

Data Transformation Strategies

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Steve Poynot, EVP / CIO, Howard Bank

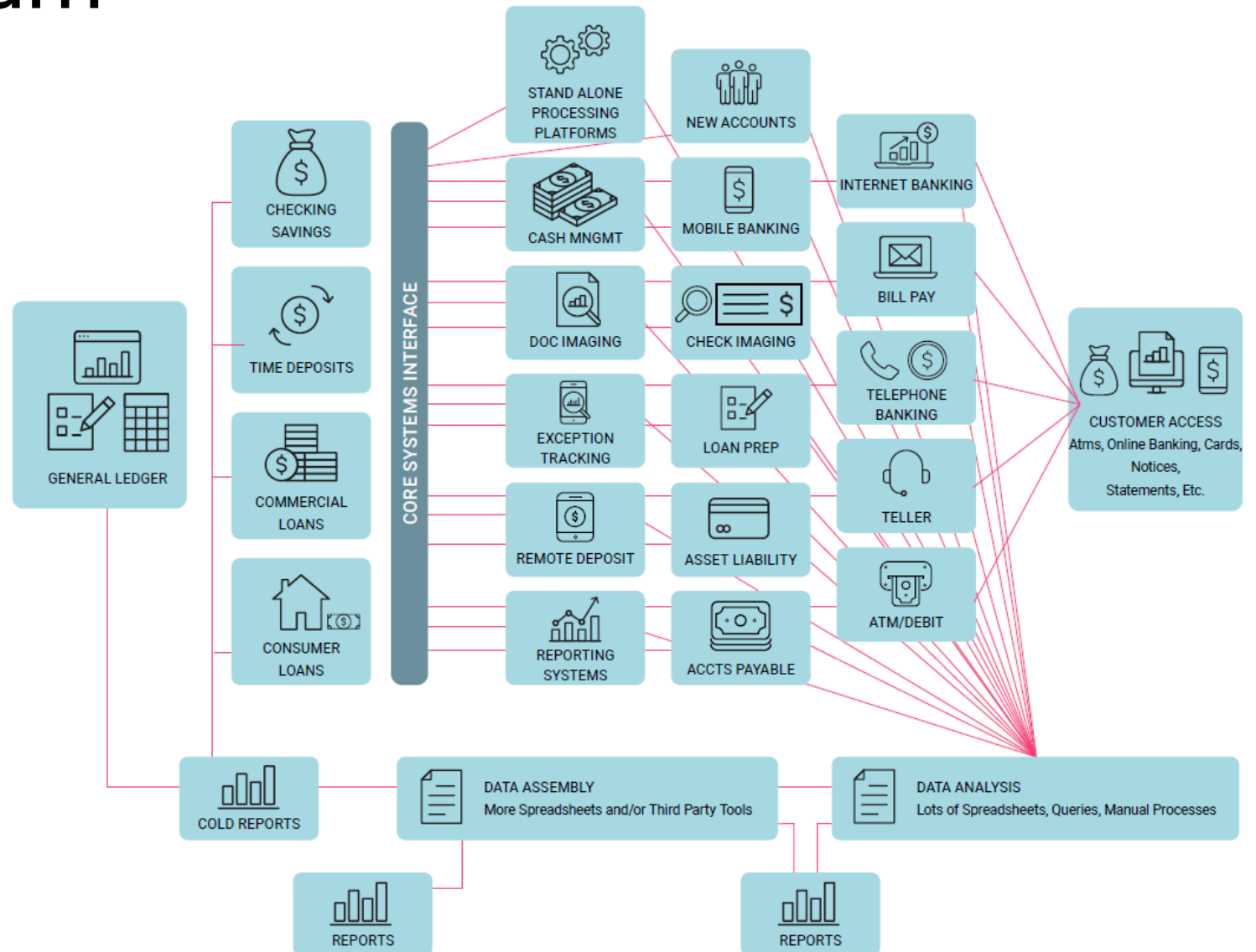
Why is **EVERYONE** talking about data analytics?



62% of executives from companies that are mature users of data say data insights are directly linked to **better customer experience.**

The Data Conundrum

- Siloed core and ancillary systems
- Fragmented customer information
- No 360° customer view
- Labor intensive report writing
- Outdated and delayed reports
- Loss of institutional knowledge with employee turnover
- Difficulty measuring profitability



Data Challenges

Information has been input into core over many years with poor data governance

No personnel on staff that understands the importance of data to decisions

Coding has changed over time, but not all loans/deposits have been updated – “Dirty data”

Organization has grown through acquisition and data incorporates data governance from multiple organizations

Data comes from many disparate systems

No internal tools for warehousing and pulling data

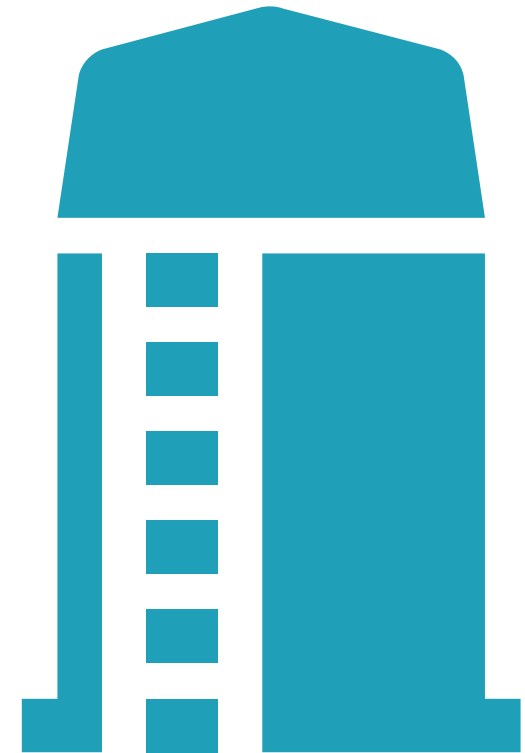
Static reports being used to disseminate data across organization

Inability to get actionable data quickly

Decisions being made not based on actual data

Siloed Data Strategy

- Multiple owners with reporting responsibilities
- Historically, the primary purpose of data has been for management reporting
- Historical view of what has happened in the past
- Limited view of data for most in the organization
- ***These organizations are not using data as an enterprise asset***



Enterprise Data Strategy



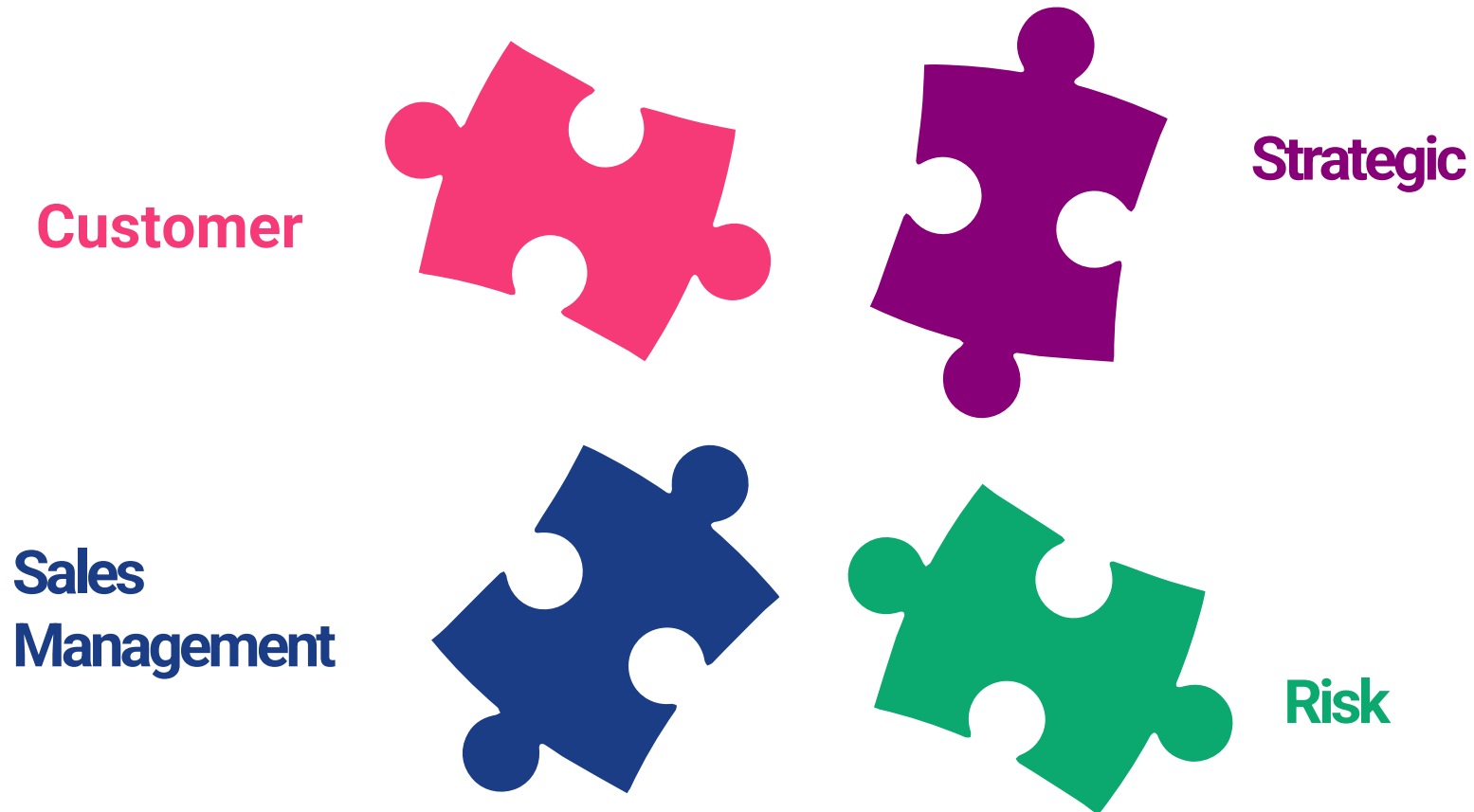
- Data governance program
- Easy accessibility across the organization
- Single source of truth
- Data analytics platform is in use
- Forward looking and actionable data insights
- Data analytics platform supports a customer engagement strategy
- 360-degree view of the customer

Where do we start?

- Organizations cannot solve the data problem all at once
- Fear leads most to hold off managing problem until they have a plan for everything to be fixed
- Start with information that fuels regulatory and board reporting
- Cannot solve everything at once. Even fixing issues in pieces will help create actionable data
- Manage expectations of users of data
- Identify all key data sources
- It is a process – treat it like one.
 - Have operational groups work with the data team to jointly solve issues, cannot have each group working from different plans

Define Transformational Data

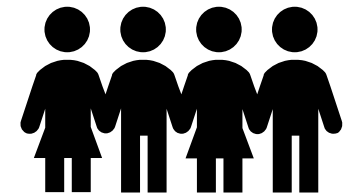
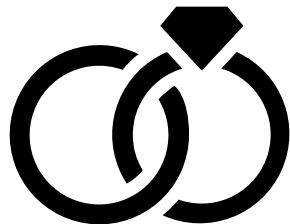
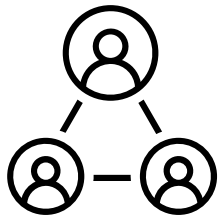
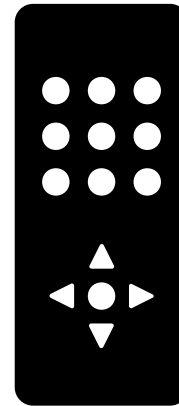
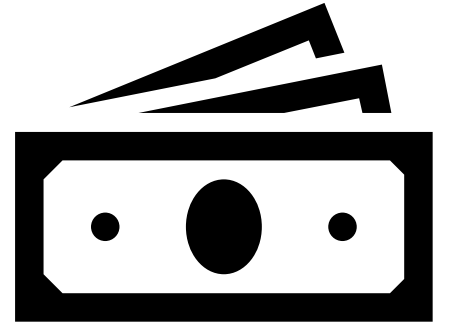
Find that data that drives your business and transforms the organization's efforts



Data alone is JUST Data

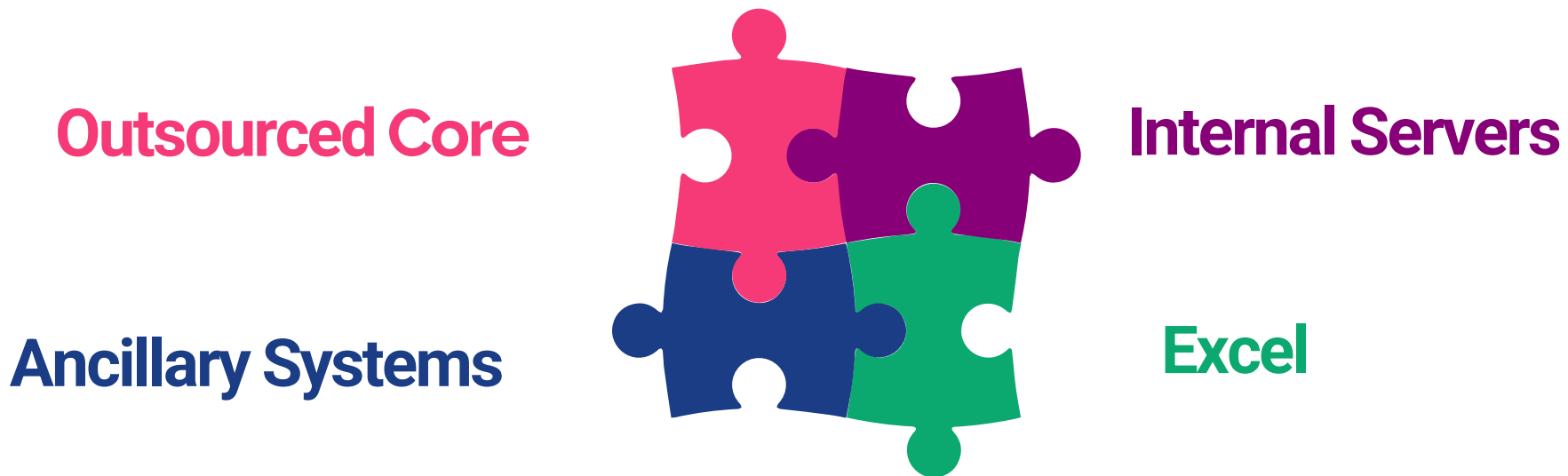
Identify the High Value data points that are most valuable to improving customer engagement

- Demographics
- Geographics
- Life stage
- Relationship
- Products and Services Used Across ALL Channels
- Channel Preferences
- Spending Preferences
- Customer Profitability

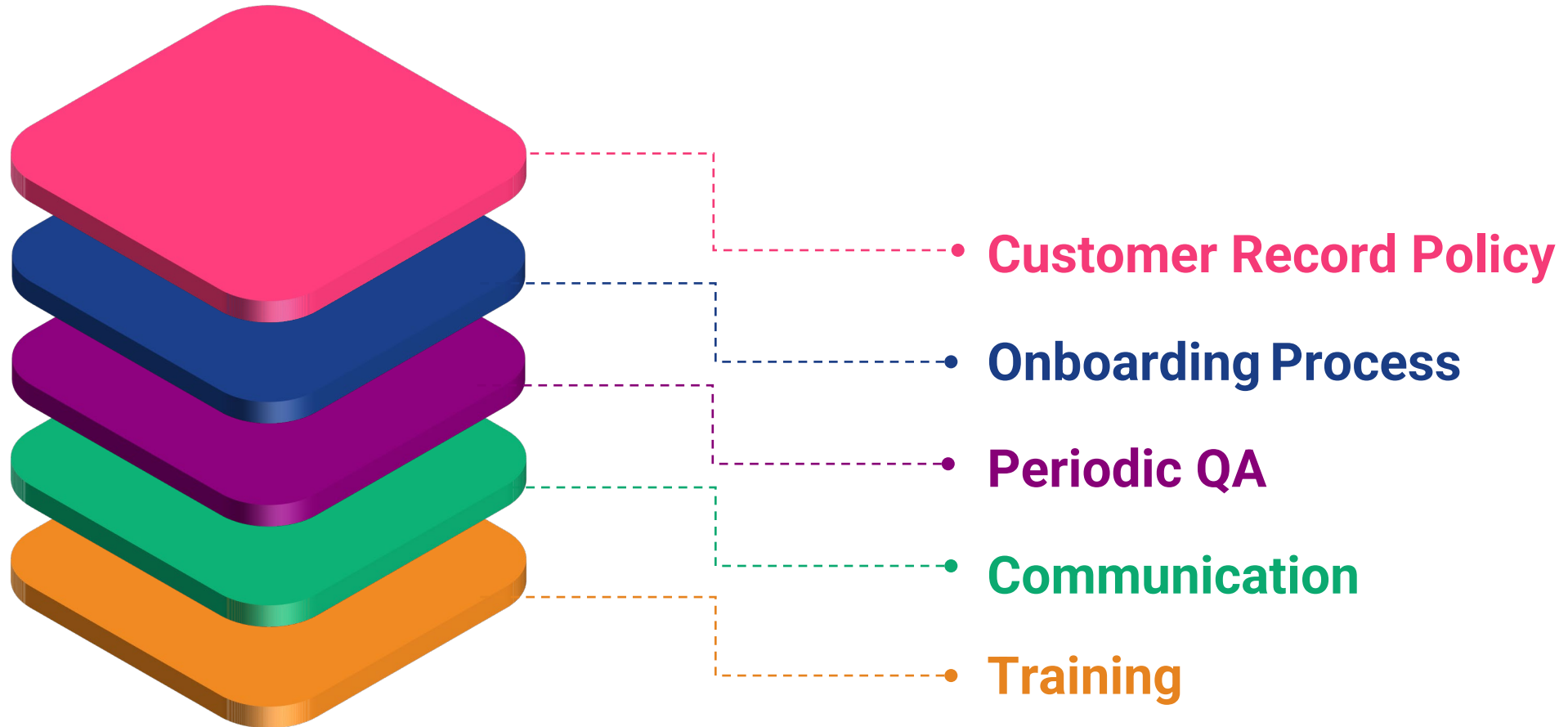


Single Pane of Glass

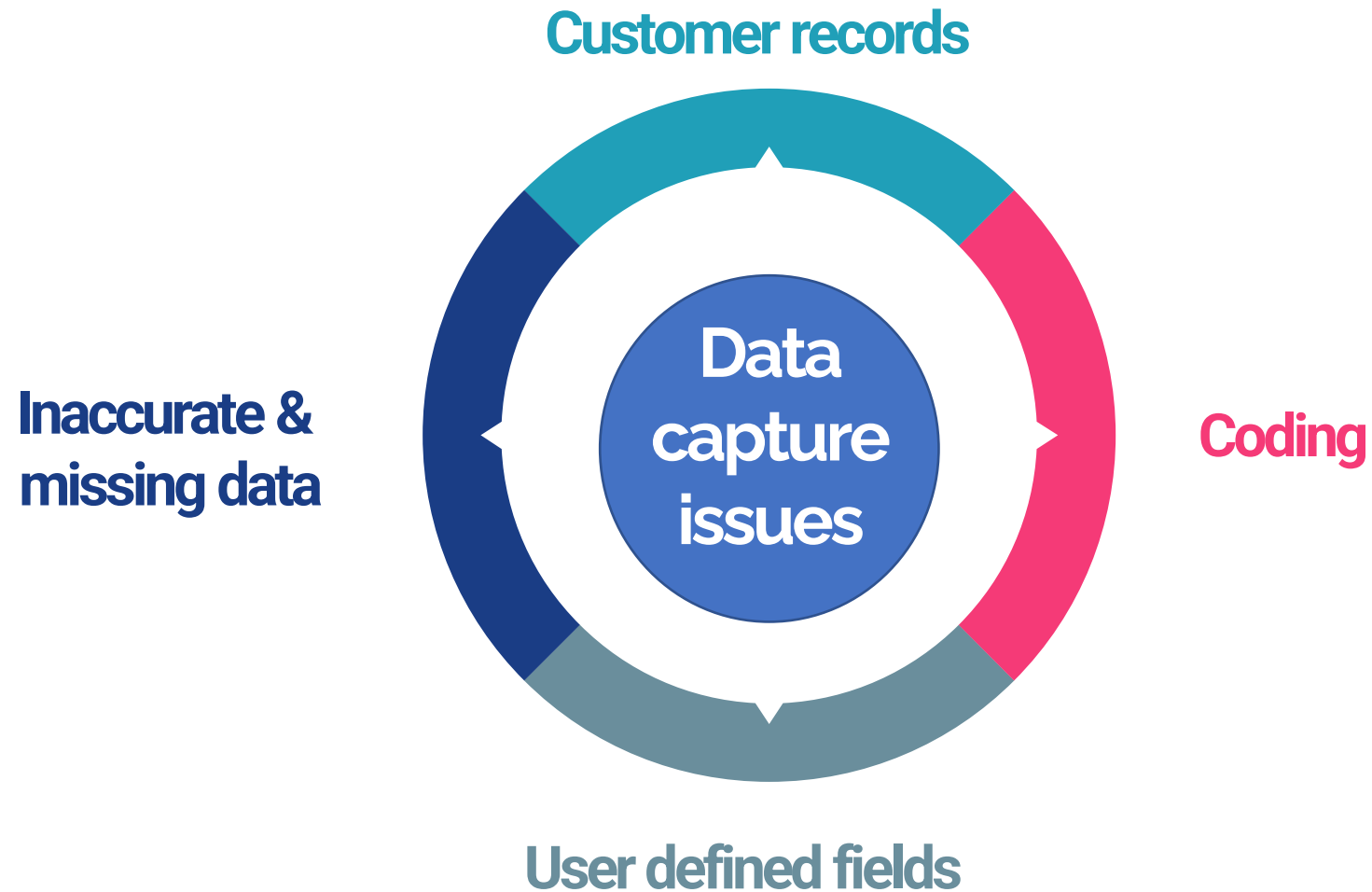
Where does your transformative data live and bringing the pieces together



DATA GOVERNANCE



Data Cleansing



Steps to Strengthen Data Capabilities

Develop	Develop an Enterprise-Wide Data Strategy
Connect	Connect the Dots with Data – Single Source of Truth
Define	Define Transformative Data – not all data is equal in value. Put proper governance controls in place for capture of data. Transactional Data versus Behavioral Data
Leverage	Leverage the Data through Visualization Technology – easy dissemination, easy to interpret, enterprise access, easy to use
Maximize	Maximize Customer Data
Safeguard	Safeguard Data – choose partners who understand the importance and sensitivity of your data

And Finally.....

- 1 – Admit that not all data is perfect or will be perfect
- 2 – Prioritize the most important data challenges of your organization – recognize you cannot solve them all at once.
- 3 – Create a data governance structure.
- 4 – Look at your current tools and personnel and determine if you will need to make changes to achieve your data vision
- 5 – Begin the process – it will be iterative, but do not give up. It will always be a work in progress. Anyone who tells you they can solve everything in one step is just trying to sell you something.

Business Benefits of Investing in Data Analytics



Increase customer engagement and satisfaction (65%)



Productivity and efficiency (62%)



Employee engagement and satisfaction (49%)



Product/service quality (45%)



Data is Your Bank's Superpower!

Thank You!



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Kim Snyder is the founder and CEO of Roanoke, Virginia-based KlariVis, a unique and proprietary data analytics solution designed by bankers for bankers. KlariVis allows financial institutions to quickly aggregate and visualize their previously siloed and disparate data in one place with unparalleled ease for data-driven decision making. KlariVis is a multi-source data analytics platform dedicated to making data simple for the financial institution industry through delivery of unique, holistic infographics that are easy to read, digest and share.

Snyder is a veteran community banker, having served as EVP/CFO for Valley Bank, a \$900 million publicly traded community bank in Roanoke, VA for 10 years. She also serves as the Tennessee Bankers Association CFO Forum Facilitator and is a notable speaker, having spoken at many industry conferences such as Bank Director's Acquired or Be Acquired, VBA Connect, VBA CFO Conference, NCBA Bank Director's Assembly to name a few.

She earned a BBA in Business Administration from James Madison University and is an alumni of the ABA Stonier Graduate School of Banking. She is a Certified Public Accountant (CPA).

Topics of Expertise

- Data Analytics and Business Intelligence
- Strategy, Vision and Mission Planning
- Merger & Acquisition Planning & Integration
- Finance, Budgeting & Cost Management
- Process Design & Productivity Improvement



Steven M. Poynot
EVP, Chief Information Officer
Howard Bank

Thank You!

A banker for his entire career, Steve currently serves as an Executive Vice President and Chief Information Officer for Howard Bank. He has held several leadership positions including Chief Administration Officer and Chief Credit Officer, where he built out the commercial banking infrastructure for Howard Bank with the creation of the Credit department as well as the Client Services Support Team.

Prior to moving into a Senior Management role at Howard Bank, Steve was a Relationship Manager focused on growing the commercial customer portfolio with a mix of commercial businesses as well as commercial real estate clients. Prior to joining Howard Bank, he was a member of the Commercial Real Estate Lending group for Mercantile-Safe Deposit & Trust Company (Now PNC Bank), located in Baltimore, MD. Since joining Howard Bank in 2005, and moving into the Howard County community in 2006, Steve has been involved in a number of community organizations.

He currently serves on the Board of the House of Ruth. He served for ten years on the Board of The Howard County Arts Council (President & Treasurer), a Board member of The Bright Minds Foundation (the educational foundation for the Howard County Public Schools), he is a past member of various committees for Leadership Howard County, as well as a member of the Howard County Spending Affordability Committee from 2012 - 2018. A 2011 graduate of Leadership Howard County, he has been recognized as a Next Leader in Banking from the MBA, Howard County's Finest 39 under 39 from the Cystic Fibrosis Foundation, and the Baltimore Business Journals 40 under 40. He graduated from the University of Baltimore with a Bachelor's Degree and from Loyola University of Maryland with his MBA.

About KlariVis



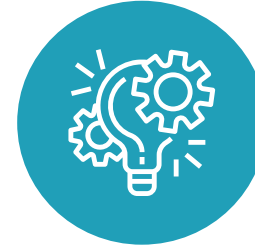
BY BANKERS FOR BANKERS

- Located in Roanoke, Virginia
- 25 employees and growing
- Over 125 years of combined community banking expertise
- Experience in banking systems, data analytics, and reporting
- Core banking team drives the vision



CORE AGNOSTIC

- Integrates data from your bank's core and ancillary systems
- Provides holistic view of your customers
- Eliminates data silos across financial institutions
- Easy dissemination of information



THE SOLUTION

- Interactive, easy-to-use data analytics solution built by veteran bank executives
- Delivers high-value actionable daily insights that drive revenue
- Enables digital transformation by integrating the critical data process that are key to digitally improving the customer experience
- Increases wallet-share
- Promotes relationship banking



SECURITY

- Security first organization
- SOC 2 Type II compliant
- Cloud-based solution
- Leverages Microsoft Azure security
- Single tenant model