

Fatafat : फटाफट

Unleashing the potential of real-time analytics



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George Depastas, Head of Product - Real-Time Big Data Analytics

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This presentation

- Barclays' journey to become the Intelligent Bank utilising OS technologies
- Fatafat, In-House Real-Time Decisioning Engine, as a driver of business impact
- Pronto, In-House Real Time Social Media Analytics Product
- Q&A

Opinions expressed in this presentation do not necessarily reflect those of Barclays PLC

Intelligent Banking

Customers have access to more options than before, to succeed retailers, businesses alike will need to flex to a new landscape of personalisation and relevant engagement.



Next generation experiences are using omni-channel experiences to drive customer satisfaction, loyalty, retention and growth and tackle this new range of problems.

.....Giving the right product, to the right customer, at the right time.

The 20X Story

Our journey from being product-centric to customer-centric



Customer



Small
Business

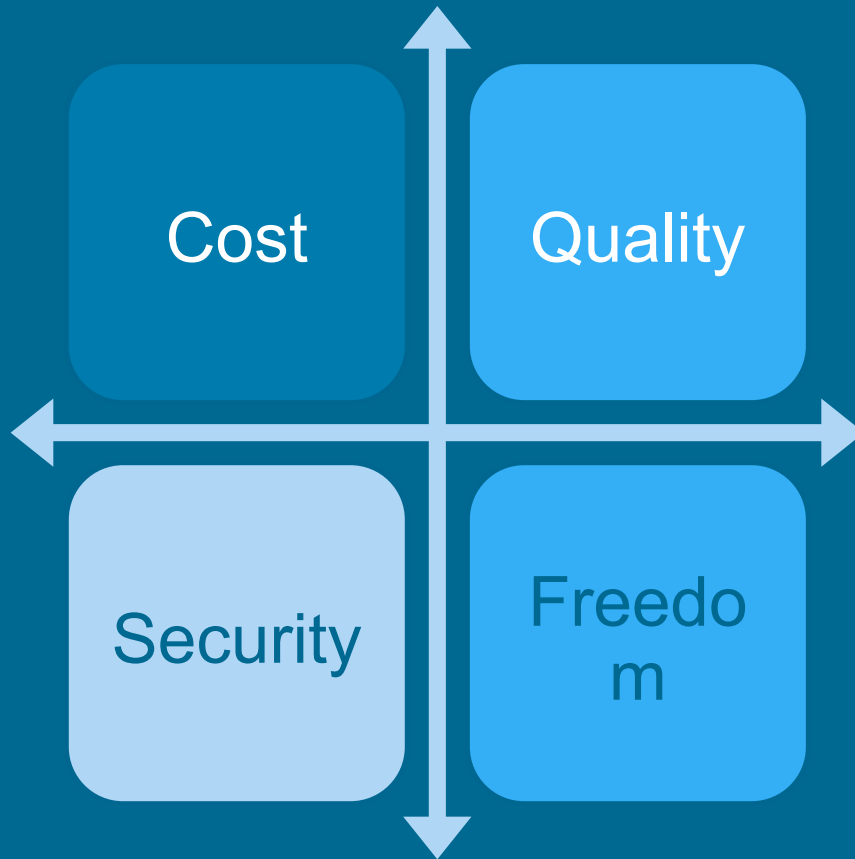


Corporates



Start-ups

Why Open Source



- Use distributed processing to answer new business questions
- Handle both structured and unstructured data
- Optimize initial investment and scale up with commodity hardware
- Leverage robust community support

Open Source at Barclays and Beyond



- Small team
- Seed money
- 1 Use Case

**Internal
Network**

**External
Network**

Partnerships

Technology drivers

Big data
driving
real-time
decisions

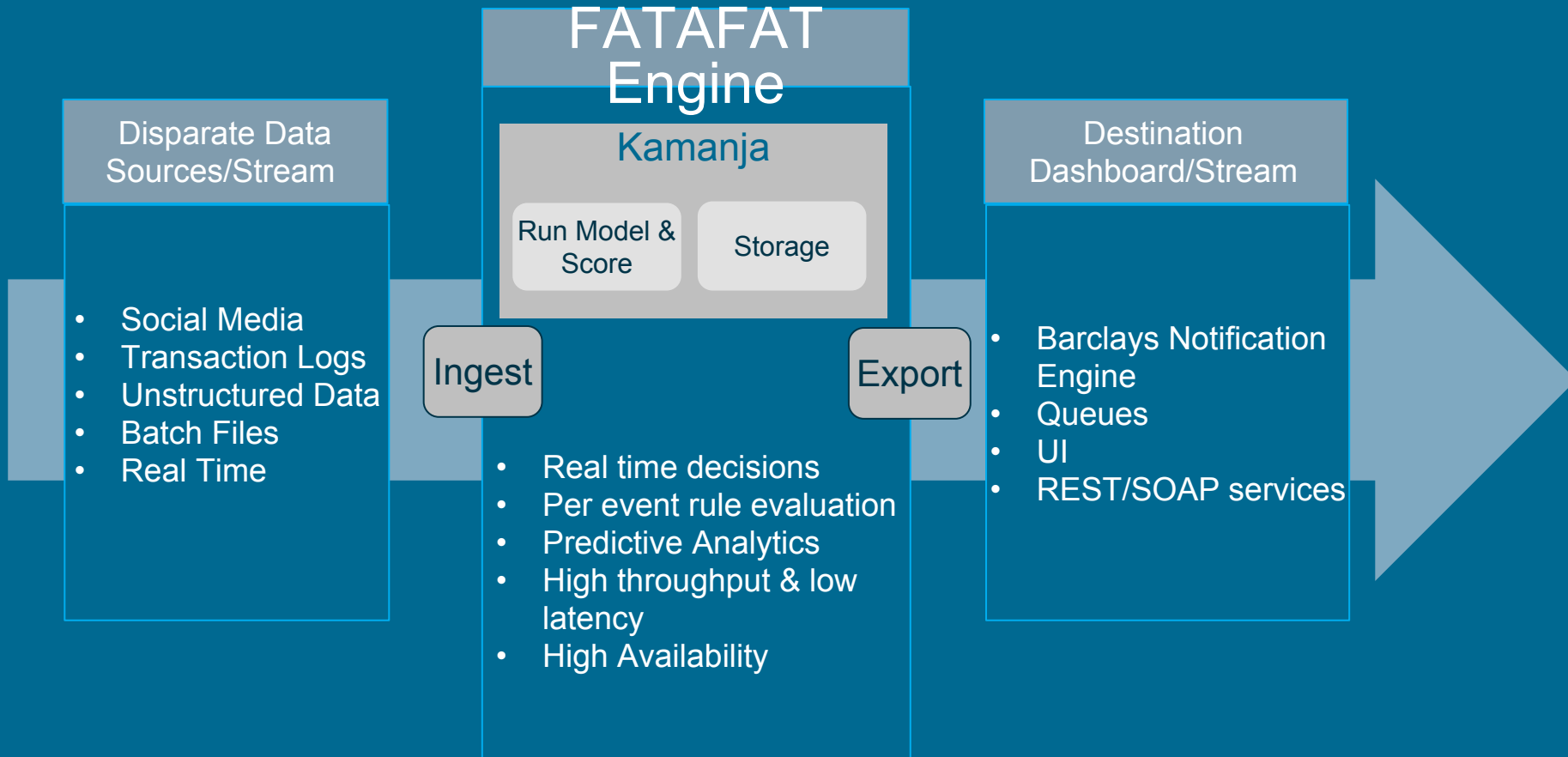
Extensible
adapters for
multiple
inputs/outputs

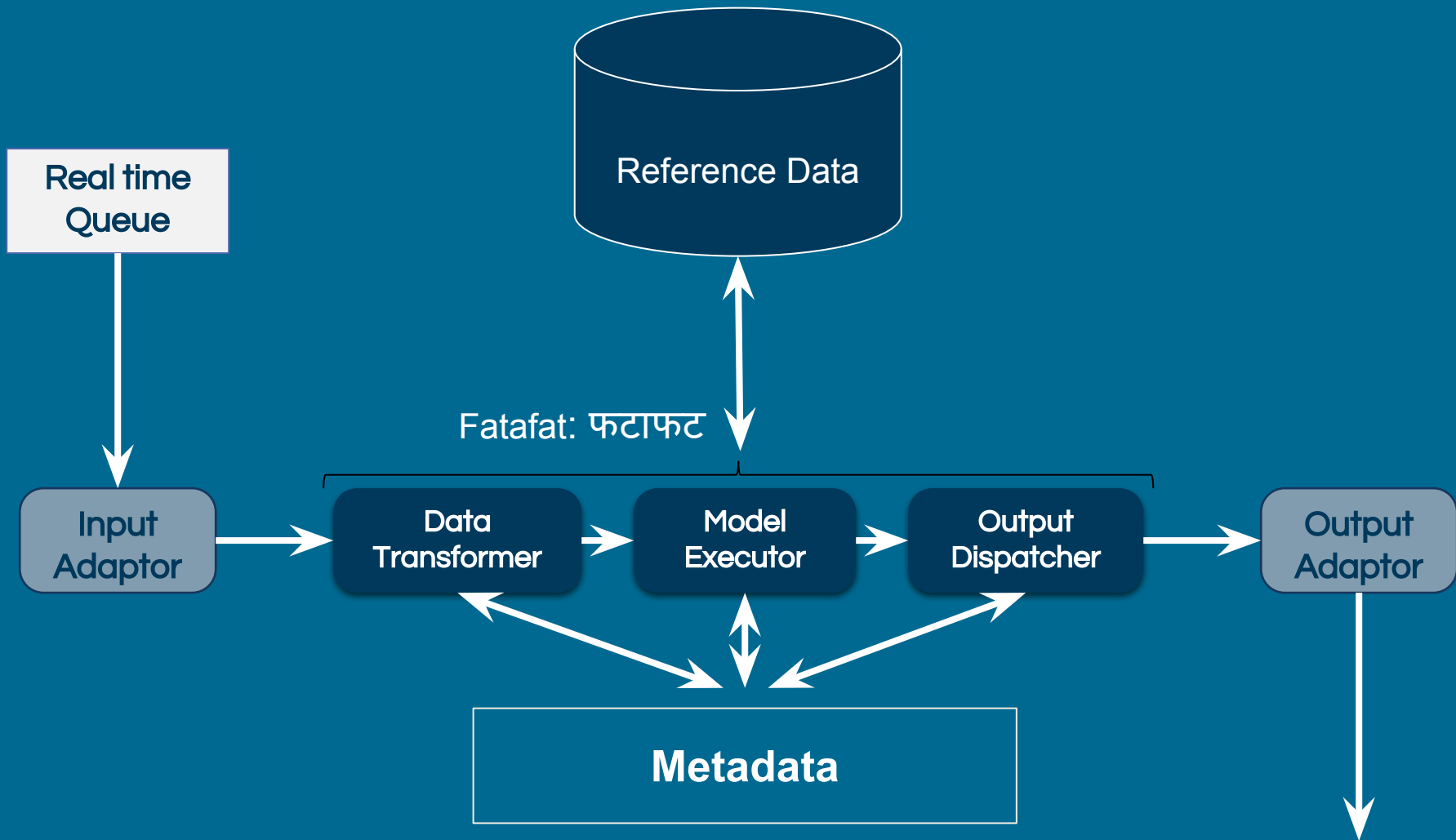
Language-agnostic
rule-based
models

Interoperability
with wide
range of
open-source
components

Ability to
integrate with
systems for
real-time as well
as batch
(reference) data

Fatafat High-Level Architecture





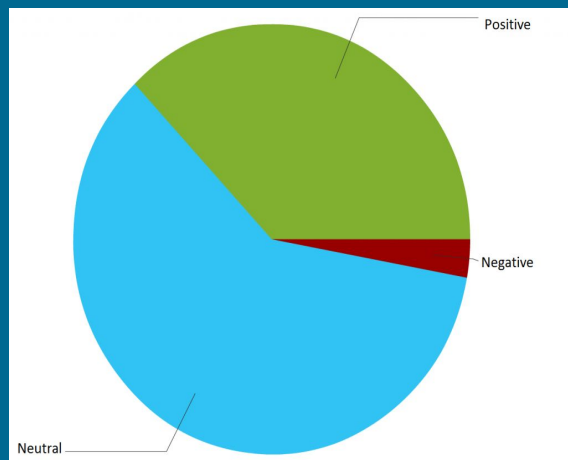
Why do we need to analyse Social Media data?

- More than **2 billion people** use social media networks- this equates to nearly **30% of people worldwide**.
- Research shows that majority of customers expect their banking (or other commercial) problems to be solved **within 24 hours**, if not **less than 5mins**
- One key barrier found here is analysing this data and extracting insight **at scale**, and **at the right time**



Use of Social Media at the launch of Barclays Pingit

- Social media analysis was used to constantly **monitor the reception** of the product and **respond to customers' needs**
- Barclays would be able use this type of information on a continuous to understand what the **requirements for future releases** of the product should be



<http://oursocialtimes.com/how-to-use-social-media-monitoring-for-a-product-launch/>

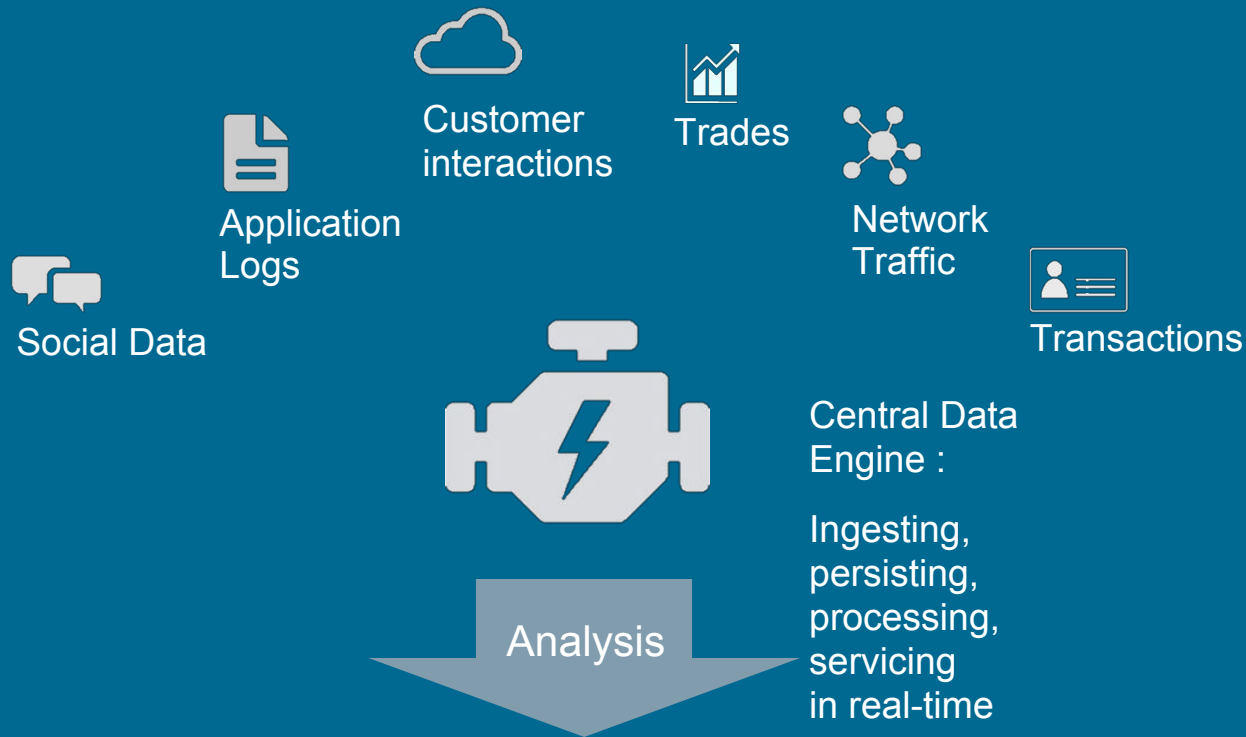
Aims of Natural Language Processing with Social Media Data

- **Extract insights** such as sentiment, key themes and other summaries of relevant social media posts
- Treat information from all sources in an appropriate manner to obtain **appropriate context** for the posts
- Enable **relevant response** to Social Media posts
- Understand **brand awareness** and reputation (share of voice, sentiment analysis, social engagement)
- Process **vast amounts** of unstructured data efficiently at scale

Pronto Benefits for the bank

- ◆ Bringing the **voice of the customer** closer to colleagues, taking lead times down to obtain customer feedback **from weeks to seconds**
- ◆ Enabling **rapid deployment** of new solutions in an **agile** fashion
- ◆ Full **scalability** from 10s of users to 1000s at a fraction of the cost
- ◆ Embedding data mining capability into a **multitude of use cases**

Wider applicability: Data Fusion



- Cybersecurity
- Fraud
- Financial Crime
- Marketing
- Risk

Questions?