

HUSKY COMBIS (BIG) DATA SOLUTION

Finance institutions across the globe are realizing that (Big) Data means Big Business. Developing and implementing successful Big Data strategies is now imperative for all financial institutions as they look to retain and increase their market share and drive revenues. The time of inflated expectations is over, now it is time for real services.

Combis has a solution for data monetization!

What is Husky?

Husky is a unique platform used to monetize data that already exists within Finance institutions.

The approach applied in the data monetization process consists of two general streams:

INTERNAL MONETIZATION

Monetization achieved by smart optimization of internal resources after monitoring clients' behavior, technology and services they use. In other words, optimizing business by using data for in-house analytics and more informed decision-making and for enhanced sales and marketing activities, preferably in real time.

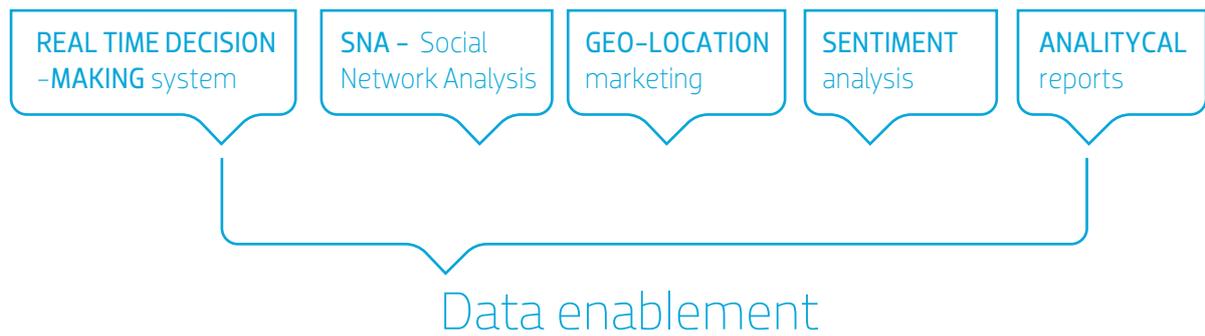
EXTERNAL MONETIZATION

Monetization towards external clients by providing them with relevant data they can use to improve their business.

Monetization streams are facilitated through application layers using five decoupled modules:

- Real time decision-making system
- SNA- Social Network Analysis
- Geo-location marketing
- Sentiment analysis
- Analytical reports

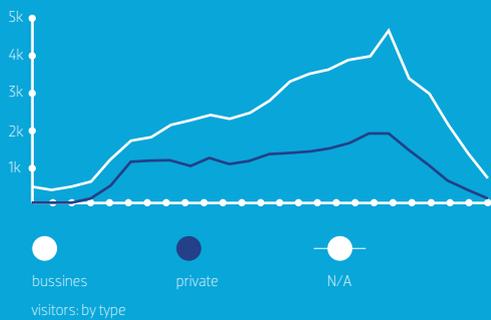
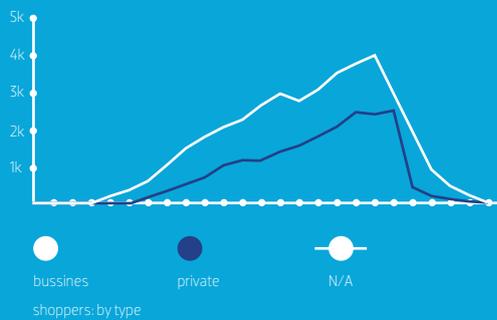
DATA monetization

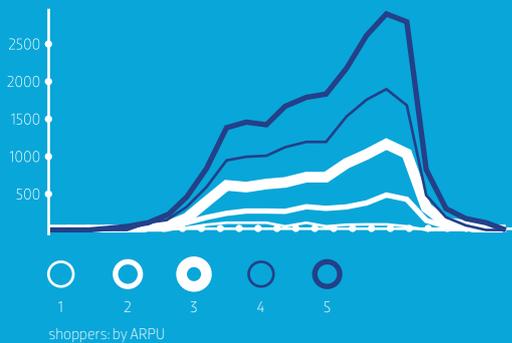


Big Data Services

Real time decision-making system is a module responsible for use cases related to events which trigger actions in real time. Husky combines different data sources such as proprietary data, CRM, or any other, to gather key information in order to recognise when to trigger a predefined action.

Geo-location marketing module enables targeting end users with targeted marketing campaigns based on client location, to directly target a specific group of people, user attributes, with a specific marketing message. This module can be combined with real time analytics module to get the best out of both: geo-location in real time.





SNA module allows to check and track connections, links, transactions and other similar activities between clients. By knowing this, leaders and followers can be detected, churn can be prevented, and also fraud attempts can be detected.

Sentiment analysis module is used to define a sentiment, an opinion on a particular item, product, or a service, which is discussed about online, and which can be detected and measured; eventually getting a positive or a negative feedback on a particular product or a service.

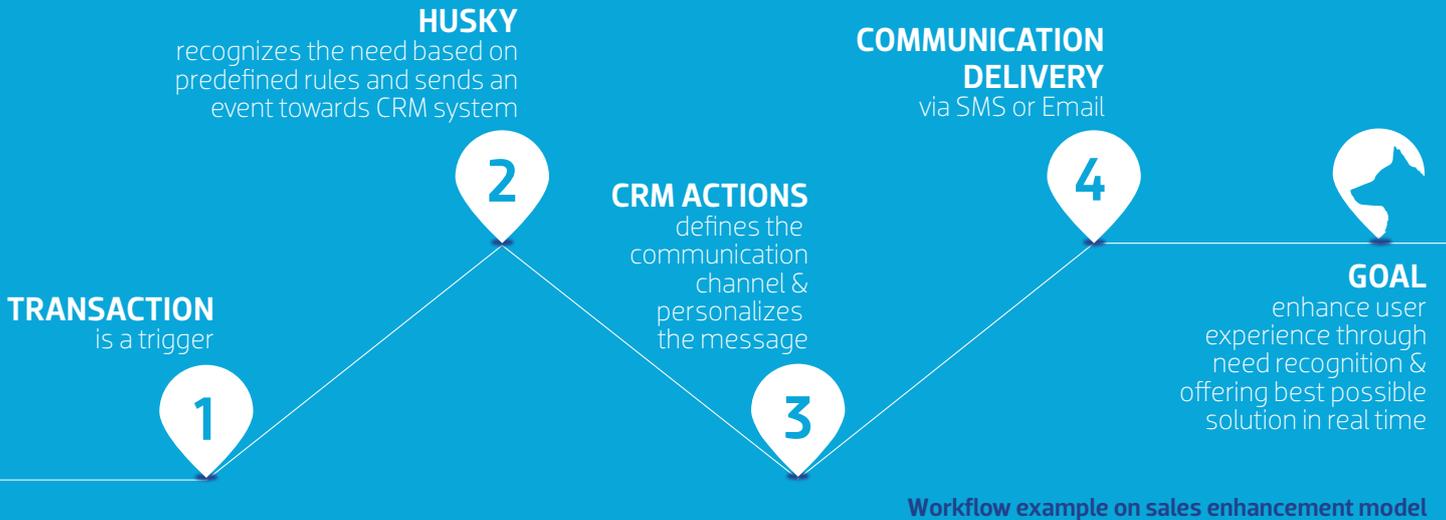
Analytical reports module enables users to access different reports and services through a responsive web portal enabling internal reporting from the processed data, but also enabling external monetization in terms of offering this anonymized data sets on the market for other business users. The web portal also provides an administration console for administrators, while user management and authorization services are also built-in.

Architecture

Architecture is decoupled, modular and complementary. Finance institution can choose which modules to implement and what service to offer. It is important to state that all modules are developed relying on open source technologies such as Spark, Elasticsearch, Kafka, Hadoop, Redis and PostgreSQL.

Combis Trust Center is an optional module for customer data anonymization that brings additional value to both monetization streams. It is collecting real time data responsible for fetching data from the Core banking system (and other if needed), processing, securing and enabling all aspects of privacy control and regulatory compliance for the information that is being accessed.

Data Processing Engine (DPE) is the core of the Husky analytics platform. It consists of distributed components which are used for data processing by various algorithms. DPE is also responsible for data quality check, preparation and enrichment.



Why Husky?

Husky is a modular, scalable, adaptable, open source based, fully in-house developed, cost-effective, real time supported solution which offers internal and external monetization. From adapting to different data sources on multiple modules to providing a tailor made solution for a single, particular business case, Husky is the solution which faces any challenge easily and efficiently.

Why Combis?

COMBIS, a member of Deutsche Telekom Group is a Croatian system integrator with over 25 years of experience and more than a thousand projects carried out in both local and foreign markets. We have developed a broad portfolio of solutions and services for customer's growing needs and innovative requirements. We offer consultancy, development and implementation services in deployment, integration and maintenance of comprehensive information-application-communication solutions. Our experts are ready to answer your call and go wherever and whenever it is needed to arrange a meeting, give a presentation, hold a work-shop...or perform any other activity that will help you to find out more about everything COMBIS has to offer.

What next? Contact us!

For any additional information regarding Husky please feel free to get back to us!

Looking forward to hearing from you.

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