

## Live Earth Customer

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

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

*- Head of Business Intelligence*

### 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.

### 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.