UBIX

Leading Marketing Consultant Replaces SAS with Modern Cloud Architecture for AI and Machine Learning

The Challenge

This client relied on SAS for scoring client databases with propensity models for customer acquisition, growth, and retention. They also employed a team of 10 SAS users to build and refresh models, plus a team of 30 data specialists, who were responsible for cleaning datasets, moving data in file systems for scoring, and other basic data movement tasks.

The primary challenges identified included:

- **Dependency on SAS:** The modeling team relied upon an inefficient and fragile architecture comprised of client-server SAS tools, operating system scheduling, files stored on file systems, and poorly documented processes for obtaining, moving, scoring, delivering scored files, and creating reports for clients to understand the impact of the propensity models.

- **Impediments to Innovation:** The modeling team could not meet pent-up demand for new models because of the overhead of maintaining the process for existing models and manual data management steps.

- **Lack of Ability for Customer Self-Service Assessment:** The consultant teams presented reports using spreadsheets, requiring the team to schedule customer calls to go over models and demonstrate the effectiveness of propensity models.

The Solution

The client used a phased approach to deliver immediate value to customers while building and migrating to a new intelligent cloud infrastructure. First, the company used UBIX to create a new offering to meet pent-up demand for better growth propensity models to identify which consumers would respond to offers for new products. Because of UBIX's no-code interface, the modeling team added interns and new open-source data scientists to deliver these models without affecting the team's existing workload.

Customer Profile

A leading marketing consulting company that employs about 600 consultants who work with clients to share customer models, integrate models with marketing automation systems, test creative, and improve response rates and conversions.

Highlights

- Migrated to new intelligent cloud infrastructure that reduced SAS dependency, costs, and proprietary resource requirements

- Completed showcase project and delivered this data product to 200 customers in under 2 months, providing immediate ROI that fueled the modernization program

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Second, the company embarked on a multiple-year Azure data lake project to deliver self-service reporting via Power BI dashboards and provide clean data for UBIX and other analytical tools.

Benefits

Throughout the creation of the data lake, the UBIX Intelligent Cloud continued to deliver on new innovation, with the creation of over 30 new model-based products over 3 years. Once data came online in the data lake, some UBIX data sources were switched to the data lake without customer disruption. Other benefits realized include:

- With just the showcase project, UBIX delivered millions in new revenue from a new product that was sold to 200 existing customers.

- By focusing on fast innovation with UBIX (and RPA prototyping), risk was wrung out of the multi-year data lake project by quelling internal and external demands for immediate business value and ensuring that the data that made it into the data lake was required and formatted correctly.

- By expanding the modeling team to new data scientists with more modern skills and eliminating the need for SAS programming skills, made hiring easier, and improved retention. UBIX's friendly interfaces improved collaboration between the 600 consultants, who understand customer needs intimately, and data scientists, who have the data analysis skills needed for modeling products.

- Finally, the client was able to save $1 million in SAS licensing costs by not renewing the SAS contract.

> " **With UBIX, we delivered immediate value** to our customers and shareholders by creating new innovation that we knew the market needed. At the same time, UBIX helped us de-risk a costly and difficult data lake project by ensuring a successful migration to the Cloud with the right data needed to fuel our core data products."
>
> — Chief Data Officer

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To learn more about how UBIX can help with your SAS modernization efforts, contact 949.482.8540, or info@ubixlabs.com, or visit www.ubixlabs.com

About UBIX

UBIX, a pioneer at the intersection of Generative AI and Reinforcement Learning, optimizes real-time business decisions without the need for specialized tools and resources. Our patented no-code SaaS platform contextualizes and presents data from inside and outside the enterprise in minutes not days ensuring AI and ML innovation transformation.

For more information please visit www.ubixlabs.com

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