

# Hg's Data Analytics journey

PEI forum  
May 2019



# Hg Overview

As at 30 September 2018

**25+**  
years of investing

**27k+**  
portfolio employees

**150+**  
investments

**£15bn+**  
aggregate EV

**£10bn**  
funds under management

**£3bn+**  
total revenue of our companies

## Flexible approach



## Investment focus



B2B technology and services focus.



Business-critical need delivered as software, service or component.



Subscription or repeat revenue model.



Utilising years of accumulated IP > high margins.



Fragmented customer base.

## European base, global reach





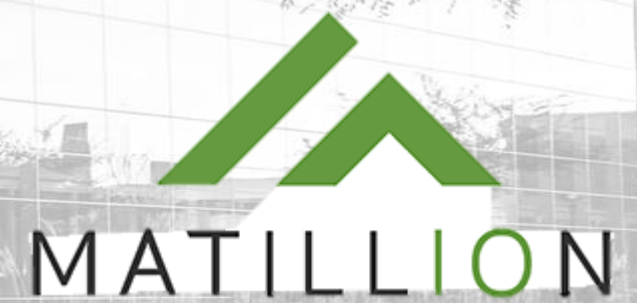
# The data technology revolution



amazon  
web services™



splunk®



alteryx

# Mission of our Hg Data Analytics team



- **Set-up a cloud 'data platform'**



- **Operationalise best practice MI**



- **Deploy 3 (or more!) ML/AI driven commercial projects**



- **Establish a data capability**

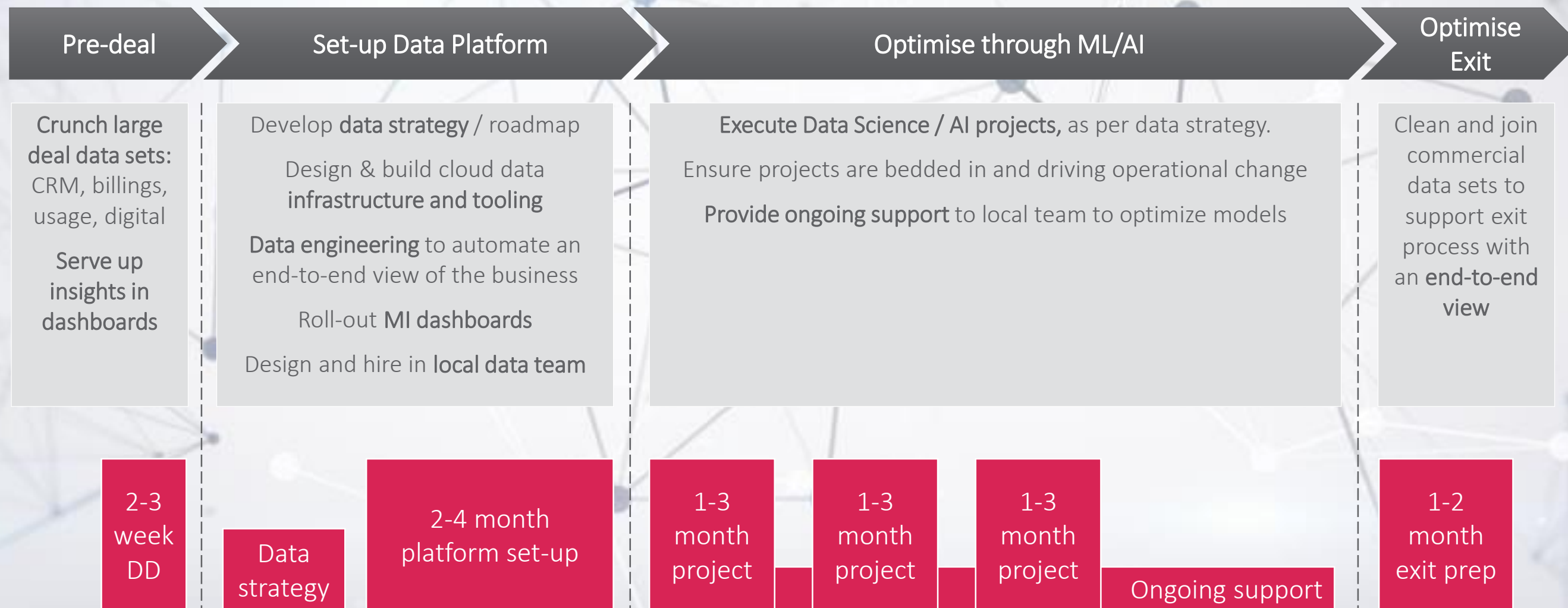


- **Build central, 'Hg' data IP**



- **Support deal conversion**

# Data team across the investment lifecycle



# Hg's data projects over the past 18 months

Set-up the ML/AI data infrastructure	Drive commercial gains	Deliver operational efficiencies	Improve the customer proposition
Set the data strategy	Predictive churn intervention	Predictive maintenance	Serve back customer insights & data via dashboards
Build data infrastructure	Cross-sales propensity modelling	Customer support ticketing optimisation	AI-driven customer process automation (e.g. OCR)
Engineer automated end-to-end view	Personalised pricing optimisation	AI-driven, automated service resolution	Build-in predictive insights into data services
Hire, train, set-up the data team	Predictive prioritisation of New Business	Workforce scheduling optimisation	Build-in ML/AI insights for customers to use, upgrading the proposition
Productionise data processes	Customer 'next best action' modelling	Robotization of workflows	<ul style="list-style-type: none"><li>• Churn management</li><li>• Customer engagement</li><li>• Cross-sales NBA</li></ul>



# Hg's data projects over the past 18 months



## Set-up the ML/AI data infrastructure

## Drive commercial gains

## Deliver operational efficiencies

## Improve the customer proposition

Set the data strategy

Predictive churn intervention

Predictive maintenance

Serve back customer insights & data via dashboards

Build data infrastructure

Cross-sales propensity modelling

Customer support ticketing optimisation

AI-driven customer process automation (e.g. CRM)

Engineered automation end-to-end view

Personalised pricing optimisation

AI-driven, automated service resolution

Build-in predictive insights into data services

Hire, train & set-up the data team

Predictive prioritisation of New Business

Workforce scheduling optimisation

Build-in ML/AI insights for customers to use, upgrading the proposition

Productionise ML processes

Customer 'next best action' modelling

Robotization of workflows

- Churn management
- Customer engagement
- Cross-sales NBA

# Hg's data analytics journey





# Iteration 1.0: baby steps



v1

Deploy consultants/cies



# 2.0: working effectively, but without scale



v1  
Deploy consultants/cies

v2  
In-house  
'data transformation leads'



# 3.0: gaining scale



v1

Deploy consultants/cies

v2

In-house  
'data transformation leads'

v3

Leveraging our  
in-house team



# Next - 4.0: systematic data enablement?



v1

Deploy consultants/cies

v2

In-house  
'data transformation leads'

v3

Leveraging our  
in-house team

v4

Data centre of excellence



Do it!



Multi-disciplinary



Experiment

