



SUCCESS STORY BFSI

MODERN DATA ANALYTICS PLATFORM SUPPORTS CREDIT LOSS & CUSTOMER ACQUISITION USE CASES

Apexon delivers faster cycle time and increased customer satisfaction with data strategy, data migration and data engineering services

This tech-forward financial services company provides simple, personalized payment, lending, savings, and loyalty solutions to consumers and businesses. These include market-leading private label, co-branded, general purpose and business credit card programs, as well as digital payments.

Apexon began its strategic partnership with the company in 2019. At the time, the company was having difficulty delivering the necessary speed and agility to process and deliver high volumes of data on time for analytical models via its on-prem applications. Apexon's scope included data strategy, data migration, and data engineering services to help create a simple, efficient platform that would reduce costs and increase revenues for the company. Apexon analyzed multiple use cases and designed and implemented a cloud-based analytical platform to meet the organization's needs.



Tech-forward payment and lending solutions



8,000+ global associates



\$3.38+ annual revenues in FY 2021



Owns and operates loyalty/reward programs for global brands

THE CUSTOMER JOURNEY

2019

- Gathi - ADS MSA - (02/11/19)
- CCPA Contract - \$60,000
- Fraudnet Contract - \$93,000
- Self ServiceData Mart Discovery Contract - \$30,000
- Conversant Contract - \$50,000

2019-20

- Self-Service Phase 1 Contract - \$1,739,399

2020

- Self-Service Phase 2 Contract - \$140,160
- Data Lab Azure & Cloudera Contract - \$23,000
- Data Strategy PoC Contract - \$518,500
- Self-Service Phase 3 Contract - \$118,248
- Self-Service MicroStrategy Support Contract - \$22,400

2020-21

- Data Strategy Contract - \$3,750,796
- Self-Service Support Contract - \$83,000

2021

- Hub Support Contract - \$140,000
- Self-Service Charge Back Reports Contract - \$22,400
- Self-ServiceMSTR Support Contract - \$118,248
- Self-Service Support Contract - \$245,400
- Capability Management Contract - \$157,950 + \$117,000

2021-22

- Self-Service New Capabilities Contract - \$665,000 + \$210,000
- Self-Service to EDH Migration Contract - \$1,090,000
- Vulcan Reporting & Downstream DDB Assessment Contract - \$459,900 + \$420,000
- Capability Management Contract - \$217,440

2022

- Hub Support Contract - \$780,000
- Vulcan Phase 1 & EDH Enhancements Contract - \$1,355,000
- Vulcan Reporting Remediation Contract - \$350,980
- Vulcan DDB & Reporting Remediation Contract - \$3,983,800

THE RESULTS

KEY OUTCOMES



**SCALABLE & SERVERLESS
ARCHITECTURE**



**HIGHER
SERVICE LEVELS**



**REDUCED ONBOARDING TIME
- FROM 14 DAYS TO 3 DAYS**



**REUSABLE DATA
INGESTION COMPONENTS**



**FASTER
CYCLE TIME**



**REDUCED
COSTS**

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner



Build digital infrastructure and foundation for enterprises to scale



Leverage data engineering to make strategic decisions and get digital right every time

Legacy data migration

Apexon defined the data strategy and roadmap:

- Understanding expectations of different users and stakeholders
- Defining business and data requirements
- Evaluating proprietary frameworks for faster data ingestion and processing

New data infrastructure

Apexon helped formalize new delivery processes across the business:

- 12 weeks to working pilot
- Detailed source analysis
- Data ingestion pipeline w/ consumption patterns
- Data catalog design and roles
- Conceptual data model mapped to use cases
- Re-usable POC components
- Data roadmap informing next 2 – 3 years of development

Data analytics to help predict fraud and streamline customer acquisition experiences

Apexon enabled automation to deliver trusted data and faster insights:

- Self-serve analytics for 200 brand partners to access critical data about their sales and credit card applications
- Serverless architecture to scale data with core capabilities

THE CHALLENGE

FASTER DATA ANALYTICS TO SUPPORT CREDIT LOSS & CUSTOMER ACQUISITION

The company had been an early innovator and leader in providing loyalty and marketing services support. They have since repositioned and made acquisitions to add payment and lending solutions to brand marketing and SMB segment. This meant migrating data from legacy platforms to modern data platforms and enabling analytics for quicker insights and improved customer acquisition experience.

The end goal was to minimize fraud and provide trusted data and faster insights. But they faced several obstacles including:



Linear & Siloed Development Efforts

Which hampered the build process and created the need for rework in the later stages



Disparate Tools & Methodologies

Used across the organization, creating huge inefficiencies and redundancies



Lack of A Source-Code Management System

Resulting in multiple code bases, further slowing development and testing



Large Volumes of Reports

Requiring time-intensive efforts and the need to rationalize to provide qualitative and actionable insights

THE SOLUTION

MODERN SELF-SERVICE DATA ANALYTICS PLATFORM DELIVERING FASTER INSIGHTS

Apexon's engagement focused on two primary initiatives:



Enabling a Quick Pilot



Setting Up an Enterprise Data Platform

The goal was to transform the data analytics landscape to support the business transition organization-wide. At the core of the solution was a faster data curation platform that could deliver high quality data on demand and predict fraud while also providing a seamless customer experience through a self-service portal. Over 14 months, Apexon defined and executed on multiple requirements and use cases including pipeline automations, scalable architecture to transform data based on AI/ML, and a building a semantic layer for ML models.

Some of the other key deliverables included:



Building ML Models

60% of data ingested (including ~160 3rd party Brand Partner files) with history onto Azure and a semantic layer for building ML models



Analytical Platform

Self-service "one-stop-shop" analytical platform for over 200 brand partners to access critical data about their sales and credit card application



Serverless Architecture

A serverless architecture - compute and storage on demand, data availability at scale with core capabilities



Compliant Data Platform

Enterprise grade compliant data platform delivering trusted data



Onsite-offshore Development Center

Onsite-offshore development center - (USA-India/Hyderabad)



iC4 Proprietary Accelerator

Leverage of Apexon's iC4 proprietary accelerator for faster data curation

KEY AREAS OF PROJECT SCOPE INCLUDE:



DATA ENGINEERING

Apexon re-imagined the underlying data architecture of the company's platform. This included a scalable, cloud-based data repository and data analytics solution built on Azure and Databricks. Apexon also designed and developed a data ingestion framework with re-usable micro-services and pre-defined ingestion pipelines. In addition, Apexon designed and developed a UI-based portal for configuring and managing metadata of source, target and operational data along with the ingestion pipeline setup thus reducing the ingestion development timeline and eliminating expensive manual efforts and errors.



DATA STRATEGY

Apexon was involved in developing a secure, cloud-based modern data platform for the company including blueprinting, implementation, and agile design and delivery to minimize risk. Apexon also worked with the company to quickly launch new initiatives and validate them through a Minimum Viable Product (MVP) approach in advance of production implementation.



CLOUD MIGRATION

Apexon proposed the migration of the company's data assets to Azure cloud from its on-prem databases and Hadoop big-data platform. This included project definition, tool selection, execution, mitigation strategy, execution, testing, and verification. This effort enabled the company to lower infrastructure management costs while increasing database performance and resilience.

KEY RESULTS:



Higher Service Levels

Reduced onboarding time for new data sources from 14 days to 3 days enable clients to access data and consume the data for advanced data analytics



Increased Customer Satisfaction

The enterprise-grade, best-in-class, compliant data platform is set up with automated data management processes to deliver trusted data and faster insights to users



Increased Operational Efficiency

As data is ingested and curated from source systems, individual reusable components can be leveraged independent of one another based on the selected data ingestion design patterns



Scalable & Serverless Architecture

To support exponential growth of compute and storage



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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