

Building Impactful Insights

by

Unlocking TRUST in Data

EXPLICITLY





IMPLICIT TRUST

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Why should you TRUST us?



Meet Mark

- Mark leads Data Analytics for CRES at SCB, driving innovation and transformation through data.
- A multidisciplinary CRE professional with 20+ years of experience, he has spent the last decade delivering award-winning data solutions.
- Passionate about how insights can reshape workplaces and create a meaningful impact and drive real change.

Meet Shouvik

- Shouvik leads analytics and data management initiatives for CRES at SCB, enabling informed decisions with trusted data
- A data professional with 15+ years of experience in Finance, Banking & CRE domains
- Passionate to identify and address the human question behind the business problem



EXPLICIT TRUST

Built by KEYMARK



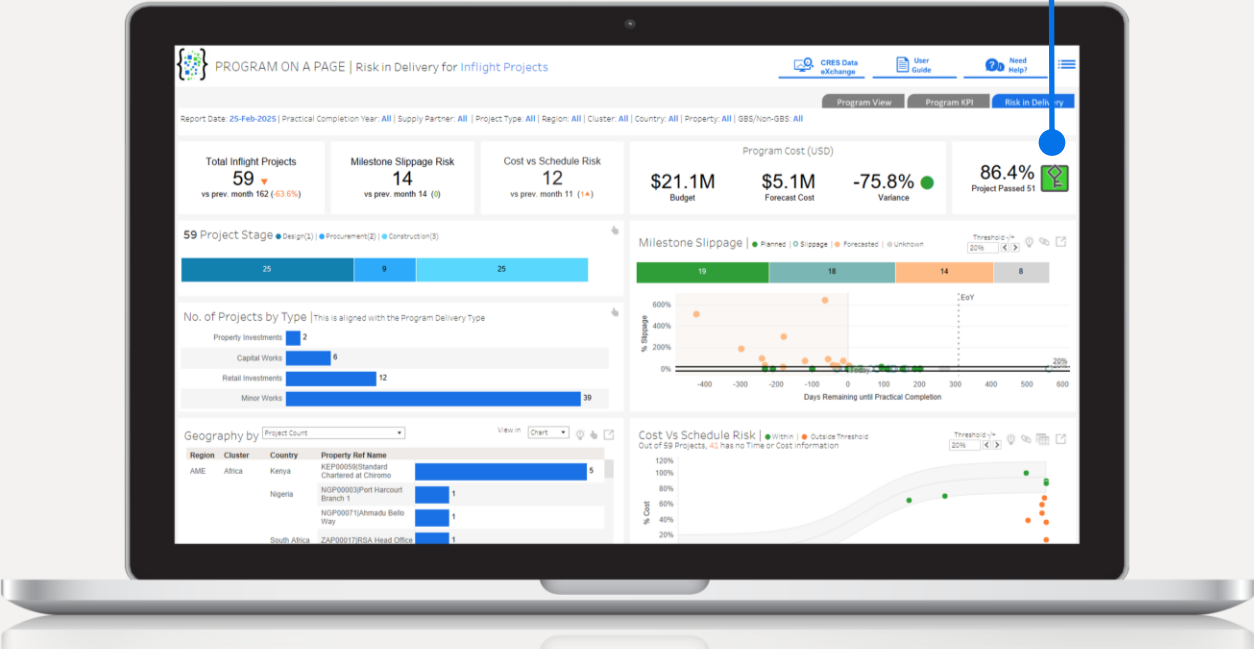
Keymark Certified

The **Green** Key Certifies that the quality of the data meets the threshold that provides explicit trust in data to inform your decisions.

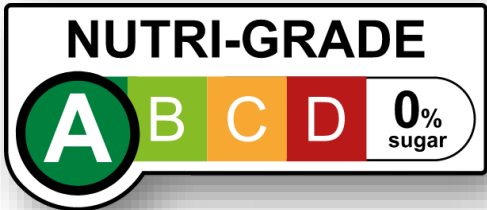


Keymark Caution

The **Orange** Key flags that the data is below recommended quality thresholds and remediation is required. Use the data but be cautious when supporting important decisions made.



The Key to unlocking TRUST



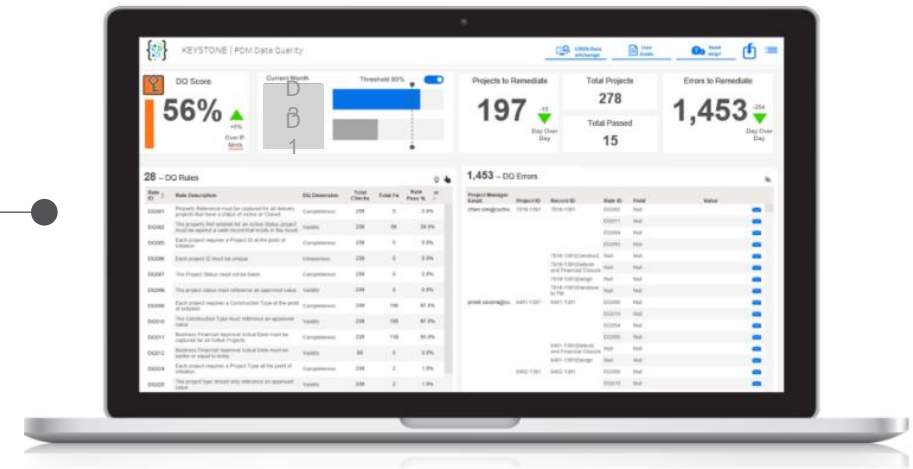
Transformational



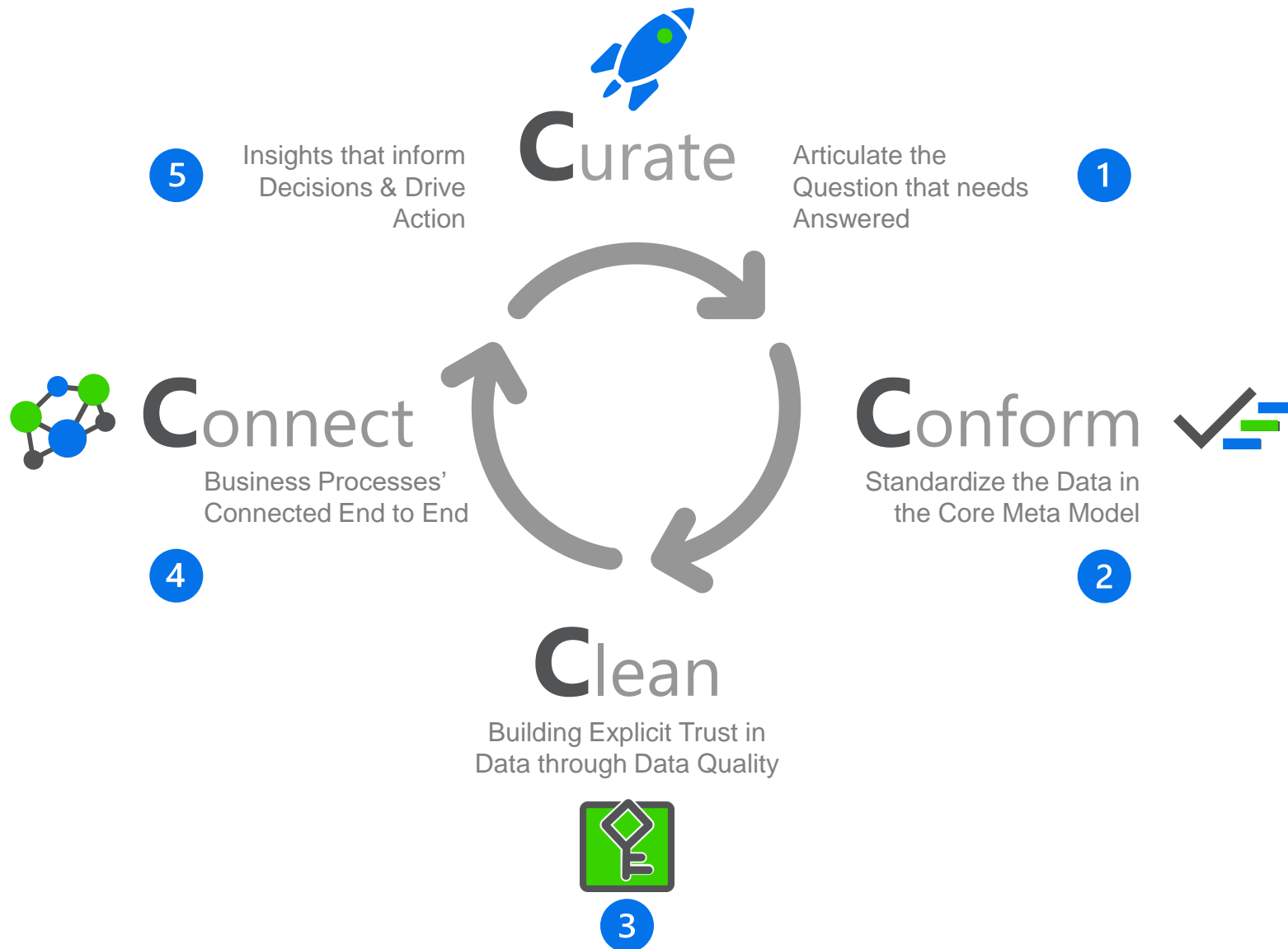
Nutrition Facts	
Serving Size	1 cup (240mL)
Amounts per serving	
Calories	150
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 125mg	5%
Total Carbohydrate 12g	4%
Dietary Fiber 0g	0%
Total Sugars 12g	
Includes 0g Added Sugars	0%
Protein 8g	16%
Vitamin D 2.5mcg 15%	Calcium 300mg 25%
Iron 0mg 0%	Potassium 380mg 8%
Vitamin A 90mcg 10%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Foundational



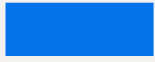
Data Strategy – The 'C' Cycle



- 1 Find the Right Questions to Answer
- 2 Get the Right Data in line with the Right Business Processes
- 3 Define the Right Rules to improve trust
- 4 Right thing – connect siloed processes for strategic decisions
- 5 the Right way – marketplace to democratize data and insights

Outcome

EXPLICIT TRUST



\$ 11.6M

Space Optimized

90K

**Employee RTO
policy**

300%

Increased usage

Key Takeaways

Context is King

find the question that that really matter

Know your Business

stay close to your business team, align process and data

Hearts and minds one at a time

people don't like cops be a friend

Q&A

