

Cloud Data Platform: Insights, Accelerated

Data isn't much help without analytics and insights, delivered in time to make a difference to your decision-making. But building the infrastructure you need to organize your data, break down siloes, and enable detailed analysis takes time. Traditionally, up to a year. With Cloud Data Platform, you can be up and running, and unlocking powerful insights, within a quarter.

Pre-built on advanced Google Cloud technology, and implemented by the seasoned transformation team at Deloitte, Cloud Data Platform comes with all the capabilities, connectivity, and security required to begin acting on your data from the moment the platform is set up.

Drive efficiencies with a single organized view. Store and process reports at scale. Add more capabilities as you need them. With Cloud Data Platform, you can be ready to reinvent the game.



Key Benefits



Speed

- Be up and running within 12 weeks with a platform ready to accept, organize and analyze your data.
- Key capabilities you need, including data storage, processing, reporting, even machine learning, are available to you from day one.



Simplicity

- Access a single, organized view of all the data streams, reports and analytics you need.
- Focus directly on opportunities, with all the background organization handled by the platform, behind the scenes.



Scalability

- The cloud platform scales to your requirements without the need for re-architecting.
- Add capabilities quickly with a modular structure, enabling you to adapt faster to new business conditions.



Certainty

- Proven, tested Google Cloud technology combined with Deloitte's transformation experience ensures your platform works as expected from day one.
- The platform is built on Google Cloud architecture and proven technology, ensuring you meet industry standards for compliance.

Success Story: Unlocking opportunity through targeted data

Begin by breaking down the siloes

Deloitte's insurance industry client faced a daunting challenge: their diverse product portfolio and expansive consumer base offered access to a wealth of customer information from multiple sources. But the organization's siloed structure made even basic analytics next to impossible. Which meant opportunities to enhance customer value were going untapped.

To unlock those opportunities, Deloitte implemented Cloud Data Platform with a specific goal: help our client prioritize their customers and drive targeted marketing activities through an intelligent segmentation model.

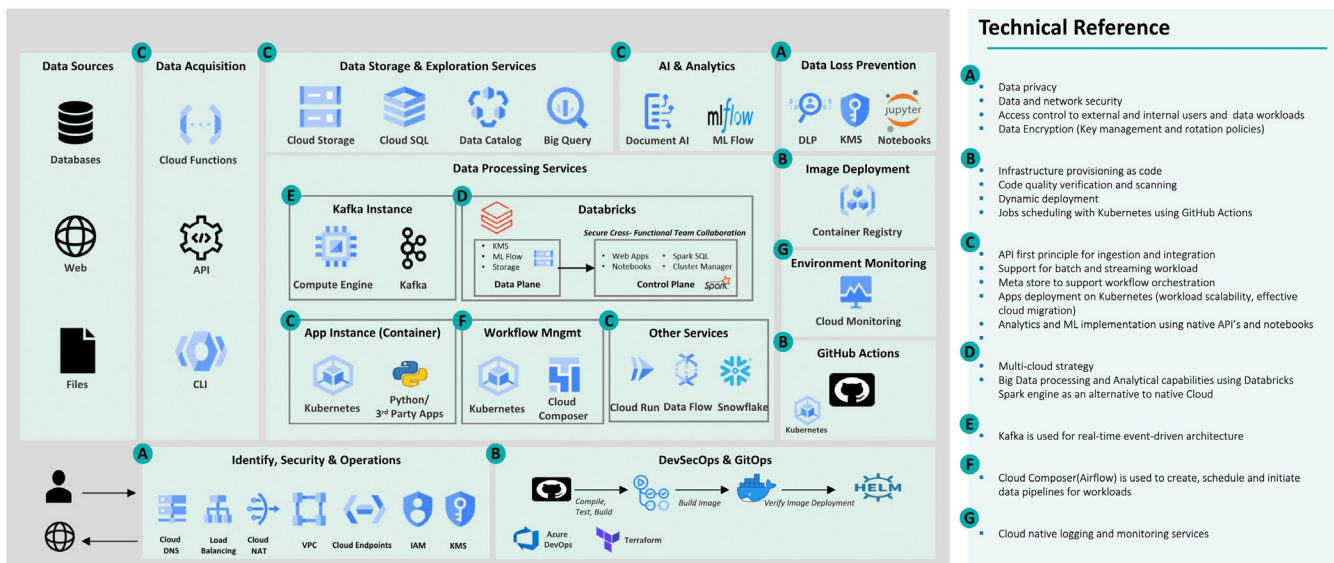
We pulled and standardized insights from over 20 different data sources, identifying customer clusters based on key features. Then, our team used advanced analytics and

machine learning algorithms to test customers' propensity to buy. This gave our client the insights needed to create distinct customer segments, and drive marketing tailored to each one.

Value delivered quickly

Our client had Cloud Data Platform up and running, and transforming disparate data sources into real customer insights, in just 12 weeks – 70% faster than traditional data platform deployments. Armed with their new knowledge, the company was able to pivot from inefficient, blanket outreach communications to a distinct, segment-led approach. Our client projects a significant revenue uplift through new cross-selling opportunities. Going forward, the organization now has a repeatable framework for using engineering and advanced analytics to drive new insights, and is on the way to building an in-house data science team.

Cloud Data Platform



Let's Talk



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