TRANSFORMING RAW, DISPARATE DATA INTO ACTIONABLE INSIGHTS
ABOUT BRG

BRG provides independent advice and analysis to individuals and organizations around the world. Our clients rely on our ability to apply technology to answer complex questions in a simple way, solve business problems and provide clear, valuable solutions.

To solve a problem in today’s competitive marketplace, it is critical to make sense of vast amounts of information. At BRG, we believe that a superior command of data drives superior results. And that’s what we do, every day.
BRG DRIVE™ is BRG’s Analytics as a Service platform, created to help our clients and consulting teams create and sustain results.

Providing clients with an innovative, multi-faceted insight creation platform; DRIVE harnesses and integrates all of a client’s dashboards, scorecards and analytics to allow for BRG and Client experts to create actionable insights from disparate raw data. In addition to the core analytic and insight functionality, DRIVE contains a robust application set that can be used to create information, manage workflows, monitor an organization’s key metrics, and store curated qualitative information among several other functions. All applications are tightly interwoven to seamlessly and easily help our clients harness the most important information to drive informed business decisions.
WHY DRIVE?

Whether by analyzing data through advanced visualization, providing commentary through the Insights application, or creating and performing surveys, BRG experts in collaboration with our clients are able to apply their best thinking to challenges.

Flexible and bespoke
The DRIVE platform is custom built for each client. We do not deploy standard software solutions but co-create with key stakeholders.

One source of truth
By utilizing a centralized data warehouse the DRIVE platform represents one source of truth. DRIVE eliminates disparate software systems reporting different versions of the same metric.

Highly secure
DRIVE sits on an elastic architecture that can be hosted anywhere: on-site, in a BRG datacenter, or in a private hardened cloud. No matter the security or resource requirements, BRG can deploy the DRIVE platform on any architecture in any geography for maximum required data protection.

Light Information Technology footprint
As an Analytic as a Service model, the only software required is a web browser.

Easy to use
DRIVE tools look and feel the same regardless of the focus area. Client personnel understand how to navigate and explore a new application with little or no additional training.

DRIVE is industry agnostic and is built around the specific need of each organization and set of users. We have experience of working with clients across a full range of industries and locations. Industries in which we have particular expertise include:

- Healthcare
- Legal
- Financial Services
- Energy
- Government
KEY APPLICATIONS

- ANALYTICS
- INSIGHTS
- PULSE
- ALERTS
- LINK
BRG ANALYTICS

Immediate value from a single source of unparalleled analysis and visualization.

The BRG Analytics application is the heart of the DRIVE platform. Dynamic, investigative, and focused on the areas that matter most to your organization, the application provides a central source of truth for all stakeholders. Through bespoke and leading edge analysis, users can ask questions, uncover opportunities, and monitor progress and results. Eliminating the need to generate reports from disparate systems, DRIVE provides integration from multiple data sources in a central location which creates more effective analytics, a better user experience, and more "flow" in performance improvement identification. In concert with BRG Insights, BRG Pulse and other platform applications, BRG Analytics supercharges the organization to create immediate value for all stakeholders.

**KEY FEATURES**

**DATA INTEGRATION:** BRG Analytics ensures that robust data from multiple data sources is appropriately **leveraged to produce the most meaningful analytics.** Data from ERP, HR, Accounting, Finance and many other systems are thoughtfully blended to produce analytics that provide control and knowledge throughout the organization.

**EASE OF USE:** While your data may be difficult to work with, Analytics is not. **Visually driven, with simple user interaction and drill-down ability,** a user can quickly understand the objective, the opportunity and the answer to any question they may need to ask of the Analytics.

**INVESTIGATIVE:** **Reporting is obsolete.** Stakeholders must be empowered to understand, research, and investigate areas where meaningful change can be achieved. Analytics does this through its dynamic "top down" approach to analytics that provides summary level answers and record-specific information in the same view.

**CREATOR AGNOSTIC:** Does your data stem from various internal systems and external vendors? **No matter the creator or creation method,** including popular software such as Qlik or Tableau or even custom code and software, it can all reside in DRIVE and allow you to leverage the other services offered through the platform.

Easier, smarter analytics management for you. The Analytics Hub is home to all the analytics you have access to, and provides the ability to quickly find analytics based on key word or category. **Customize your hub by "starring" your favorite analytics modules so they are top of mind and "top of hub" for easy access. Abandon using multiple report managers from multiple systems.**
Analytics provides a central source of truth for all users without the need for static reports that are hard to organize, communicate and update. The BRG Analytics hub provides dynamic, customized, investigative modules for any number of industries and focus areas to drive improvement and engagement in your organization through an intuitive interface.

Ad hoc analysis is possible and easy from the Analytics modules. Users can select part or all of an important component of the analytics, view underlying data and extract to do additional research or analytics. A central source of truth with the flexibility of end-user driven analytics ensures accuracy, transparency and maximum results in any area of your organization.
Turning information into insights through the application of expertise.

BRG Insights™ is focused on transforming information into action through observation and collaboration that only people can provide. If the Analytics hub is the heart of DRIVE, then Insights is the mind. DRIVE users can interact with each other or with BRG experts to quickly answer questions and bring the data contained within DRIVE to life.

**KEY FEATURES**

- An Insights “hub” that is **customizable** for each user’s most important content.
- **Insights can be launched from any application** in the DRIVE platform – including and beyond Analytics.
- Email integration allows **on-the-go collaboration**, or in-platform communication when deeper investigation is needed.
- **Optimized for mobile consumption** so that insights do not need to stop just because you are not by your computer.
- Drives collaboration and rapid **identification of opportunities and issues**.
- Provides a mechanism for **performance improvement accountability** throughout company operations.
- Allows **direct engagement with BRG experts** – during or after a project, near or far – to solve problems, answer questions and provide industry leading best practice and expertise.

Through its intuitive interface, users can create insights from dynamic analytics, alerts, surveys, or qualitative content residing in the platform.
Once an insight has been created, users can add other appropriate users to the thread to rapidly create knowledge that is cataloged in the platform for future use.

Like other content in DRIVE, insights are searchable to maximize the value of the insight.
Creating meaningful data to enhance your existing knowledge.

While analytics are vital to decision making and results in any organization, the data must first be available to analyze. The BRG Pulse application allows your organization to collect meaningful data through various “built-in” mechanisms, quickly and efficiently using the DRIVE platform. By leveraging DRIVE’s integrated environment, results from Pulse paired with the custom Analytics and Insights applications can be used to enrich your understanding of issues and opportunities.

**KEY FEATURES**

**SURVEYS:** With a simple form and workflow residing in-platform, permissioned users can formulate questions to produce data that can be used to take action. Best practice survey concepts are automated in Pulse: binary questions, categorical choices, Likert scales, free text responses, and more, are available with the click of a button.

**REAL-TIME POLLING (RTP):** To collect data instantly in a live meeting, RTP functionality can be deployed rapidly to a specific audience of people. Through a simple email distribution or the use of an instantly scanned QR code available to your audience, users can answer questions in a live setting.

**INSTANT ANALYTICS:** Results of Surveys or RTPs are instantly available and graphically interpreted to give both the author and the audience (if desired) an understanding of the target audience’s feelings on the selected topics.
While DRIVE provides a robust investigation platform to help our clients and experts quickly and easily create insights from underlying data; BRG also recognizes that there are always certain key metrics that must be constantly monitored. Enter BRG Alerts. This application provides the capability to setup a custom monitoring engine that watches underlying data to determine whether a specific threshold has been exceeded.

<table>
<thead>
<tr>
<th><strong>KEY FEATURES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CUSTOMIZABLE ALERTS (BY THE USER):</strong> By using the Alert creation tool a DRIVE user can setup their own alerts. These alerts can monitor any data feed that a user selects, along with the threshold or tolerance that the user would like to measure the data against.</td>
</tr>
<tr>
<td><strong>FULLY IMPLEMENTED COMMUNICATION:</strong> The Alerts application can be configured to email or SMS the user if the predetermined threshold is exceeded. This “push” function allows for users to immediately react to the metrics that they care about the most.</td>
</tr>
<tr>
<td><strong>THE BUILDING BLOCKS FOR EXECUTIVE DASHBOARDS:</strong> By utilizing the same starring and pinning function as seen throughout the rest of DRIVE, users can customize their dashboard to contain their most frequently used and important alerts. At a glance, users can tell where they need to focus attention or drive intervention.</td>
</tr>
</tbody>
</table>
Although DRIVE can be used in many different business situations, let’s examine a basic example related to customer satisfaction:

The CEO is concerned about low customer satisfaction so he sets up an Alert to notify him if a low score is received.

Upon triggering the Alert, the CEO can examine the underlying data in an interactive Visualization.

After viewing the Visualization, the CEO finds that the problem is with a specific region’s customer satisfaction.

In order to get more information and solve this problem, the CEO makes an Insight from this finding and adds the managers in that region as well as BRG experts who can discuss the problem and offer potential solutions.

After Insight discussion, the team decides on a course of action to be implemented and builds a new Pulse survey to capture consumer satisfaction in a more specific manner.

As customers reply to the Pulse, the data automatically feeds the interactive Visualization and any negative scores trigger an Alert to the CEO.
CEO is alerted of poor consumer satisfaction.

Dialogue including expert advice in Insights

Focusing on a region with a low score, CEO creates an Insight.

New customer feedback fed into Visualization for analysis.

Insights discussion determines best course of action.

New satisfaction survey to automatically request customer feedback.

Any low scores trigger an Alert for further examination.

Transforming raw, disparate data into actionable insights.
CASE STUDIES

LARGE MULTINATIONAL COMPANY

A business unit leader for a large multinational company that implemented BRG DRIVE was subscribed for a variety of Alerts related to supply chain and sales. One of her key Alerts relating to sales was “tripped”, signaling declining sales in the US southwest region.

The Vice President quickly reviewed the related module in the Analytics application to highlight the main states leading the decline and provided an Insight to the regional managers.

The regional manager dissected the issue further via Analytics and asked for Insights from fellow regional leaders to understand any differences in product continuity, shipping, satisfaction, etc. Using additional Analytics, key product sales were found to have heavily declined, but this was due to delivery lag times and stock quantities being slower and longer than expected.

Using Pulse, the organization launched a follow-up survey to opt-in customers to understand consumer demand and active pursuit of the product, which revealed demand that was even higher than previous quarterly forecasts.

Ultimately, the comprehensive investigation for the reason behind declining sales led to the creation of an immediate solution that sped up the shipping process for this specific product, quickly returned sales to normal, and actually increased sales 15 percent due to enhanced efficiency and additional supply being sent to market.
BRG’s professionals assisted a large European financial institution with its regulatory compliance by building a web-based application to facilitate the investigation and review of potentially non-compliant transactions. The engagement began as a result of a US regulatory investigation.

To build a bespoke workflow application, professionals from BRG conducted numerous collaborative sessions with key organizational stakeholders to detail workflow specifications, as well as technical and regulatory requirements. BRG’s experts then led the pivotal step of co-creation: considering new technology in concert with the existing process, existing users, and outstanding needs to renovate the process in a safer, faster, more scalable way. Taking regulatory, business, and user experience requirements into consideration, BRG professionals implemented a globally accessible and mobile-friendly web application.

**Tech Specs at a Glance**

While BRG has the capability to offer a number of different options for hosting and managing client data (on-site deployment, cloud-based, hybrid, etc.), solution delivery for this instance consisted of the following core components to deliver the correct balance of security, support and control for proprietary financial data:

- Back-end Microsoft SQL Server database
- Front-end webserver production code in a ISO 27001 Tier-IV datacenter

**The Flow: Complexity made simple**

Though the resulting application to monitor regulatory compliance was entirely bespoke, BRG’s experts used several key components to dissect large, complex business problems into manageable constituent parts, link the parts together, and deliver a comprehensive solution that seamlessly solves our clients’ problems.

1. **Data consumption and complex data processing.** Complex clustering algorithms are first run across the transaction population to identify those that need specialist’s attention.

2. **Initial Allocation & Review**

   Reviewers are automatically sent new transactions to review based on their current queue size, and they use their expertise to make a first pass at the transactions. Transactions qualified for review are sent to a secondary, more scrutinious review while those that pass are documented and considered approved.

3. **Review Handoff & Heightened Review**

   At the second level of review, the reviewers are given more responsibility and the application’s design reflects these additional needs. This reviewer can initiate a Request for Information interrupting the review and moving accountability to a different end user that completes the review.

4. **Regulatory Compliance Submission**

   For those transactions that need to be submitted as a Suspicious Activity Report (SAR), the workflow process and the related collected information can be used to complete the regulatory reporting. This bespoke application automates these steps, saves times for users, and adds a significant level of compliance and security for its client.

5. **Management Analytics**

   The workflow application ensures additional security and compliance checks are met, but it also provides oversight, insight and vital decision-making data to leadership. In this case, any level of approved management can use both the transactional and workflow data to gain insight into business operations and strategy, specific risk issues/events, and employee performance.

**Predictive Analytics**

Not only is the solution helpful for look-back transaction review, but all feedback aggregated is able to be used to sharpen the clustering algorithm used to identify transactions. The client is committed to using the tool for normal review and for proactively flagging the correct transactions to work efficient and smarter.
WHAT OUR CLIENTS SAY

“The implementation of a software platform to manage all aspects of financial transaction compliance was a radical approach that resulted in saving countless hours of time while massively increasing accuracy. Given the high cost of non-compliance in the financial industry, using software to manage and facilitate decisions is critical to mitigate risk.”

Director of Technology, Large European Financial Institution
“We partnered with BRG to implement $30 million in financial improvements. We have realized significant improvements in operating margins, which enabled us to invest in our goal of achieving world-class quality and patient satisfaction results. Their people and analytic tools are the best in the industry. We highly recommend BRG for any health system looking to improve performance.”

Loy Howard, President and CEO Tanner Health System
OUR EXPERTS

KEVIN HAMILTON

MANAGING DIRECTOR
+44 (0) 7444 717 934
khamilton@thinkbrg.com

Kevin Hamilton co-leads BRG’s Applied Analytics and Global Health Performance teams. Mr. Hamilton was instrumental in conceptualizing and developing the precursor to BRG’s DRIVE platform. In his current role, he oversees the strategic development of DRIVE and partners with clients to identify additional applications and functions that will help them fundamentally shift the way they gather and use information.

A mechanical engineer by formal training, Mr. Hamilton has spent his career working to apply novel analytic methods to healthcare data to improve hospital operations while simultaneously improving the value of healthcare provided to patients. Before joining BRG, he was a senior director for an international consulting firm.

MICHAEL JELEN

DIRECTOR
+1 707 653 5361
+44 (0) 7803 841 963
mjelen@thinkbrg.com

Michael Jelen is the lead architect of the BRG DRIVE platform, co-leads BRG’s Applied Analytics team with Kevin Hamilton, and is a testifying technology expert in BRG’s Global Investigations + Strategic Intelligence practice. Mr. Jelen has more than 12 years of experience using various tools and programming languages to manage and analyze large quantities of complex data for clients across many industries. Whether the need is to clarify business insights from Big Data, improve enterprise cyber security, investigate complex and disparate datasets, or build bespoke data management tools, Mr. Jelen fuses business acumen and technology to engineer solutions to complex business problems.

Inspired by his client work, Mr. Jelen saw the BRG DRIVE platform as an opportunity to bring data beyond technical analysts to key business stakeholders. He has engineered DRIVE to make the process of analyzing, understanding, and managing data accessible to everyone. His technical advice has helped clients optimize business operations, identify and prevent fraud, and stay steps ahead of the competition. He has also testified in US Federal Court as an expert witness on issues of data integrity.