

An introduction to Mudano

A guide to what we do and why we're different

MUDANO
WASTE LESS. DO MORE.

“There has to be a better way to deliver change.”

After years of seeing transformation programmes wasting effort, missing deadlines and stretching budgets - we felt there had to be a better way.

That belief was the catalyst to us founding Mudano and lives on as our ethos today.

For us, data is both the what and the how.

We saw an opportunity for a new type of consultancy, intensely focused on delivering value through intelligent solutions.

We help our clients drive more value from their data assets through a wide range of transformational initiatives, whilst in parallel using project data to improve how that transformation is delivered. In short, we help our clients to ‘do more and waste less’.



Helping our clients to do more...

We are deep data experts

We are a data company that does consultancy, not a general consulting firm who offers data services. We have leading experts in all data disciplines. You will never receive a generic consultant from us. We will never staff a role you would be better filling yourself.

We change our clients' relationship with data

We don't just build solutions, we achieve long-term impact for our clients by combining data expertise with behavioural science and design to help build a culture which embraces new data solutions and technologies.

...and waste less

We use Delivery Science™

We apply data science techniques to project delivery, using a combination of method, software and data to provide insights to project teams that drive better decisions and outcomes, and execute more efficiently.

We won't create a dependency on us

Our goal is not just to deliver business value for you but to bring your teams on the journey, helping them build their own capability to deliver the same value themselves when we're gone



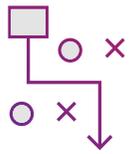
*We've come a long way
very quickly*

Our founding principles and our propositions have clearly resonated. We've quickly grown from a start-up with a vision, to a "full-stack", scaled data company. Today we help the UK's largest Financial Services institutions solve their most complex business challenges with data.

We're excited to tell you more.

*What do we mean
by a “full-stack”
data company?*





Data Strategy

Services

Helping CDOs create practical ways to drive their organisations forward with data. We will connect your data capabilities to the strategic goals of your organisation and ensure data becomes a core enabler for your business. We will support you in establishing the policies, governance and advocacy required to drive a culture which understands the value in your data.

Examples

- We created the vision and operating model to manage metadata for a new customer data lake.
- We used machine learning to automate the classification of personally identifiable data items.



Data Analytics

Services

Helping our clients find valuable insights from data and build solutions to deliver that value. We understand the unique balance of design and data engineering required to tell stories with data which drive behavioural change. From MI to exploratory analysis, we will help you extract meaning from your data.

Examples

- We enabled data-driven investment decisions for a multi-billion pound transformation program.
- We visualised the trends and anomalies in the journeys of 30m+ customers.



Data Innovation and Applied Machine Learning

Services

Using data science, visualisation and technology to push the boundaries of what's possible with data. We have a proven data innovation lab model focussed on finding new ways to grow, disrupt and drive value from real data. We will help you reframe your understanding of what is possible with data – and of how quickly value can be realised.

Examples

- We identified £15m of marketing leads with a new machine learning propensity model.
- We applied machine learning to billions of transactions to categorise customer spending behaviour, enabling predictive modelling.





Data Transformation

Services

Building the technical foundations that make data innovation possible. Our ability to deliver innovative new solutions is underpinned by our depth of experience in the heavy lifting required to create modern data architectures. We bring specialists in data delivery and architecture, with a focus on delivering data capabilities which drive value for your business.

Examples

- We migrated tens of thousands of clients from across 25 locations to a new wealth management platform, on time.
- We applied predictive analysis to testing cycles to make intelligent prioritisation decisions.



Regulatory Compliance

Services

We're trusted by the UK's biggest financial institutions to keep them on the right side of the regulator when it comes to data. We encourage a proactive rather than reactive approach to regulation. By integrating compliance into your data strategy and governance we can help you optimise regulatory spend to drive value for the business.

Examples

- We achieved BCBS 239 compliance for a large UK Retail Banking group.
- We developed an in-house interactive data visualisation to automate data quality control monitoring.

Who do we work with?

We work with some of the biggest names in the UK Financial Services industry, solving their business challenges with data.

Our clients span:

- Retail Banking
- Wealth Management
- Pension Providers and Fund Managers
- Insurance

*What makes us
different?*



Our services are underpinned by some important foundations which enable us to change our clients' relationship with data.



Data Culture

Where others focus on technology requirements, we understand that solutions and strategies only deliver their real value when people truly engage with them. We use our expertise in design and behavioural science to inspire people to get behind your vision for data and take them on the journey to seeing data as a fundamental, valuable part of everything they do. We call this data culture.



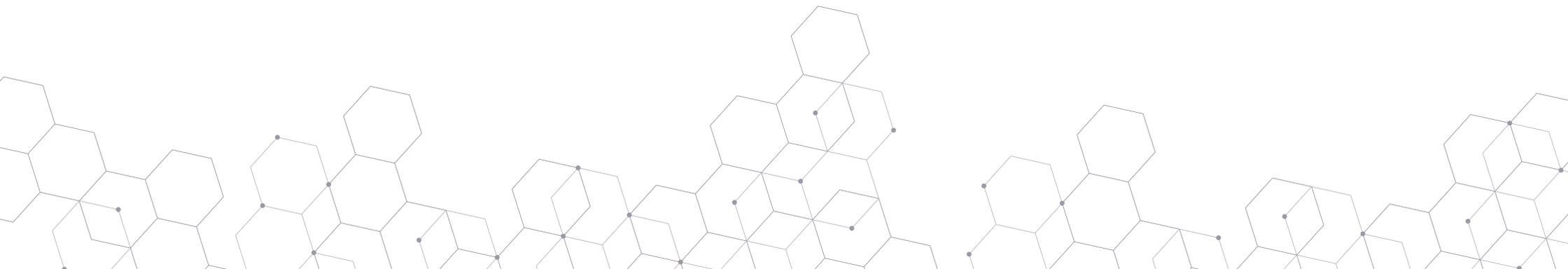
Delivery Science™

We invented Delivery Science™ - the application of scientific techniques to project delivery. It increases business value and removes waste from change projects by utilising project data to empower teams and guide human behaviour. In its physical form Delivery Science™ is a set of principles supported by a continually evolving knowledge base consisting of training, method, data, software and insights.



Our people

We have all the people you need – from data architects, engineers and scientists to delivery managers and behavioural scientists. And we've created a culture that makes working with us feel different. We're creative – we prefer prototypes to PowerPoint, visual communication to email. We're energetic – design-thinkers not work-shoppers, open and passionate, rapport builders. And we're driven – we work hard to achieve results and we push you to perform too.



Making it real: Changing a bank's relationship with data.

We were engaged by the Chief Data Officer at a large UK Retail Bank to help establish their function and shape a practical strategy to drive value from data. What did we do?

We established the appropriate structure

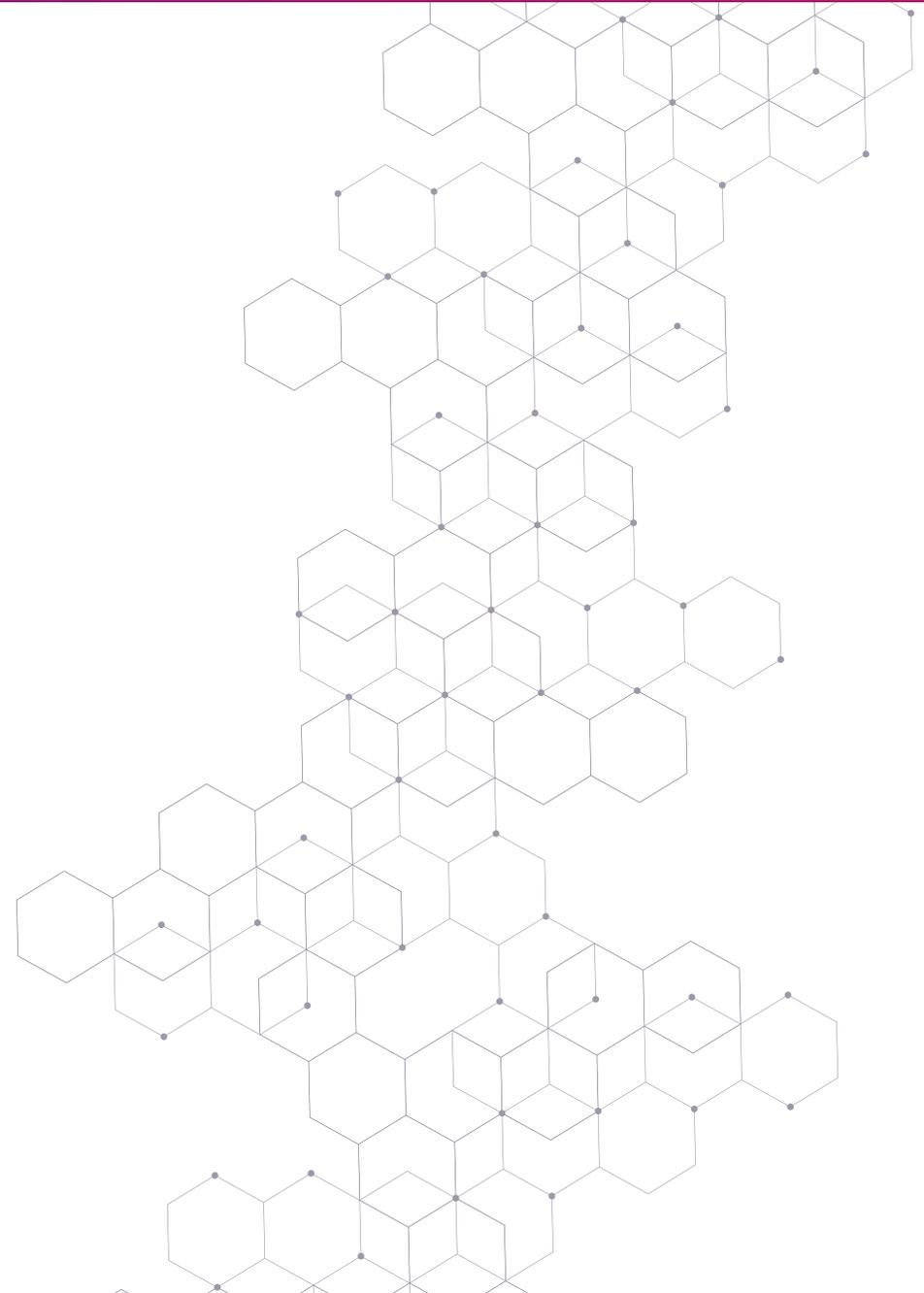
- Established the CDO operating model, connecting data across the organisation.

We embedded the correct processes

- Defined data policies and generated real engagement, (rather than accepting the usual apathy), through new media such as live events, video and animations.
- Used their BCBS 239 compliance programme to drive cultural change, establishing accountability and ownership for data.
- Educated and excited the new data owner community to understand the value of their roles and build a thriving network.

We built the right experience

- Enabled senior leaders to utilise data-driven insights to take strategic investment decisions.
- Developed innovative data prototypes to prove the potential business value within their data.



How do we get started?



We always start from the same place - understanding the value you want to achieve. Let's have a conversation.

We work flexibly with our clients, depending on their needs - we don't take a one-size-fits-all approach. Typical patterns include:

Solving your hardest data problems

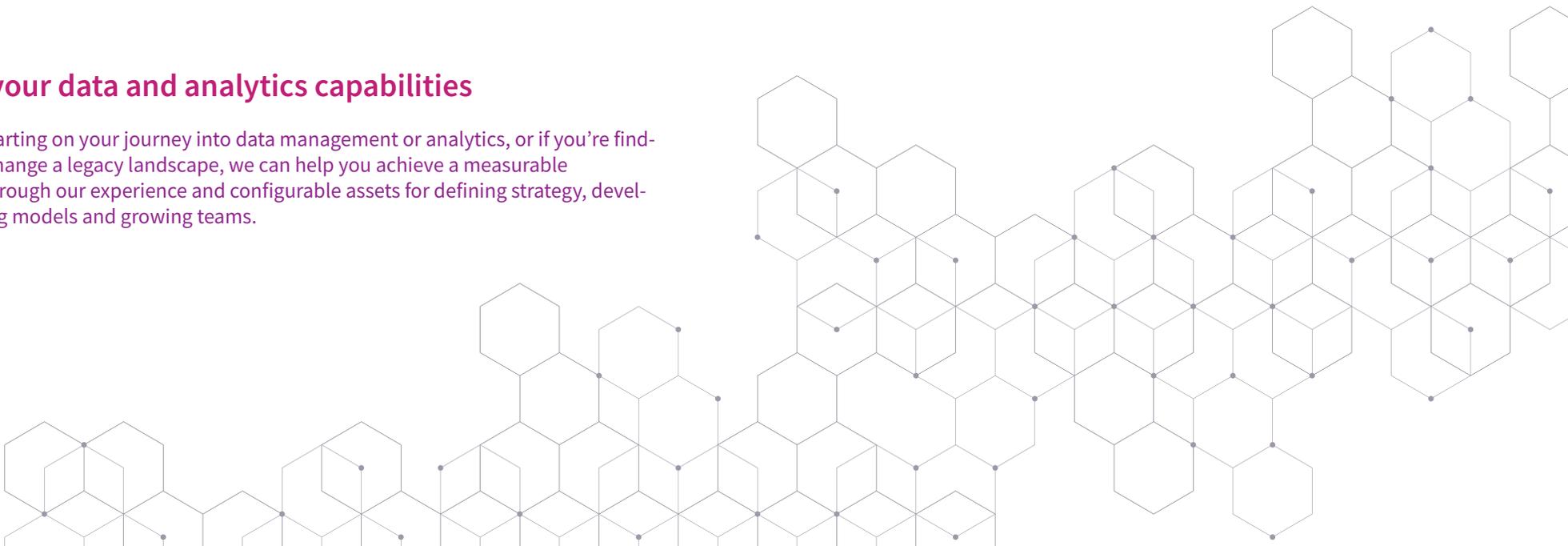
Whether it's regulatory compliance or new revenue targets, we'll work with you to take your most complicated challenges and break them down into manageable questions we can answer together or valuable solutions we can help you deliver.

Researching the latest innovative solutions

From delivering exceptional customer service or getting ahead of financial crime, our dedicated research team can partner with you to apply the latest techniques and theories in data science and behavioural science, to help you get ahead of the rest of the industry.

Growing your data and analytics capabilities

If you're just starting on your journey into data management or analytics, or if you're finding it hard to change a legacy landscape, we can help you achieve a measurable step-change through our experience and configurable assets for defining strategy, developing operating models and growing teams.



Ask us about some of the ways we're currently helping organisations.



- Multiplying the ROI from advanced analytics
- Gaining a deeper understanding of customers through behavioural segmentation
- Creating lasting business impact from the CDO
- Using machine intelligence to fight financial crime
- Optimising the value from change programmes with portfolio analytics
- Realising the value of metadata in a Big Data ecosystem
- Creating lasting value through embedding a data culture
- Extending the reach of process automation with AI
- Democratising insight through a BI marketplace



Get in touch

We'd love to bring our approaches to life for you and your organisation through our stories, use cases and demos.

Why not drop us a line?



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To hear more from Graeme

about what Mudano does, visit:
mudano.com/what

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