

### Client Profile



The client is a Fortune 500 company providing processing of HR data and outsourcing on a global basis. It is the largest provider of human capital management solutions in the U.S. and serves 600,000 clients encompassing 30 million people.

### Business Objective

Competitive analysis work performed by Actionable Strategies revealed to the client that competitors were developing analytical capabilities in their product sets. To maintain market leadership, the client agreed that a strong data foundation would be required to achieve key strategic business objectives:

- Deliver advanced predictive analytics products
- Provide analytics capabilities across the product portfolio
- Monetize the extensive data assets built over the 60+ years of company history

Actionable Strategies built the foundational organization, processes and technology models used by the client today to provide products, solutions and advisory services to their customer base. The initial data science work enabled the client to understand what assets could be delivered to the market and also used internally.

### Solution Approach

An evolutionary approach enabled the client to move from Plan and Pilot activities to the Growth stage.

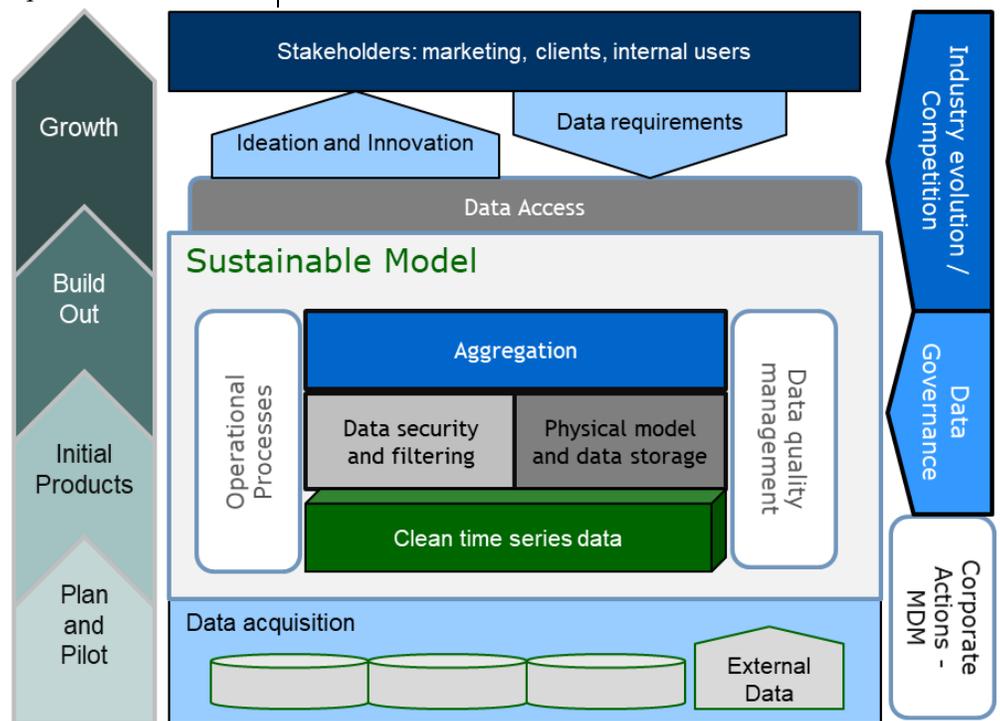
- Pilot deployment delivered initial capabilities to support exploration by data scientists
- Initial exploration supported pilot product development and led to an initial release of an analytics product

- Subsequent efforts led to a structured data repository supporting sustainable product development and exploration by internal users

### Key Technology Approaches

A sustainable model was established and built incrementally.

- Shared Hadoop Data Lake for all stakeholders
- Anonymized personally identifiable information, protecting privacy and avoiding data spills
- Aggregation of data for privacy but also to facilitate very fast analytical performance



- Common interfaces (e.g., JSON) to enable product development across platforms
- Support for enterprise standard toolsets (R, Oracle, Cognos, D3, HighCharts) and end-user exploration tools (Cognos, Tableau, Microsoft Power BI and Excel)

Initial data science work evolved into delivering a mature data science foundation used by different stakeholders with varying technical skills.