

## Problem



Bugs caused by changes to website, customer statements, and points software go unnoticed until the customers are affected.



Increases negative social sentiment; increased call center complaints had a nebulous root cause... i.e. they didn't know what to do with the data.



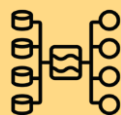
Identifying the issue is a cumbersome manual process with 24 hr. bridge calls and temporary changes to call center processes.

## Live Earth Customer

Global financial services provider is experiencing issues with their code releases that aren't identified until in production.

## The Live Earth Solution

Live Earth quickly sources & structures siloed systems data, uses predictive analytics to identify anomalies in the daily operations problems.



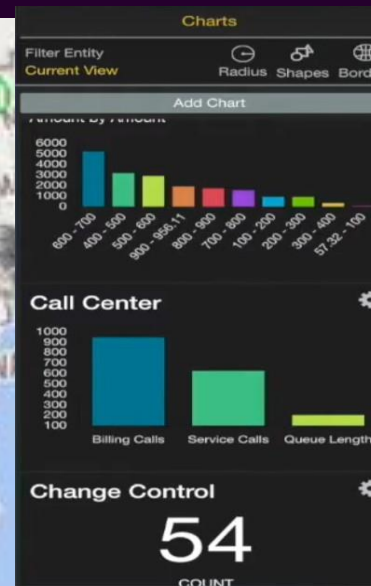
Automatically source data from siloed systems (e.g., call center, print, and 3rd party sources like Twitter).



Run predictive analytics to identify the application release root cause, based on the social sentiment and call center complaints.



Machine learning to predict where the next potential code release will cause problems.



*"The platform provides an automated approach to controls while reducing headcount."*

*- Head of Business Intelligence*

