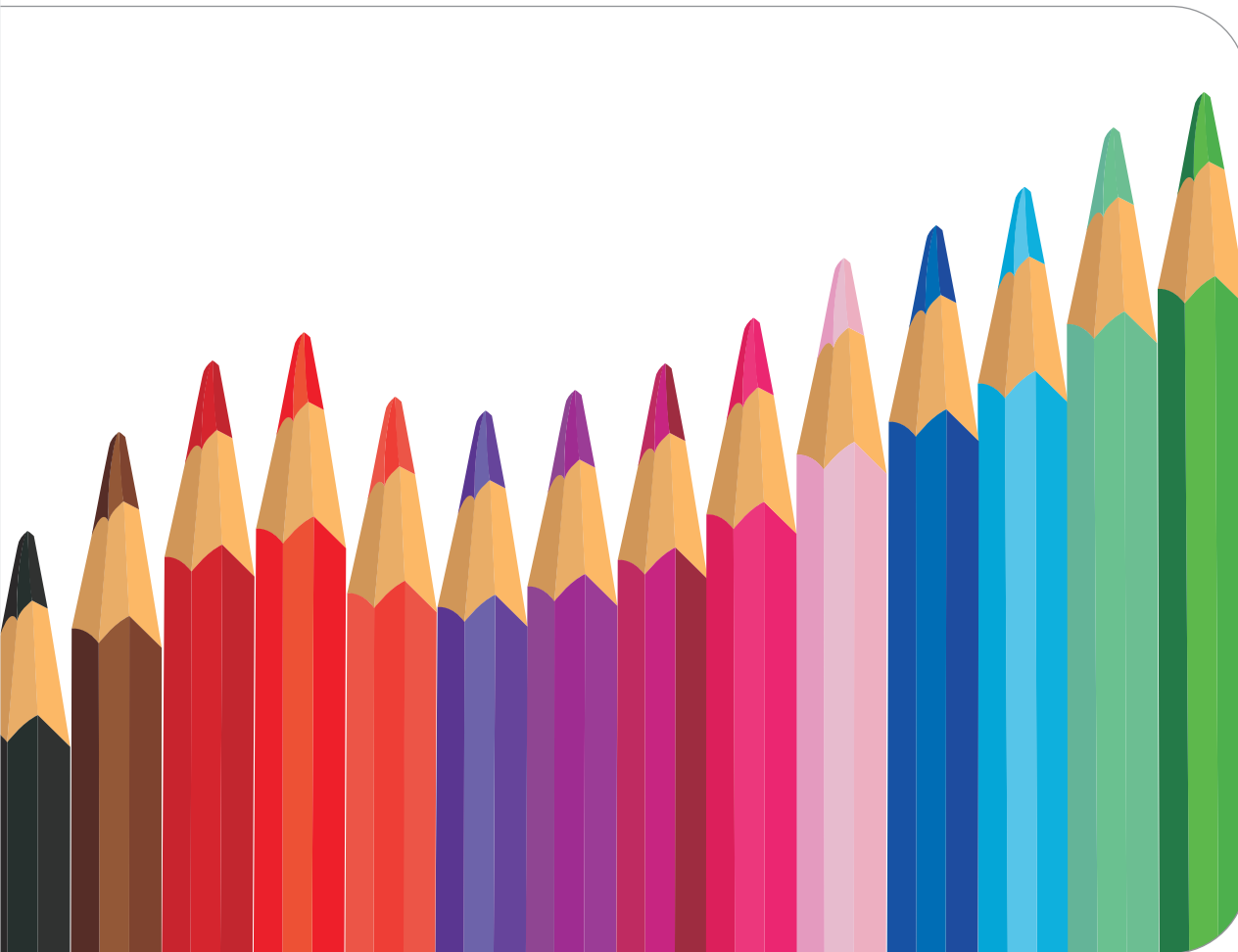


# Next Generation Analytics Delivery

Leverage enhanced methodology supported by advanced tools and techniques



Generating business insights from analyzing large amount of data has become increasingly important for strategic decision-making across various industries. However, in many organizations decision analytics has mushroomed in an uncoordinated, fragmented manner, resulting in redundancies, contradicting analyses and ultimately high cost.

EXL's Next Generation Analytics Delivery helps revamp the analytics capabilities and delivery process by eliminating redundant activities, consolidating common and shared activities, standardizing the use of tools and platforms, and leveraging EXL's best-in-class analytics capabilities. The solution addresses entire range of analytics activities including data management, MIS

reporting, modeling and analytics, and insight generation across multiple business verticals. It leverages EXL's proprietary MicroAnalytix™ toolkit to automate data validation, multivariate analysis, and modeling which can result in significant time savings and improvement in performance. **The key differentiators of this approach are:**

- Faster, accurate, innovative and comprehensive data usage enabled by proprietary analytics tools
- Advanced techniques used to achieve better and most optimal model performance
- Extensive business knowledge to identify and integrate processes for higher efficiency and effectiveness



It empowers senior management to meet analytics needs at lower cost, higher quality and faster turnaround time.

Next Generation Analytics Delivery is based on EXL's long years of analytics experience, and establishing and running analytics Center of Excellence for clients across insurance, banking and financial services industries. It has enabled clients achieve substantial benefits including:

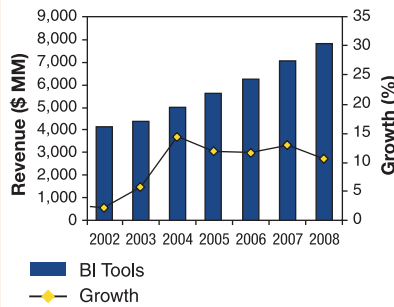
- Lowered FTE requirement by 30%
- Reduced processing time by 30%
- Improved model performance by 20%
- Reduced analytics cost by as much as 50%

## Businesses are increasingly seeking insights from analytics to improve business decisions

There has been a surge in analytics activities, driven by the availability of tools and systems enabling businesses to capture and analyze large amounts of data

### Businesses are increasingly adopting the use of data analytics ...

#### Worldwide Business Intelligence Tool Revenue<sup>1</sup>



1. Source: IDC, June, 2009

### Businesses are increasingly adopting the use of data analytics ...

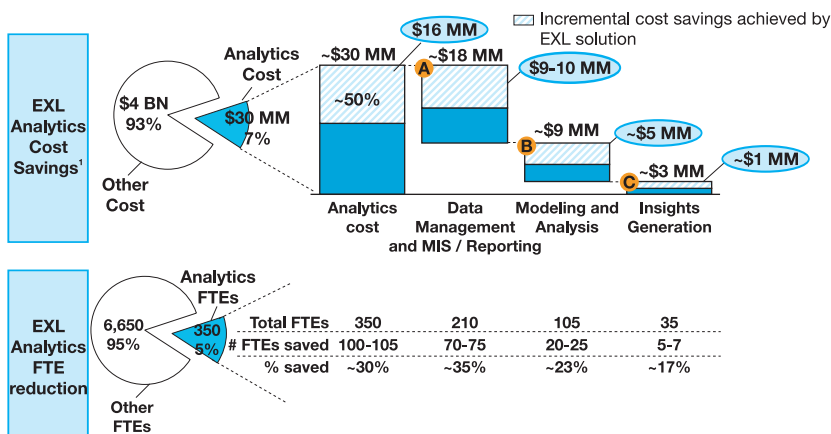
**Leveraging analytics to gain a competitive advantage and improve business decision-making is now the top priority for CIOs**  
(Source: 2009 IBM Global CIO Study)

**Execution through Information & Analytics' is one of the factors of competitive advantage**  
(Source: Travelers)

**8 of the top 10 global life insurance organizations use predictive analytics**  
(Source: Insurance newsnet, Jack Noonan, SPSS CEO)

## EXL can help revamp analytics delivery, driving more than 50+% analytics cost savings

EXL case example, delivering 50+% cost savings and ~30% FTE savings



1. Higher cost savings achieved due to EXL's dual shore delivery model

## Case Study

EXL's Next Generation Analytics Delivery successfully transformed the way analytics is delivered at one of the leading global retail banks. EXL eliminated the redundancy prevalent in the marketing analytics for consumer banking and credit risk analytics for Small and Medium Enterprise banking. The efforts drove 40% reduction in FTE requirement. The analytics solution for cross-sell marketing led to improved targeting models with an expected NPV impact of ~\$20 MM.

To learn more about EXL's Next Generation Analytics Delivery Services, please write to us at [marketing@exlservice.com](mailto:marketing@exlservice.com)

You can also contact us at:

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