

CIO Updates

Jim Cochrane

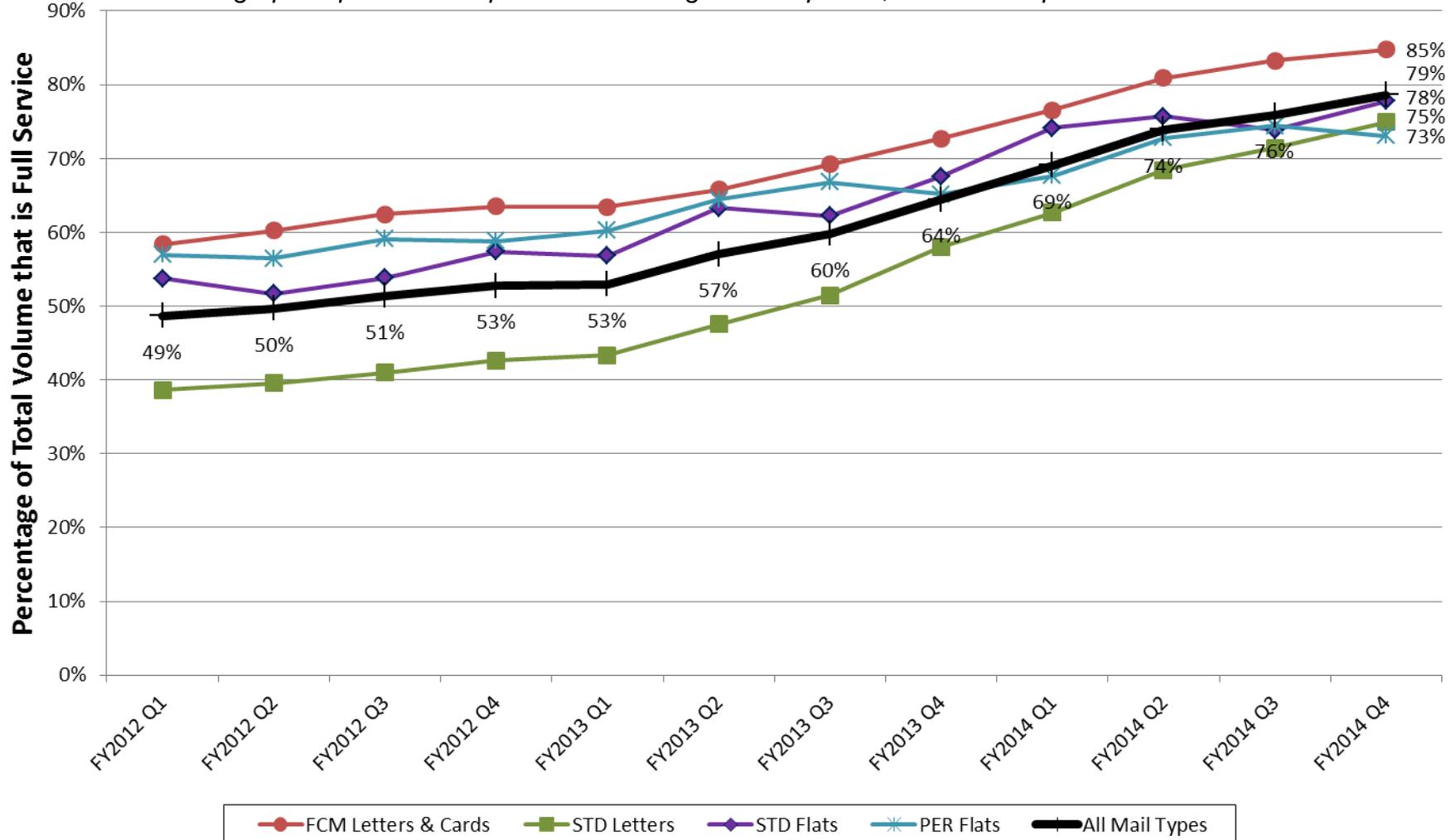
Chief Information Officer and Executive Vice President

MTAC

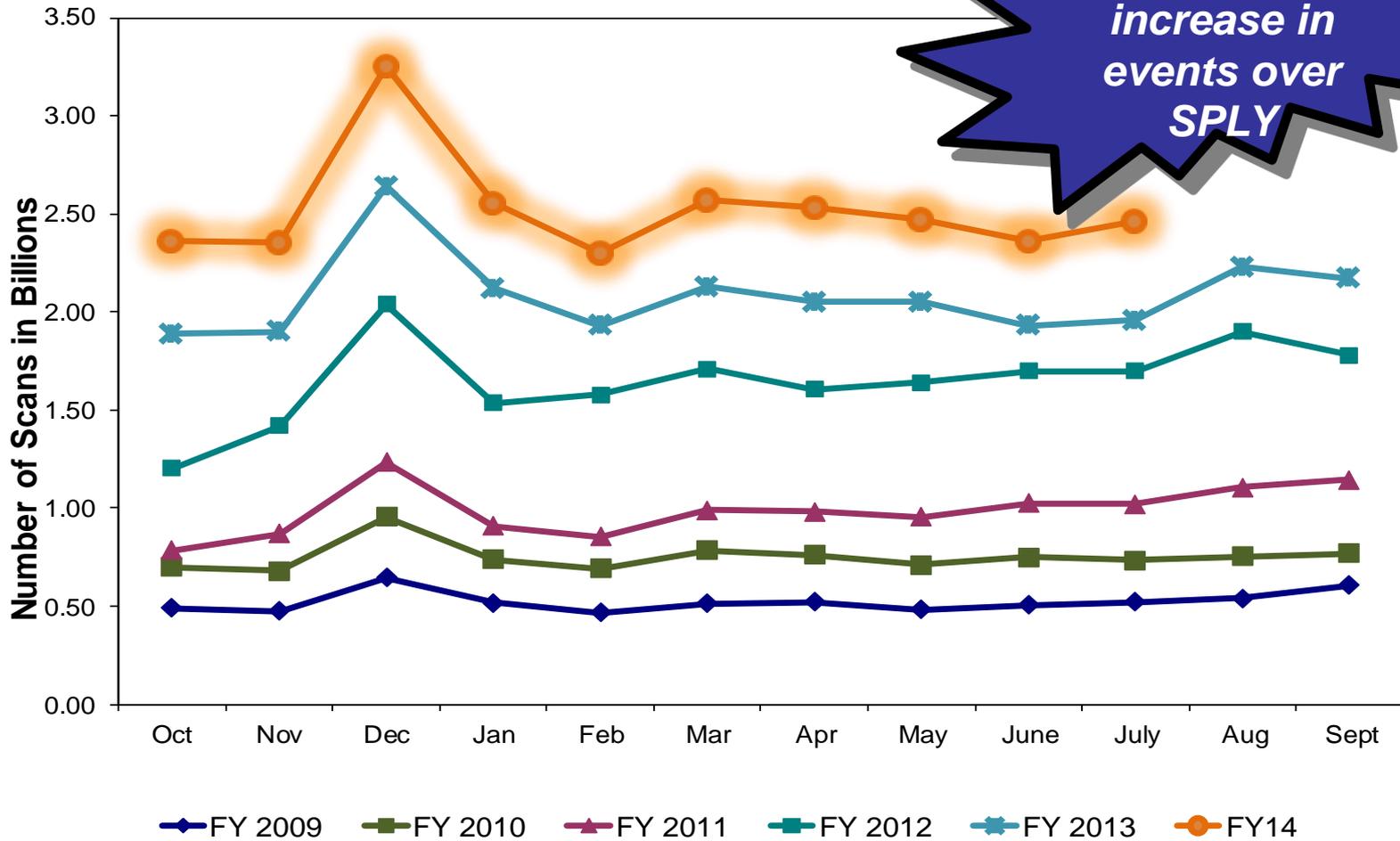
19 August 2014

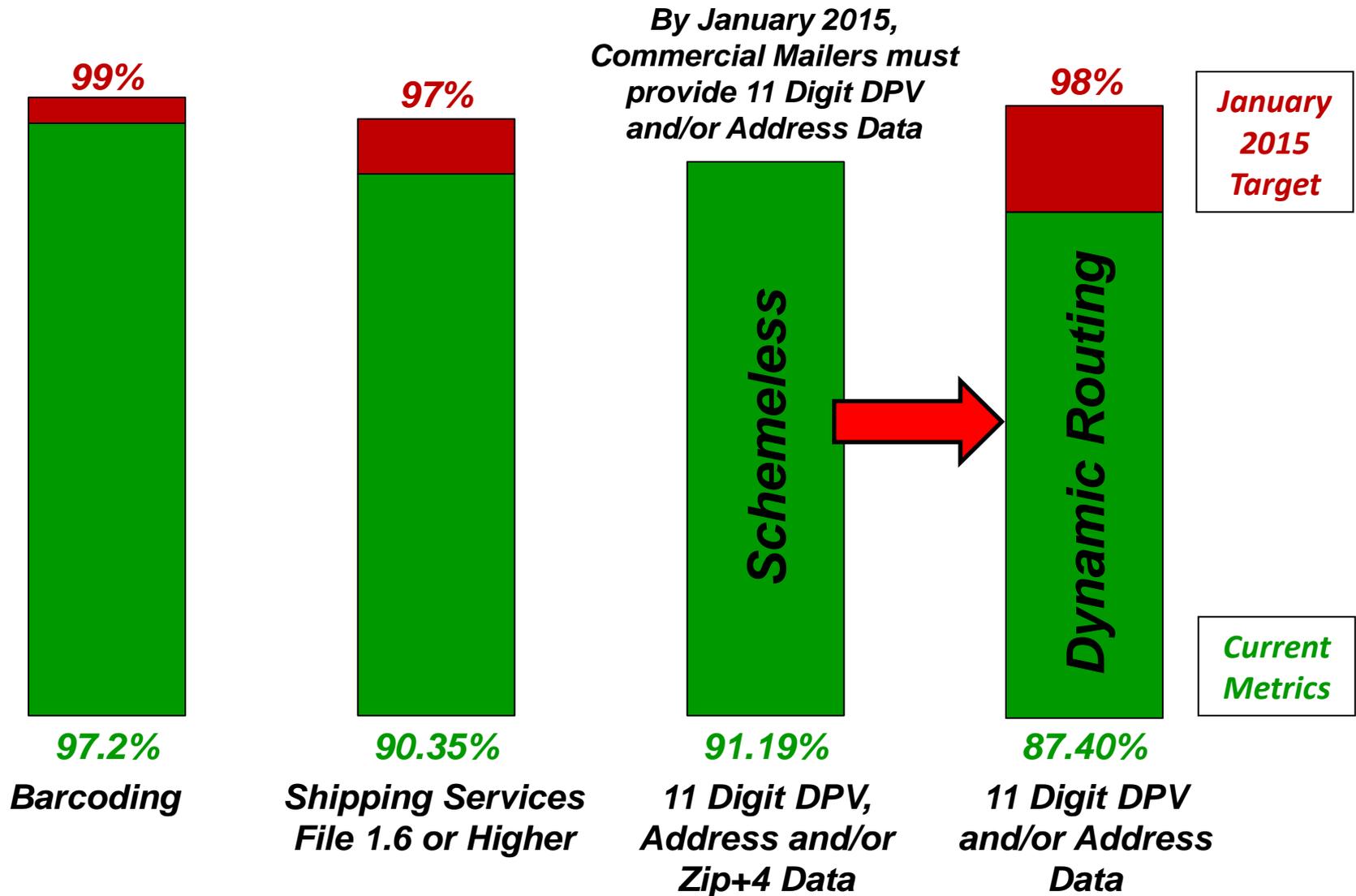
In July 2014, 79% of Commercial mail eligible for Full-Service was Full-Service

Note: Below graph depicts FS Adoption % as an avg. for the quarter; Slide title depicts the % for the latest month.



**4.6 Billion
increase in
events over
SPLY**





Journey to Enterprise Analytics



GROW
REVENUE

REDUCE
COST

WORLD CLASS
SERVICE

WORLD CLASS
CUSTOMER
EXPERIENCE

1.2B

TRACKING EVENTS/DAY

ELECTRONIC
DATA

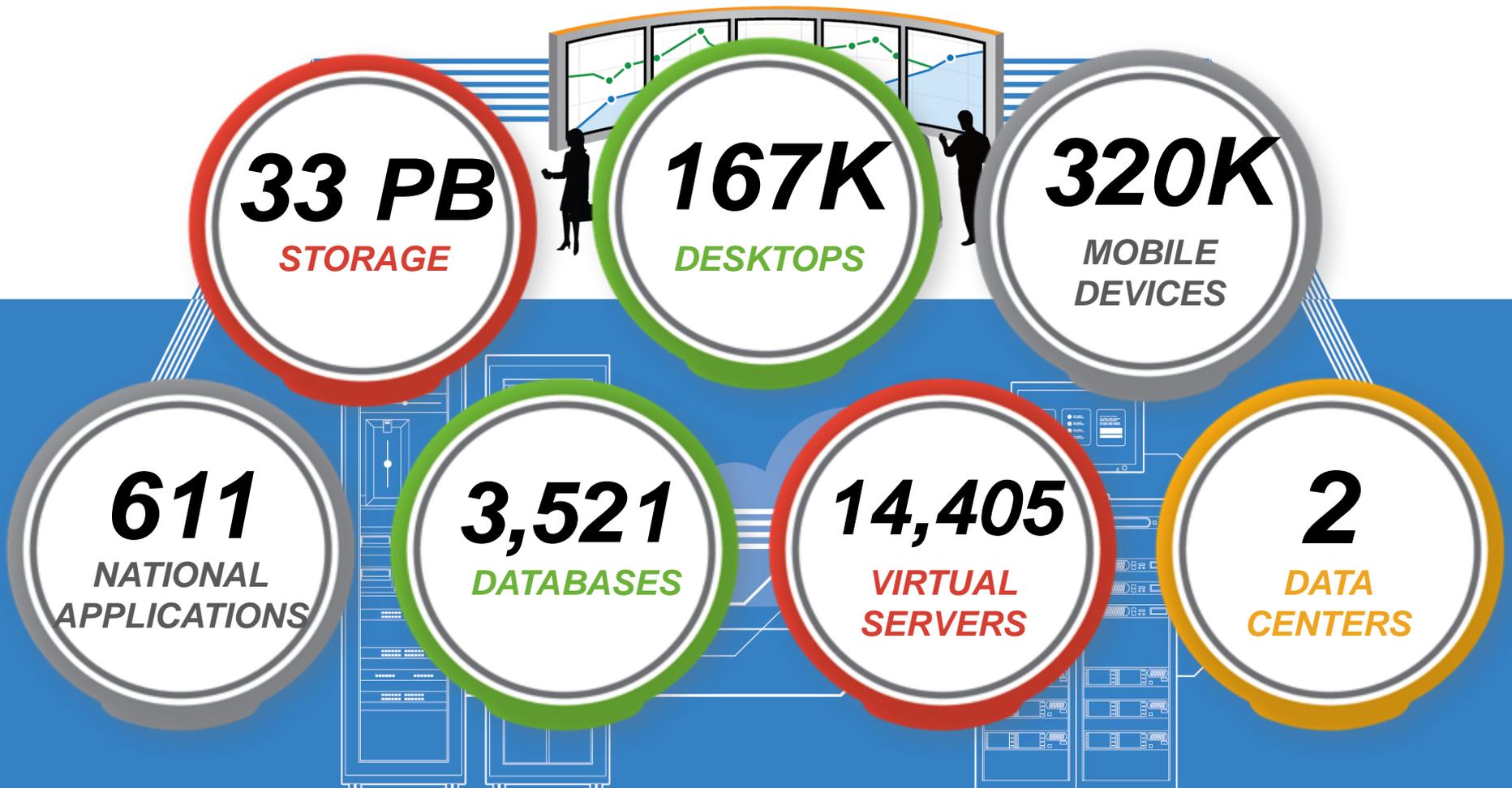
BARCODES

TECHNOLOGY

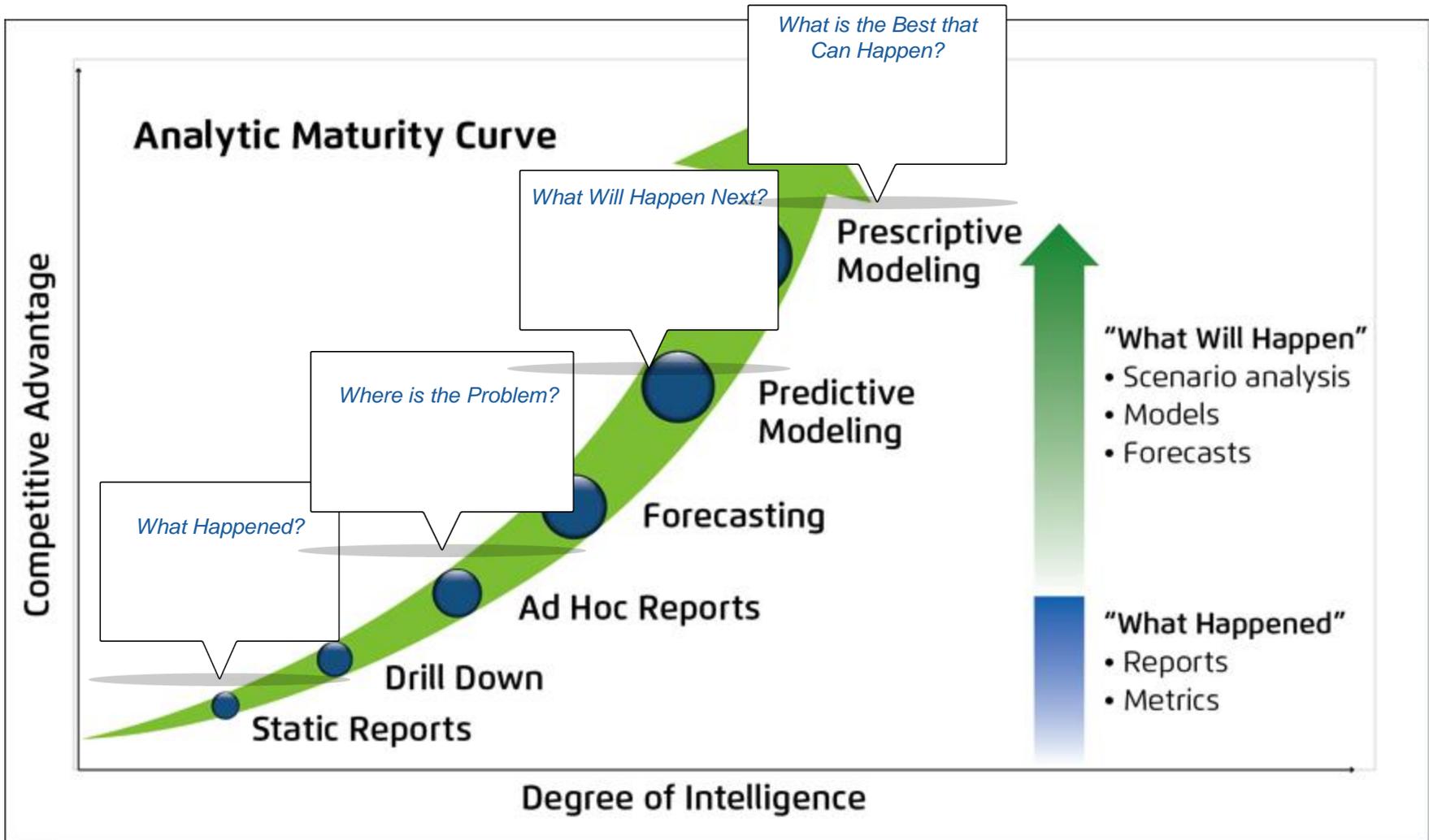
PRODUCT
VISIBILITY

ANALYTICS

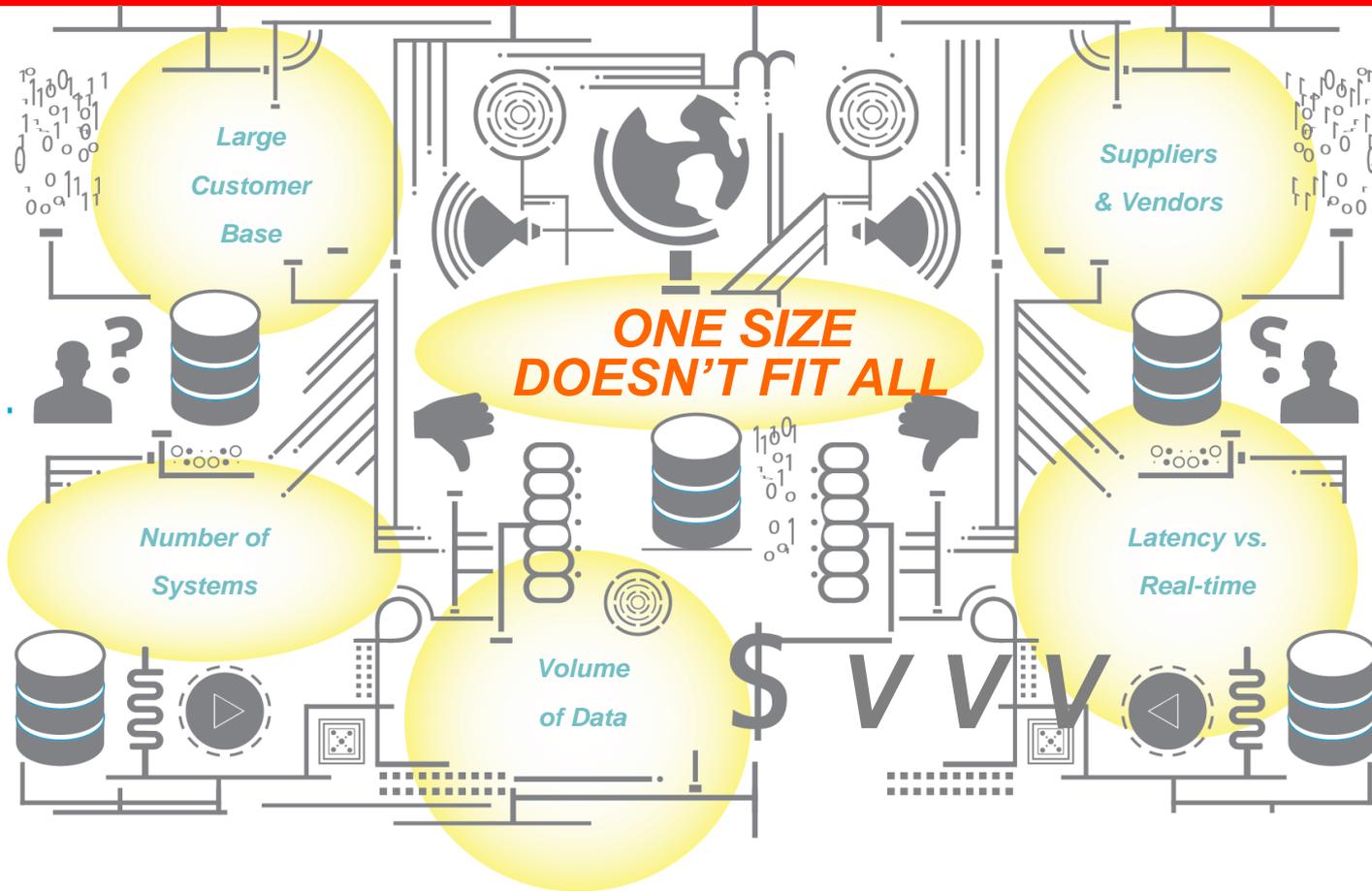
*Providing the
right data at the
right time to the
right people on the
right device so that
they can make the
right decisions*



Where are we in the Analytics Maturity Model?







VOLUME

VARIETY

VELOCITY

DIVERSE CHALLENGES

*Organizational Transformation from a
Instinct-Driven Enterprise to an
Information-Driven Enterprise*



DELIVERING ACTIONABLE INSIGHTS

BUSINESS VALUE

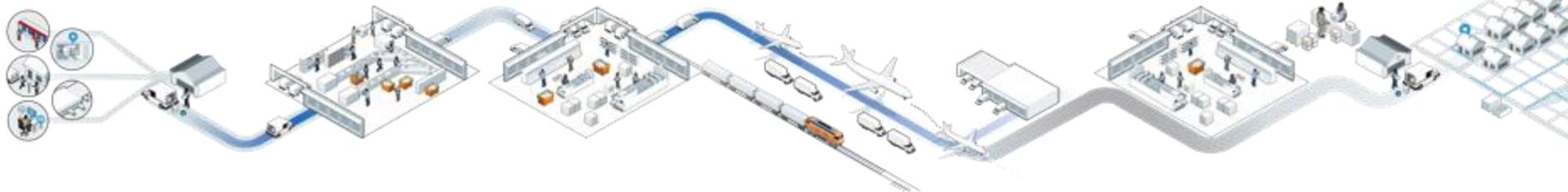


CUSTOMER VALUE

Making Decisions Earlier in the Process

UPSTREAM ←

→ **DOWNSTREAM**



HINDSIGHT

ACTIONABLE INSIGHTS

FORESIGHT

What happened?

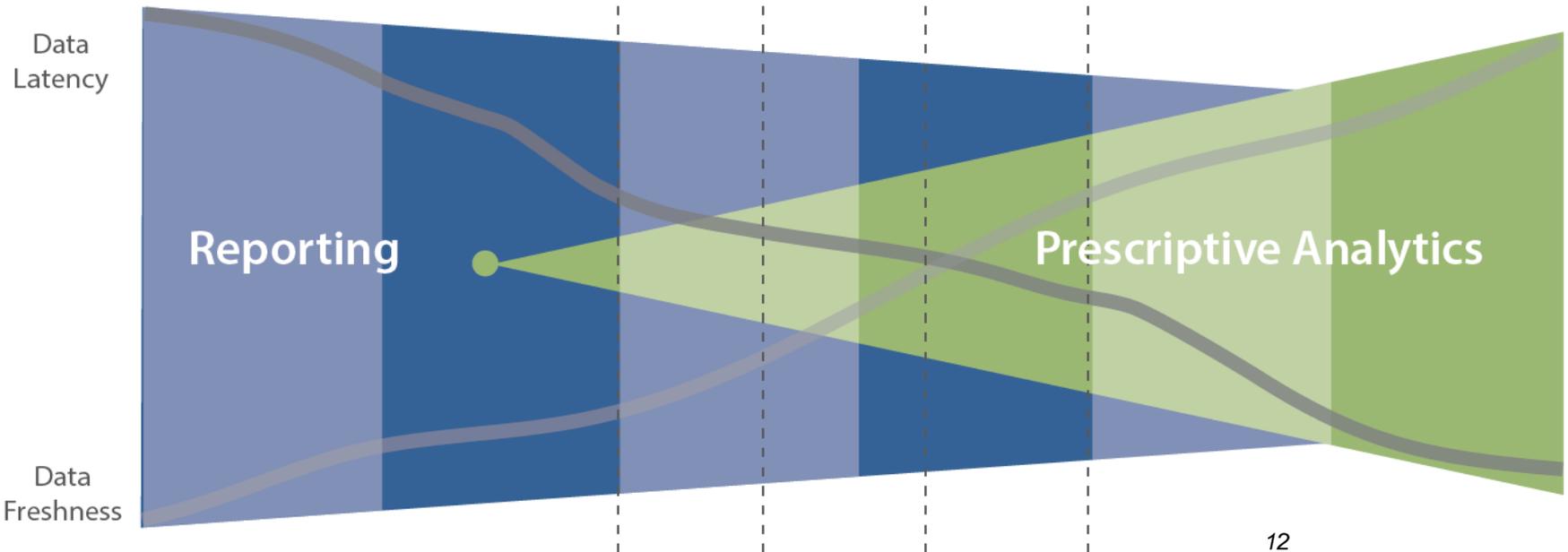
What will happen?

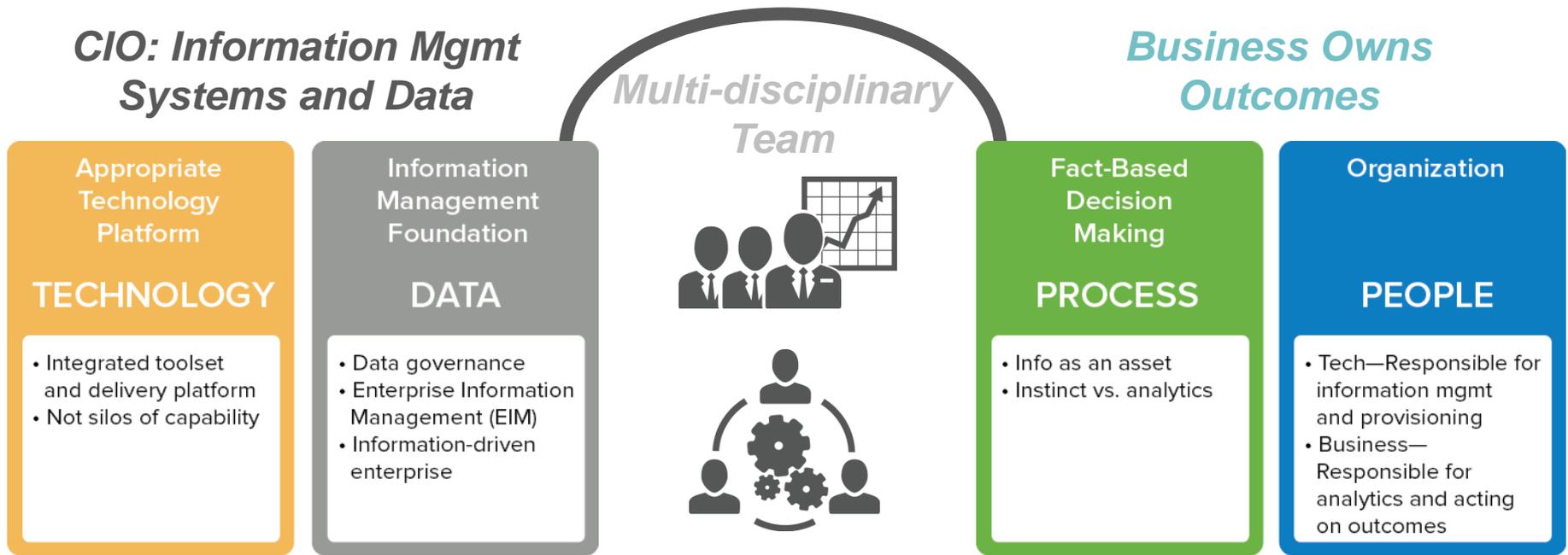
Why did it happen?

What is happening?

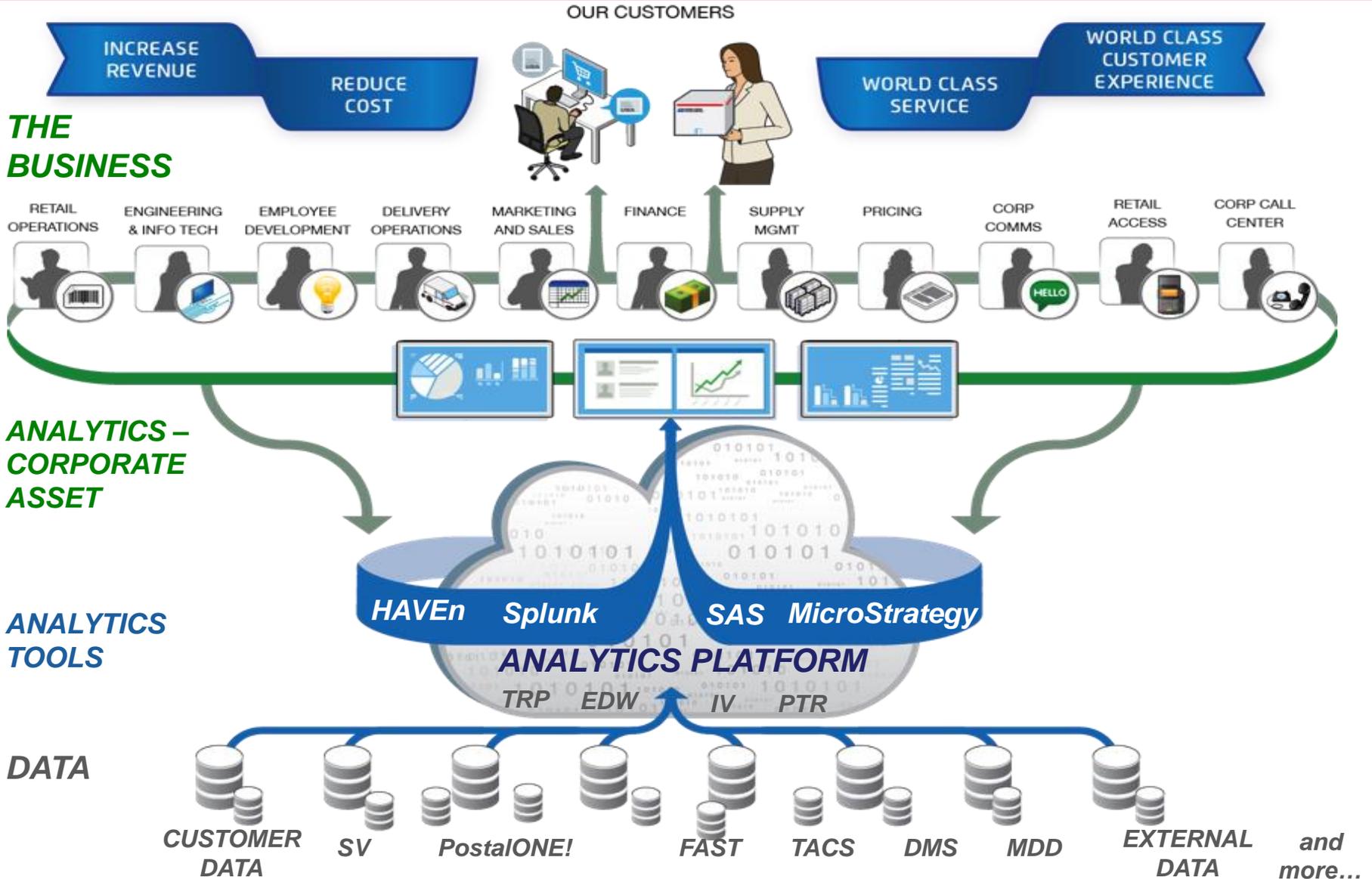
What should we do?

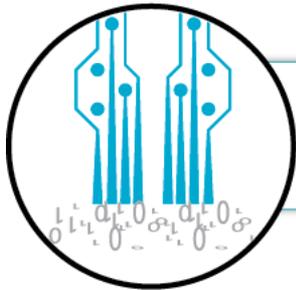
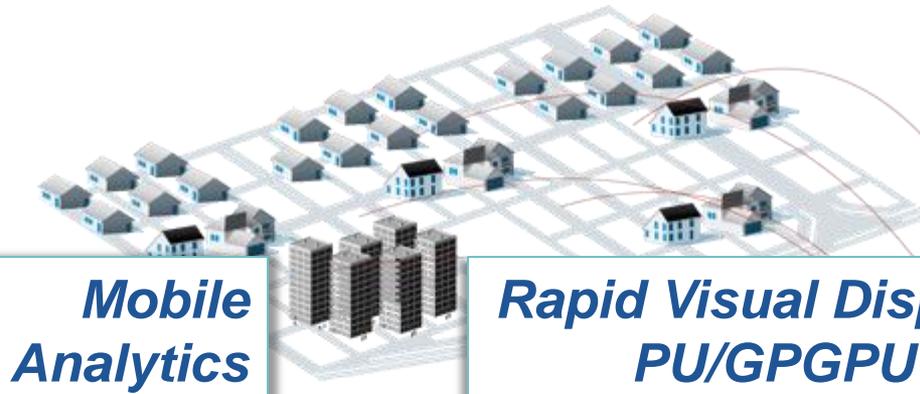
What can we offer?





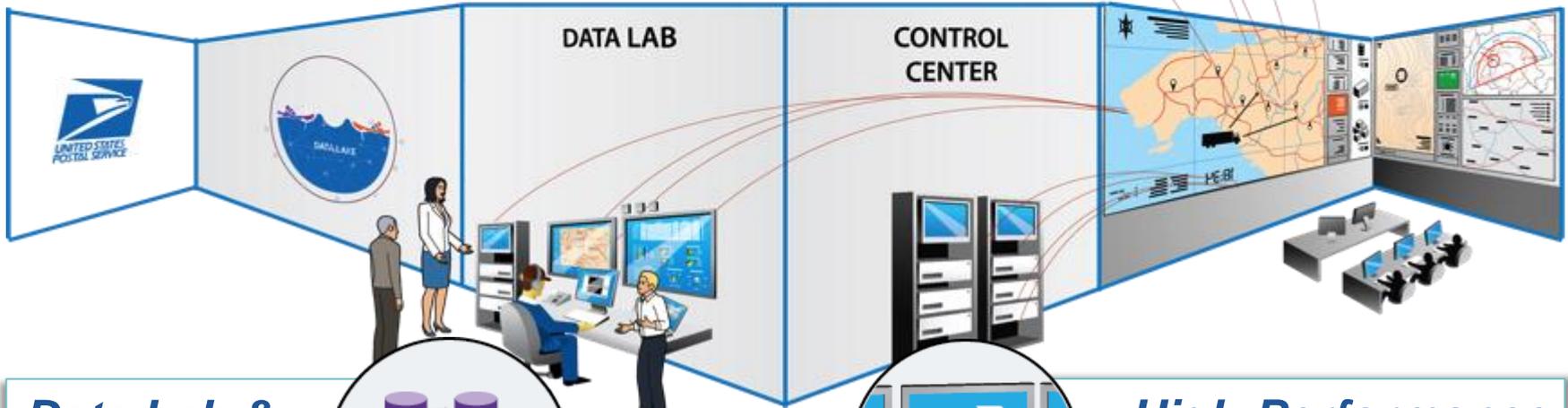
Technology is not the only factor in our Analytics Strategy



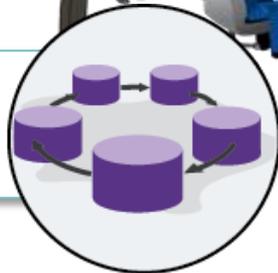


Mobile Analytics

**Rapid Visual Displays
PU/GPGPU**



**Data Lab &
Data Lake**



**High-Performance
Computing**

More •
Better •
Faster •