A  |

# WHAT IS DATA ANALYTICS AT SCALE?

Scaling data gives organisations the flexibility to align analytics capabilities with user needs, skill levels and expectations

**1.6 x 10<sup>11</sup>**

**Terabytes of Data Created  
Every Year by 2025**



**BUSINESS PROBLEM**

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**39%**

**Estimated Growth in Data Scientist  
Demand Over Previous 5 Years**



**SOLUTION**

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**£474 Billion**

**Estimated Savings from Data  
Science Initiatives by 20202**

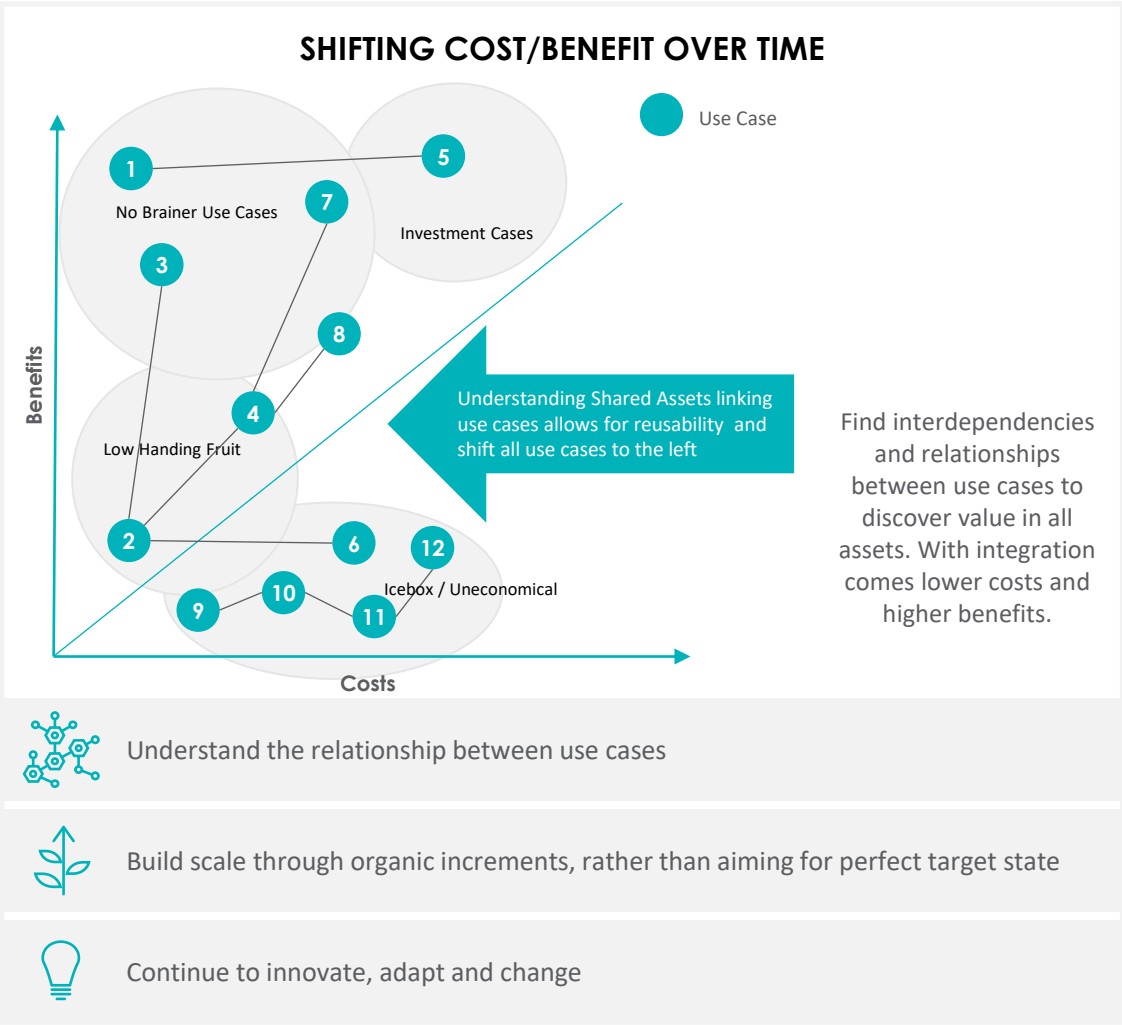
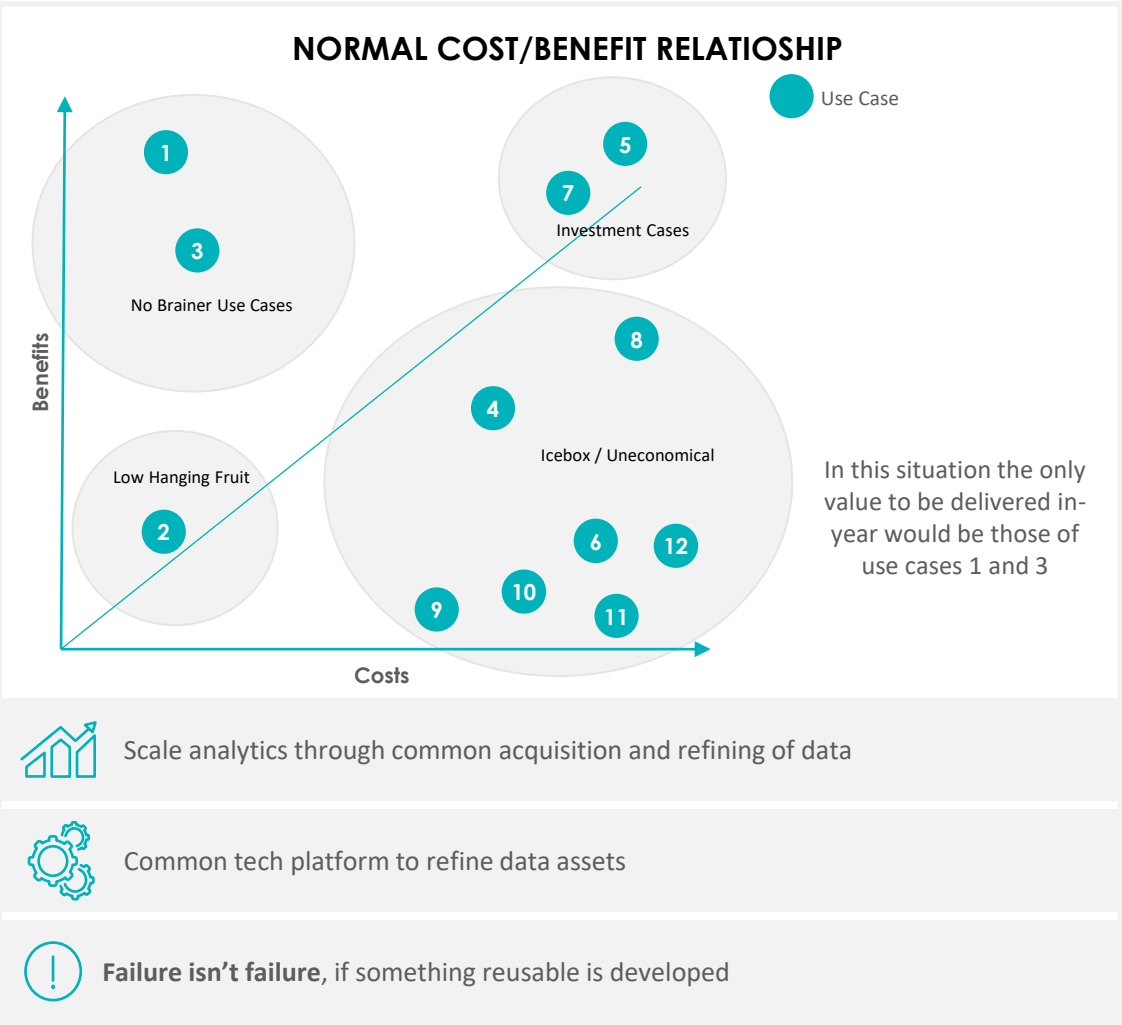


**KEY BENEFITS**

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# DATA ANALYTICS AT SCALE

Analytics at scale is built on the ability to reduce the Marginal Cost of insight through asset acquisition and the consistent refining of data

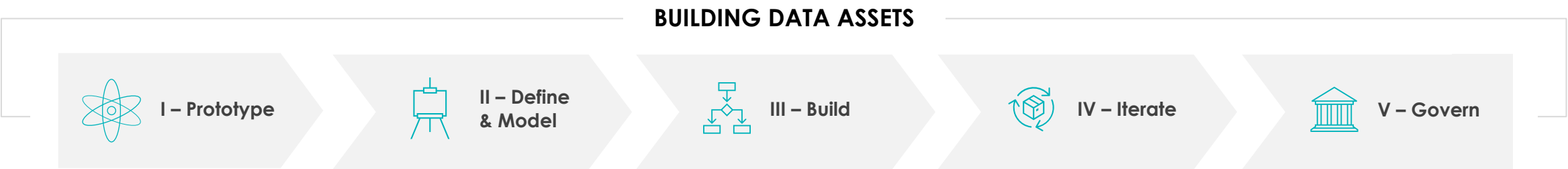


# ANALYTICS AT SCALE DELIVERY - DATA ASSETS

Date assets are curated, joined and enriched data sets to enable Scaled, Strategic & Repeatable Insights

BENEFITS OF DATA ASSETS

The lack of a single aggregated view of clients and products results in difficulties scaling analytics effectively. Data Assets solve this issue by handling the challenges of volume, velocity and variety of data across an organisation. They remove risks relating to varying data standards, sharing agreements and poor data quality, thus allowing organisations to derive value from their data.



# **DCAM: DATA MANAGEMENT CAPABILITY ASSESSMENT MODEL**

The purpose of Analytics Management is to formalise how the analytics activities of an organisation are structured, executed and managed and to ensure they are aligned with the Data Management activities.





The background is a dark, textured space filled with a faint, glowing wireframe grid that curves across the frame. Scattered throughout are various geometric shapes, including triangles, squares, and circles, some of which are connected by thin lines, creating a sense of a complex network or data structure. The overall aesthetic is futuristic and digital.

# PANEL DISCUSSION

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# Today's panel: How to Build Data Analytics at Scale

Moderator



**Mike Meriton**

Co-Founder and COO  
EDM Council



**Chris Probert**

Partner, UK Data Practice  
Lead  
Capco



**Paul MacDonald**

Global Head of Data &  
Analytics  
Global Banking & Markets,  
HSBC



**Hany Choueiri**

Chief Data Officer  
Aldermore Bank

# GETTING STARTED

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Why Analytics at scale is important now  
and what is the importance of following best practices?

# GETTING STARTED

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What are the key tools, technologies and techniques  
which unlock analytics at scale?

# GETTING STARTED

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What is the biggest mistake firms make when they start the journey to scaled analytics?

# GETTING STARTED

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What is the importance of aligning business objectives to the scaled analytics roadmap?

# **RUNNING AND IMPROVING**

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What kind of Operating Models and ways of working are needed for scaled Analytics?



The background features a light gray grid that curves across the frame. Scattered throughout are various geometric shapes and lines, including triangles, squares, and circles, some connected by thin lines, suggesting a network or data visualization.

# IMPACT

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How will scaled analytics impact the business and your customers?

# Questions?

## **CAPCO**

**EDM**Webinar 

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## FOR MORE INFORMATION:

### **Chris Probert**

Partner, UK Data Practice Lead  
Capco  
[chris.probert@capco.com](mailto:chris.probert@capco.com)

### **Werner Stender**

UK Head of Applied Analytics  
Capco  
[werner.stender@capco.com](mailto:werner.stender@capco.com)

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