



# Managing Corporate Data PT Bank Mandiri (Persero) Tbk



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# Managing Corporate Data



# How we Manage Corporate Data

We deliver the information & analytics with good data quality



Verification for Data Input

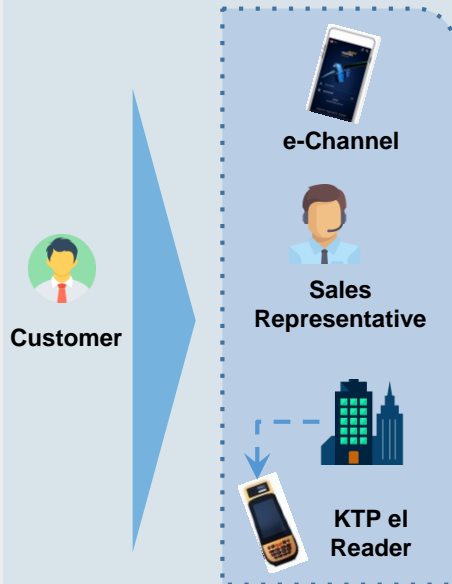


Master Data Reference



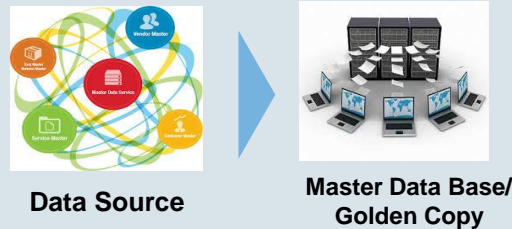
Information & analytics to support business

## Data Initiation



*Front end reference for data input as Customer Information File (CIF)*

## Data Quality



*MDM as back end reference, for CIF data (single data customer)*

## Data Usage



# How we Manage Corporate Data

We optimized the process with robust technology (Big Data)



## Data Governance

Data Quality

Data Security

### DATA SOURCE

### DATA REFERENCE

### DATA MODELLING

### DATA ANALYSIS

### DATA USAGE

#### Structured

Loan/Deposit

Transaction

Customer

Dukcapil

#### Unstructured

Social Media/Text

Sensors

Streaming

Web

Oracle DWH

BDW

Hadoop

Single Customer ID

Big Data Platform

#### Tools



Integrated DataMart & Data Model

Sales Performance  
Regulatory Monitoring  
Operational

#### Tools

TERADATA. IBM

Data Mining

Churn Analysis

Location Analysis

Product Analysis

#### Tools



Business Analytics

Sales Management

Marketing Campaign

360° View & Tracking System

Reporting & Visualization

#### Tools



- Handle Variety
- Handle Volume
- Handle Velocity
- Data Eksternal

### Real Time

Talend

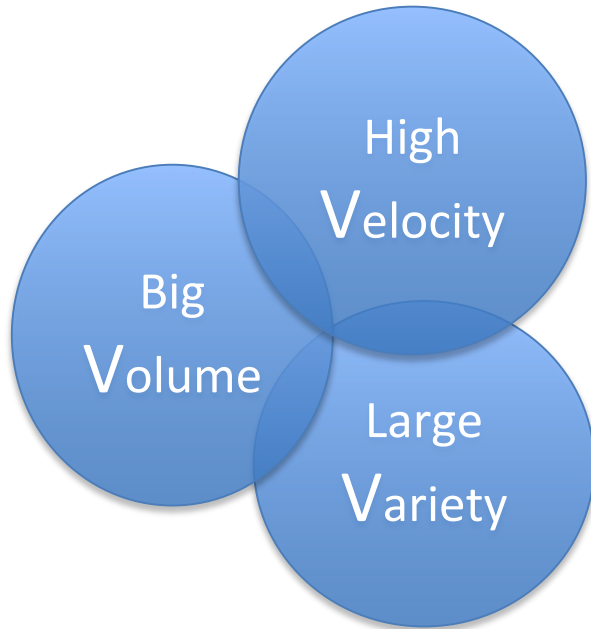
IBM Datastage

## 2 | Big Data



# Big Data is coming... like it or not

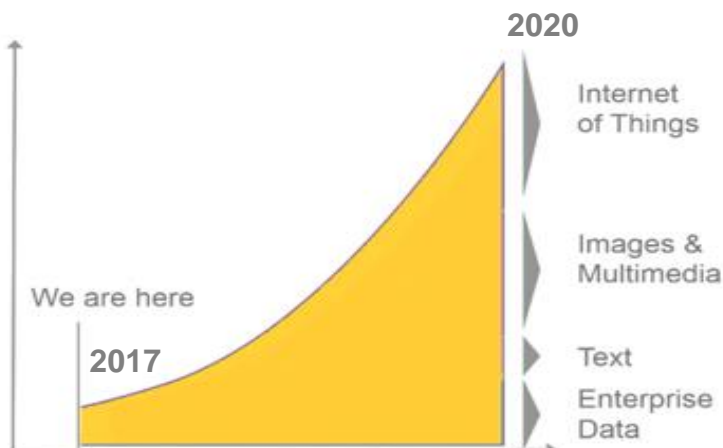
Traditional analytics will not be sufficient to compete anymore



Invest early in  
Big Data

*Big data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it...*

Dan Ariely



# Why Big Data?

Our Analytical Tools is power hungry, it needs Big Data

## TRADITIONAL



2 Weeks



6 Hours



Manual



Automatic



Multiple Source



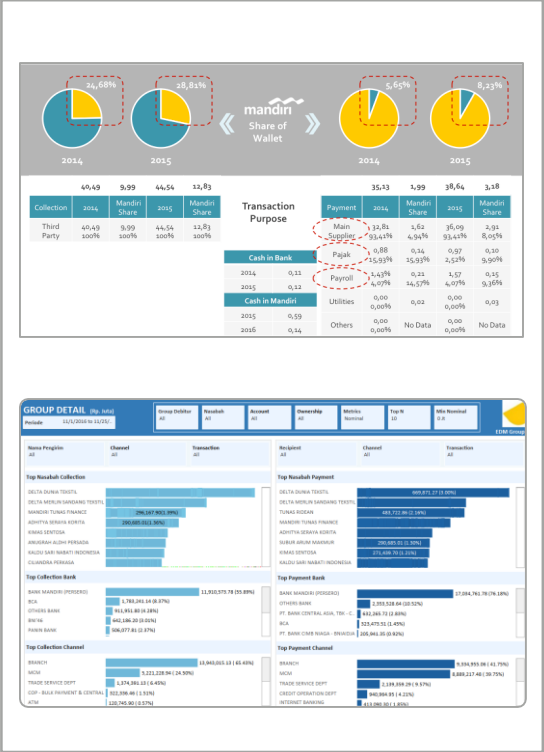
Unified

## BIG DATA

# How Big Data has been helping us

We have been investing and experimenting but still in early stage

## Understand Corporate Customers



## Improve Lead Management

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Nama gadis Ibu Kandung : Maria Anastasia  
Terakhir berkunjung : 18 Agustus 2016

Produk yang ditawarkan  
Produk yang pernah ditawarkan  
Produk yang dimiliki

- Kartu Kredit Mandiri
- Mandiri KPR
- Mandiri e-Money
- Mandiri Tabungan Investor

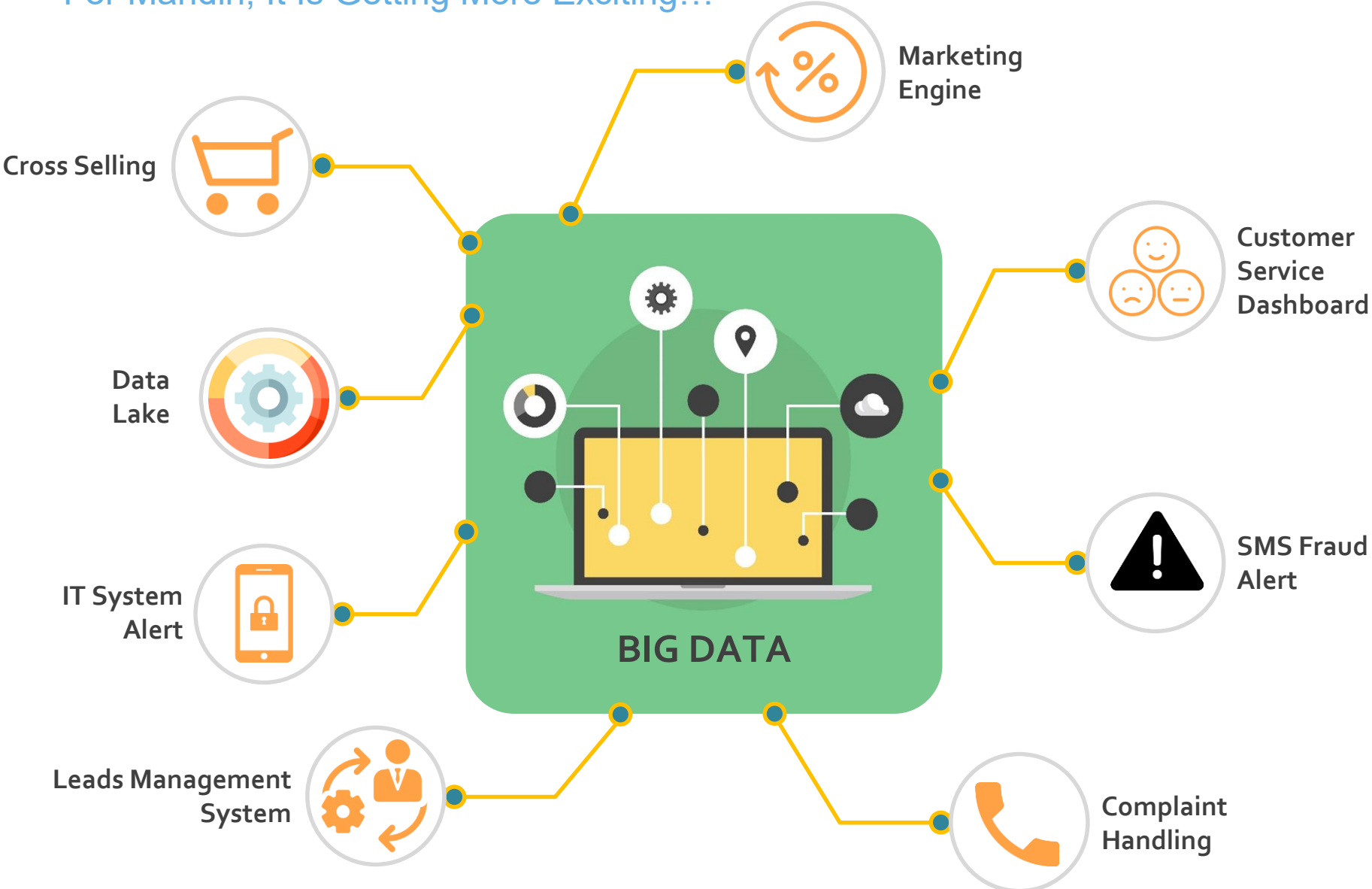
## Investigate & Prevent Fraud





# Our Plan to utilize Big Data

For Mandiri, It Is Getting More Exciting...



# Take Away - Digital ID is the glue

Digital ID enables Personally Identifiable Information sharing



The Problem with today's identity ecosystem is that every entity collects, verifies and manages identities of their customers independently.

**privyid** seamlessly share customer data across institutions, in multiple products, channel and system to have a better customer experience

that's it...  
**thank you**

mandiri

LET'S SOLVE THIS PROBLEM BY  
USING THE BIG DATA NONE  
OF US HAVE THE SLIGHTEST  
IDEA WHAT TO DO WITH

