

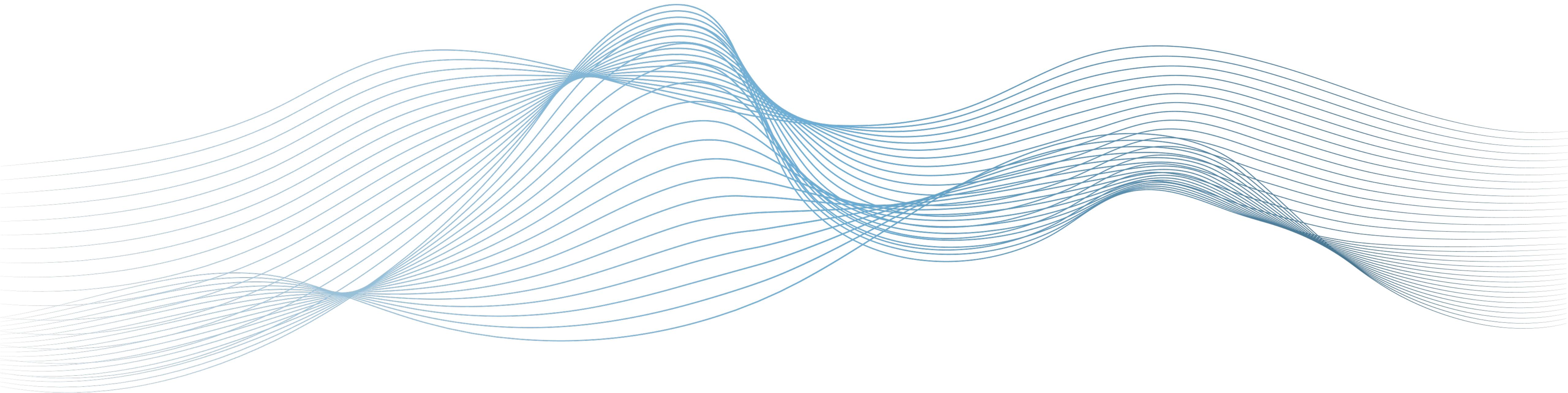


Capability Statement





"Myndful helps **change-makers** apply a **customer-centric** approach to understand, unlock and realise the **full potential** of their data."





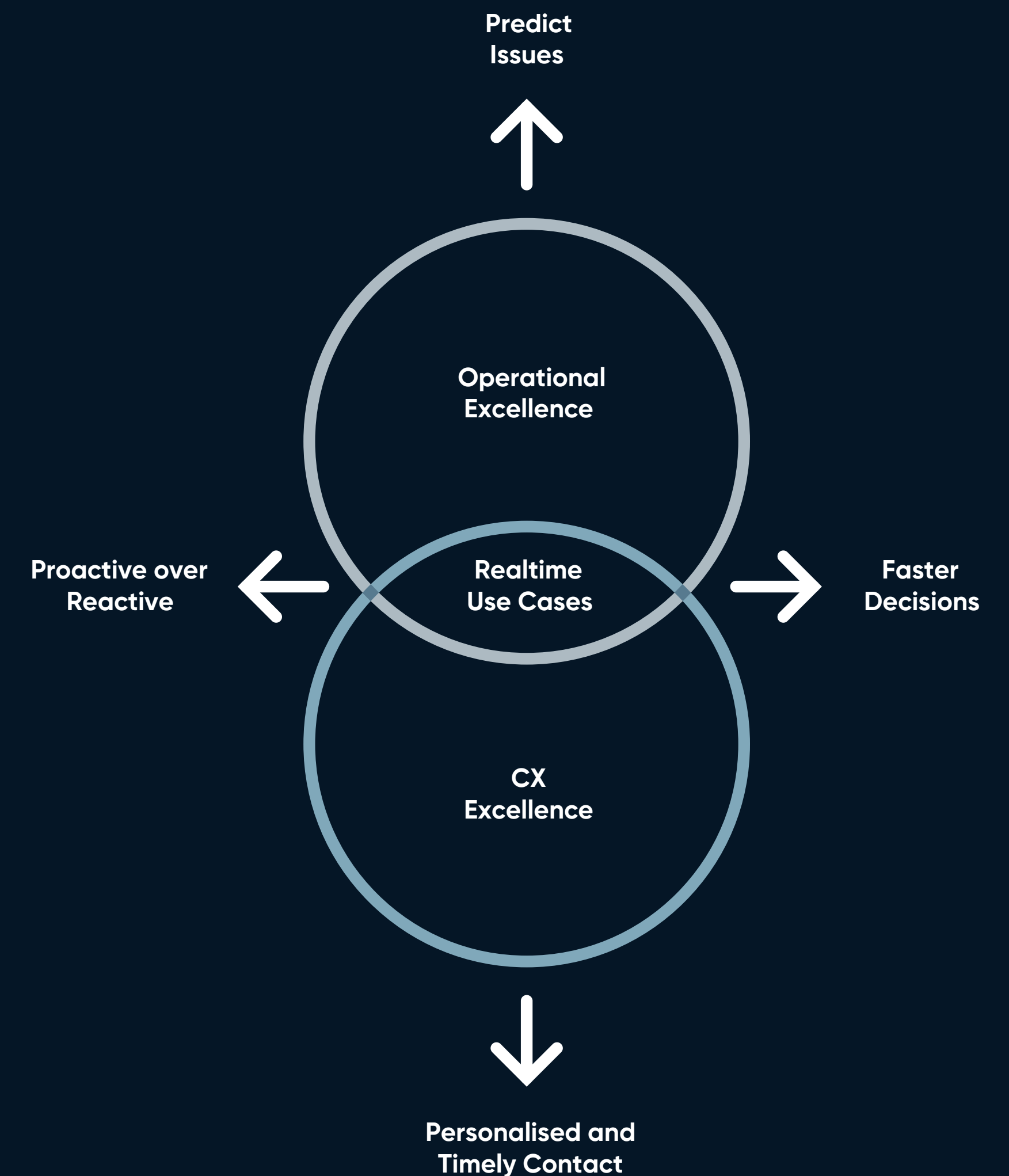
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Understanding The Data Challenge

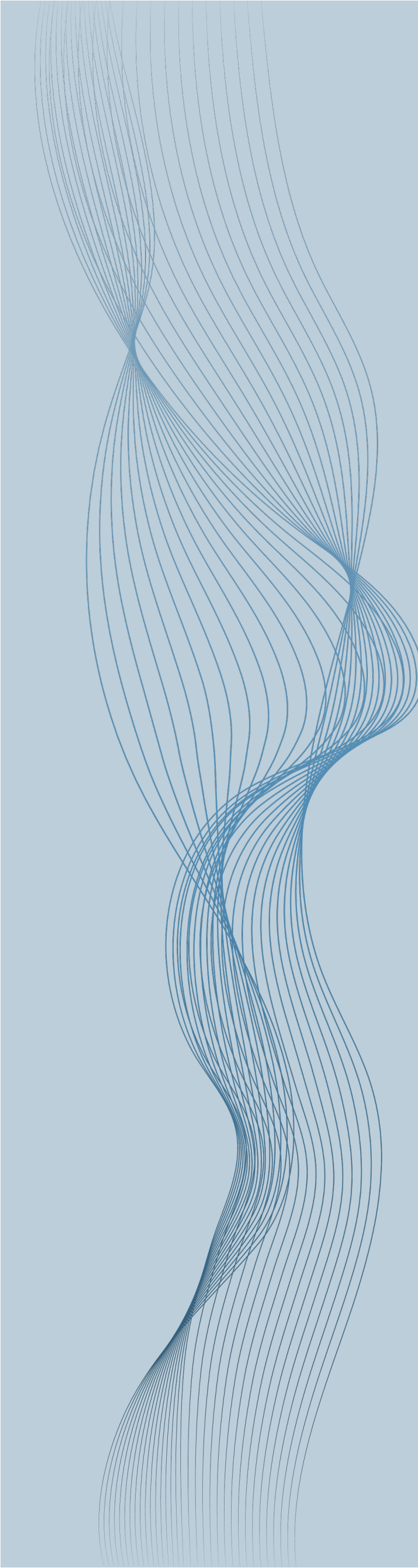
- Most organisations lack a capability to use, compare and make decisions using real time data
- A failure to harness data results in missed opportunities for operational and customer experience excellence
- Without accurate real time data, there is limited ability to proactively manage operational issues that have a customer experience or bottom line impact
- Acquiring your data is hard
 - It can be locked away in various vendor products
 - It's often spread in different raw formats across your organisation
 - Data can be siloed in applications across domains, making it challenging to share across organisational boundaries
- Choosing the right technology is hard
 - Strategic and long term thinking is needed to be able to build out capabilities and onboard data for years to come
- Achieving quick wins is hard
 - There is an iceberg of data infrastructure that is required underneath
- Making sense of the data is hard
 - Data curation is time consuming and expensive, and typically ad hoc using a variety of tools
 - Technology capabilities are limited in timeliness of delivery of data



Understanding The Digital Transformation Challenge

- Your enterprise is driven to achieve a digital transformation that is going to revolutionise your customer experience and drive operational excellence
- The base layer in achieving digital transformation is data enablement - making sense of your data in a structured, organised and curated way that makes it accessible
- Most enterprise organisations have legacy data [tech debt] that resemble Frankenstein's monster - various parts assembled from different sources without a coherent plan for how they'll work together or how they'll be managed
- Companies need a partner that understands data is an integral part of driving business outcomes across all departments - not just IT





The Digital Imperative

- The imperative for digital transformation is the shift in customer expectations
- Your competition is the expectation created by every single one of their digital interactions
 - customers expect their digital experiences to be as frictionless and intuitive as Uber
- Consumer's expectations from digital offerings are exponentially increasing—customers are seeking more personalized, seamless experiences that are effortless
- An organisation's ability to respond to these consumer demands begins with internal agility—the internal ability to anticipate and meet consumer needs.
- This creates a feedback loop between internal processes and external customer experiences that leads to continuous innovation and improvement.



The Implications Of Not Aligning Data Strategy With Technology Strategy

If you fail to think strategically and long term about your data strategy, your business can be challenged to adapt to changing circumstances

It's important to understand that data strategy and technology strategy are deeply intertwined. Data strategy is how you collect, store, and use data to drive business decisions in the present and future. Technology strategy is how you build on top of those data strategies to create new products and services that solve problems for your customers.

Having a better vision of the future helps you build data strategies and make smarter data decisions in the now.

Smart business leaders think of technology as an advisor that helps unlock new opportunities. Not having a long-term view of your data strategy can lead to challenges with data governance, lack of investment in tools and process, or even complete failure in executing on your desired outcomes.





Executive Summary

Organisations entrust Myndful to integrate platforms. We drive digital transformation by shifting technology thinking to people thinking.

As an agency, we have had the continued opportunity to work with globally recognised ASX200 listed companies, earning their trust and reputation as the go-to consultant to define, deliver and deploy data and integration platforms.

We are continually invited to be involved because we deliver measurable benefits to the business, fast. Myndful does this without compromising on quality, solving complex business and technology problems with design thinking methodology and data-led technology.

Myndful's competitive advantage as a consultancy is our proven ability to embolden vision, product strategy and data-led execution in collaboration with every level of your organisations stakeholders. 'Speed' underpins our real value to organisations. The impact of the pandemic has revealed the need to innovate fast more than ever and equally, to find partners who have the mindset and expertise to transform architecture and customer experience.

Myndful is a data, design and product focused consultancy bringing about real transformation for our clients through the effective deployment of data-led technology.

The following information will give you a Front-of-Mynd understanding about our process and capability.





Our Mission

“Our mission is to **create meaningful experiences** with velocity for people through transforming the way our clients use technology”



Engagement Manifesto

Unified goals and objectives

We act as an extension of your team to work towards the same unified goal. Understanding your needs and motives from the outset and instilling this in all staff who engage in your project, is an imperative part of our process, to ensure we not only meet, but exceed all expectations.

Mutual trust and respect

We are proud of our craft, and understand that you are too. We both care about the outcome of the project and we tackle any challenges head on together. You know your business and we know data and integration technology, so listening and respecting one another will lead to a successful outcome!

Shared responsibility and accountability

We're in this together! While we retain ownership of driving results, there will be times where we rely on you for information or access to stakeholders. If both parties do their part, we can easily work towards a great outcome that we can all be proud of.



Engagement

Vision

Unified Goals
& Objectives

Execution

Mutual Trust
& Respect

Shared
Responsibility
& Accountability

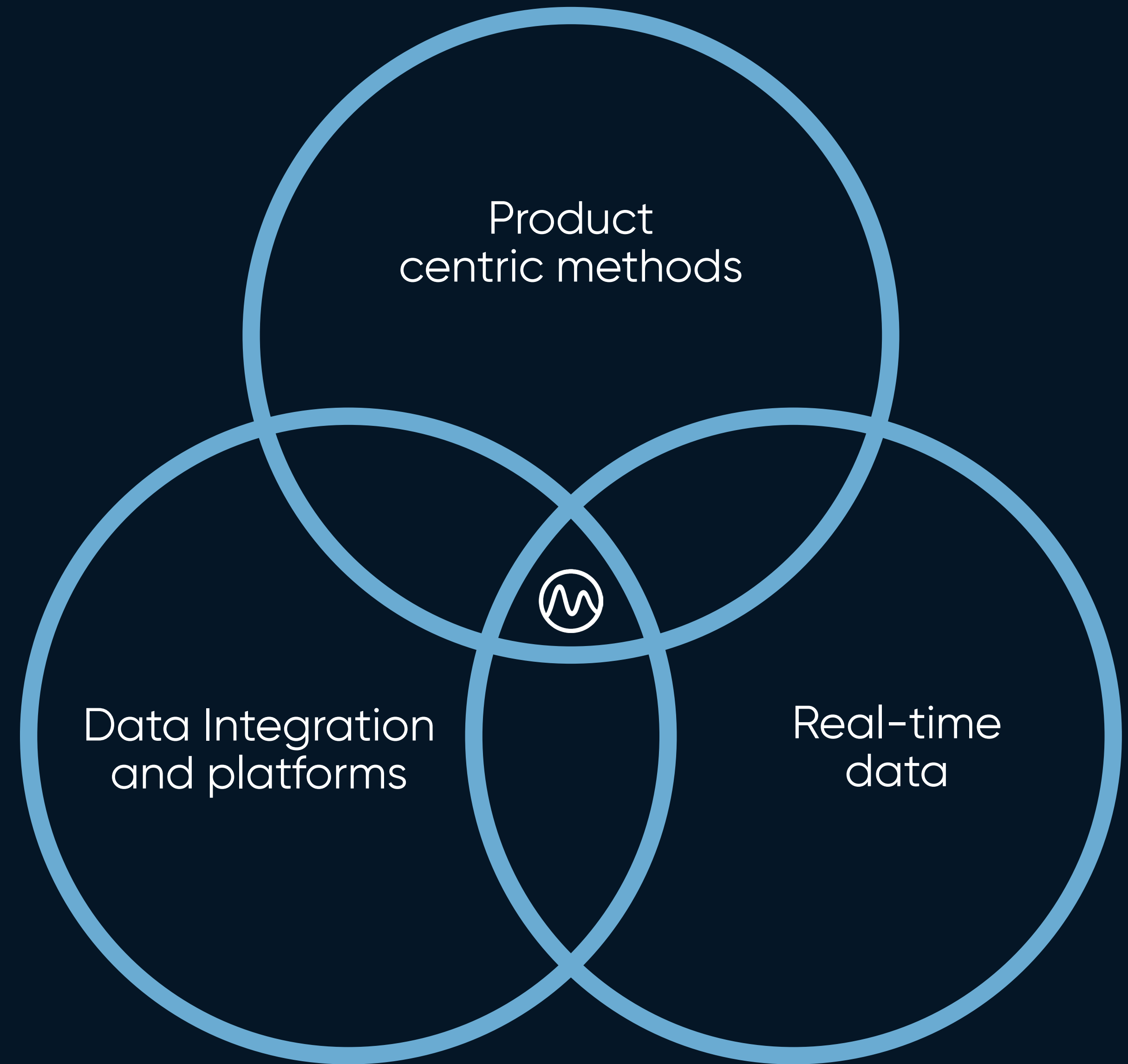
**Connected People
and **Faster**
Business Innovation**

People



The Myndful Position

We live at the intersection
of product centric methods,
data & integration platforms
and real-time data



Our Services



API Strategy and Architecture

We design and implement API strategies and information architecture that solves your immediate challenges while creating a solid foundation for your vision of the future.



Product Strategy and Architecture

Together, we align your technology strategy with your business ambition and your user requirements, to navigate your digital transformation.



Streaming Data Platforms

We'll lead your organisation from design and implementation, to the use of the platform. We help you harness the full value of your data to improve real-time visibility in your business.



Real Time Data Analytics

Transform your data into actionable insights by providing consulting services in data architecture, analytics, and business intelligence.



Software and Data Engineering

We help your organisation realise value from technology, developing custom software and data technology solutions with a future-focused mindset.



Machine Learning and ML Ops

Simplify the complex and achieve true business value with operationalising Machine Learning (ML) and Artificial Intelligence solutions.



Methodology

Our depth of experience with digital transformation and creating real business outcomes means we are able to take on the challenges inherent with navigating the risk of new technology integration, legacy technology infrastructure and legacy thinking. Our methods empower all stakeholders to build trust in our engagement at every stage.

Product Centric Methods

We make it easy to define how data and integration platforms capture business value through our product value mapping method

Mutual trust and respect

Using a digital business blueprint and cloud best practices, we define, deliver and deploy data and integration technology within your domains to maximise the value delivered to users

Shared responsibility and accountability

We help you find the value of perishable data by enabling near real-time decision making which lets you inspect, correlate and analyse data as it is streaming through your technology infrastructure from a many different sources



Our Process

Define



Imagine the future and aggressively prioritise technology and data that will deliver maximum speed to value.



Deliver



Use real users to test hypotheses and rapidly prototype to validate solution-to-problem-fit.



Deploy



Operationalise, scale and optimise your technology solution. Design, plan and deploy into your broader business.



Define

The Myndful team strategically approach all challenges to define and justify the outcome to all stakeholders. Our consultants design bespoke solutions to solve your most complex technology problems. Complexity may lie in data integration, business outcomes, customer centricity and communicating this internally before deploying the solution.

We conduct in-depth interviews with all stakeholders to identify opportunities to systematically shift value and build trust moving forward.



Deliver

Myndful are deeply experienced people who build software with purpose, making it easy to improve delivery velocity without compromising on quality. High quality and high velocity are the foundations of our success: our highly trained experts deliver top quality work in weeks not months, providing insights along the way via continuous feedback.

Our approach to delivery reduces risk with thorough technology feasibility assessments and robust prototypes. If you begin with the end in mind and have a clear idea of what success looks like, we can help you get there with iterative releases of working software.



Deploy

We work on mission-critical platforms for some of Australia's largest enterprises where downtime will result in a significant financial loss. We understand that it's not about reducing the risk of downtime, but eliminating it. This is why we set out to build a platform that is easy to operate so that our clients can focus on delivering great experiences for their customers and staff without having their security & business continuity compromised.

We help you embed and manage mission critical systems by ensuring it meets expected service level objectives through rigorous testing and deployment of tools to observe, detect and react to service failures within the broader technology ecosystem.

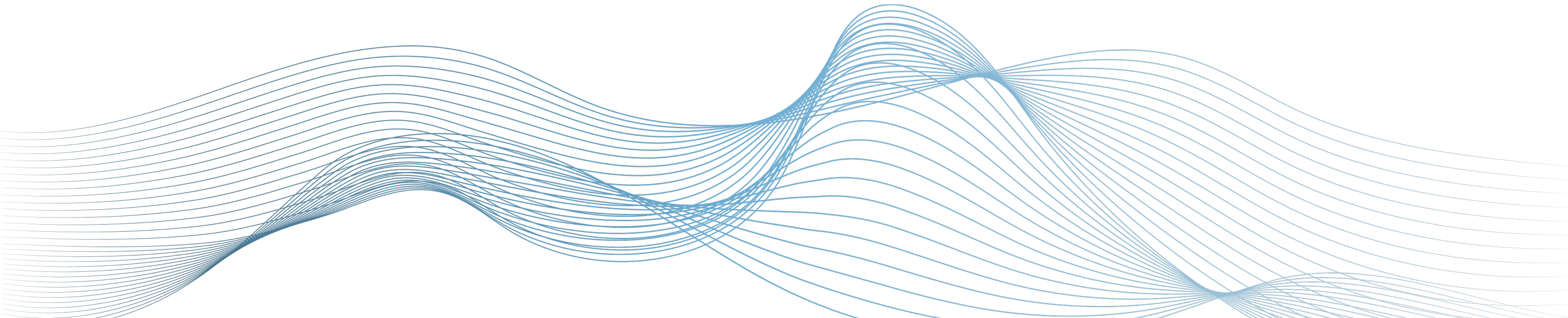


The Engagement Models

	Data and Integration Partner	Strategic Advisor	Execution
Full service - data and integration partner to deliver a complete data integration product	X	X	X
Ongoing extension of your team to fill a specific skills gap	X	X	X
Strategic direction exclusively		X	
Validate a concept		X	
Seeking an objective and deeper understanding of how your technology and data assets can deliver more strategic value		X	
Junior team that needs coaching and guidance		X	X
Scale your organisational capability quickly to meet a specific goal	X	X	X
Augment your team where there is a specific temporary skills gap			X
Seeking a partner to help you execute a specific project			X



Working with Australia's Best



Previous **Work**



Example #1

Airline Loyalty Personalisation

The Engagement

Develop a cross-channel personalised marketing experience for a customer loyalty program.

The Delivery - Snapshot

- Creation and implementation of software in 3 months
- MVP of a next-best-offer delivery engine based on predictive models developed by our data scientists
- Improved relevance and offers to users due to improved data feeds and a contextual engine that derived contextual insights
- Work alongside internal teams to integrate the offers into 3 new channels across the group brands



Example #1

Stakeholders

Project Partners

- Executive Manager - Technology, Data and Analytics
- Head of Marketing Operations and Digital Channels
- Head of Digital
- Digital Marketing Managers
- Group CTO
- Head of Technology - Architecture and Engineering
- Head of Personalisation
- Manager - Software Engineering

Project Collaborators

- Vendors
- Software Engineers
- Data Scientists
- Data Engineers
- Software Architects
- DevOps Engineers



Example #1 – The Details

Identifying the Challenges

- Existing Analytics capabilities primarily used to better understand customer behaviour through propensity modelling. However, there was no ability to embed propensity to purchase modelling directly into ranking product offers within marketing campaigns
- An inconsistent personalised experience across channels and products
- Inability to scale research or implement proof of concept quality personalisation infrastructure to the full customer loyalty member base
- Inability to provide relevance of offers based on context (channel, location, time, device, browsing history, previous offers)

The Process

- Quickly establish an MVP to translate data science research into data pipelines and processing engine
- Establish an architecture roadmap to embed the MVP, test, learn and increment the architecture to scale the MVP
- Quickly identify, cleanse and ingest streams of contextual information to overlay contextual information to the relevance and ranking of next-best-offer
- Establish an operating model to rollout changes to predictive models based on further research by the data science team

Why Myndful?

- Myndful can bridge the gap between technology and the business as we have deep understanding of the loyalty business and technology ecosystem to ensure that the solution is fit for purpose based on program objectives
- Myndful can take the output of data science teams and translate it to high quality and scalable solutions quickly
- Myndful can embed new solutions into the broader technology ecosystem quickly as we have deep experience in platforms integration
- Myndful have a deep understanding of the marketing technology ecosystem and technical expertise in data platform and integration so were selected to deliver the end-to-end platform integration architecture, delivery of a contextualised next-best-offer engine in combination with data scientists, and integration of the engine into the broader marketing technology ecosystem



Exploring Opportunities

- Untapped potential of making real-time and data-driven decisions on determining the next best offer to present to members in the context of how they interact with the organization
- Untapped potential of applying these decisions to more products consistently across the group
- Untapped potential of increasing omnipresence of offers across brands channels

Being Myndful of Learnings

- Any predictive model is only as good as the data that you feed it. You should assess the feasibility of providing access to data, data quality measures, feature extraction, and the sparsity and density of the data sets
- Start simple – propensity modelling provides a solid predictive foundation for personalisation. The more complex the model and experimentation ecosystem, the more engineering effort need to embed models at scale
- Managing the catalog of offers and content blocks to present personalised offers at scale is challenging. As content templates become more personalisable and the representation across different devices and channels needs to be catered for, more input is required from marketing and copywriting teams

Implemented Cloud Technologies Amazon Services:

- S3, Lambda, EMR, Glue, Glue Crawlers, DynamoDB, SQS, SNS and Sagemaker



Example #2

Customer Data Platform

The Engagement

Lead the insights capture to inform the development of a Single Customer Identity initiative and deliver the foundation infrastructure for a real-time customer data platform

The Delivery - Snapshot

- The 8 week discovery process generated the insights necessary to validate the uses cases. In the 8 week discovery process we also assessed the feasibility of implementing the use case based on the challenges faced in obtaining data and the existing complexity of the technology ecosystem required to interface with the platform
- The engineering team delivered the foundations for democratised data - discovery and provisioning of access to customer data
- Data ingestion and quality establishing - data schemas used for communication, validation and evolution
- Platform observability - monitoring, auditing, logging and alerting



Example #2

Stakeholders

Project Partners

- Manager – Group Risk and Compliance
- Head of Technology – Data and Analytics
- Head of Personalisation
- Group CIO

Project Collaborators

- Vendors
- Software Engineers
- Data Scientists
- Data Analysts
- Software Architects
- DevOps Engineers



Example #2 - The Details

Identifying the Challenges

- Accurately identifying a customer across brands within a group
- Airlines have many different channels in which travellers can purchase flights or non flight related products. Scenarios such as booking flight via an agent that is marketed by a codeshare carrier through to cross device online shopping for partner products with an associated loyalty offer create different representations and sets of identifiable data to be managed. The context and purpose of systems to support the sales process often lead to data sets that have accuracy issues.
- At time of fulfilment or servicing as an example, domestic travel regulations do not require customers to identify themselves when presenting or printing boarding passes so this presents a challenge to ensure that passengers are identified receive a personalised service as airlines are unable to safely assume that the customer that purchases the ticket is sitting in the seat on the flight.

Risk Analysis

- Customer data platforms provide the capability to ingest, normalise, cleanse and match customer identifiers to provide a persistent, unified view of each customer. Identity resolution methods rely on the normalisation and quality checks of ingestion steps to provide the most optimal chance of a high match score. Even with all this, matching is not absolute, it is probabilistic and solutions provide an associated confidence level (or category) as an output of matching.
- If the confidence level is not taken into account in the context of use the matched records then there is the possibility of an incorrect assessment causing compliance breaches with GDPR and privacy laws protecting the customer.

The Process

- Myndful lead the insights stream as part of a broader discovery process to provide insight into the value and feasibility assessment of use cases that the customer data platform could potentially serve
- Myndful participated in the engineering squad in the customer streaming data platform initiative to establish base infrastructure to support the



Why Myndful?

Myndful have a deep understanding of the customer data and integration technology ecosystem across the group and technical expertise in end-to-end data platform and integration delivery so were selected to lead the capture of customer insights from various teams throughout the organisation to inform the business case development and to validate the delivery feasibility of identified use cases for the platform. In addition we were selected to deliver the foundation infrastructure for a real time customer data platform that met stringent PII data privacy and GDPR requirements

Increased Opportunity

The implementation of the Customer Data Platform enabled -

- A differentiated service by being able to determine the true value of a customer across the group
- Reduced the risk of noncompliance with regulations
- Enabled hyper-personalised experiences for customer across channels and touchpoints
- Supported business strategy development and promote use of customer insights within the organisation
- Improved the experience for your front line staff with more accurate and contextual customer information

The Results

- The 8 week discovery process generated the insights necessary to validate the uses cases. In the 8 week discovery process we also assessed the feasibility of implementing the use case based on the challenges faced in obtaining data and the existing complexity of the technology ecosystem required to interface with the platform
- The engineering team delivered the foundations for democratised data - discovery and provisioning of access to customer data
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Being Myndful of Learnings

- A group wide initiative to discover value that a customer data platform can realise need strong executive sponsorship to rally and encourage engagement with business stakeholders
- In order to assess feasibility and provide insights, security, compliance and regulatory signoff may be needed to access and transfer customer data into a temporary exploratory environment
- Go wide and start small - the prioritisation of uses cases (assessing business value, customer value and feasibility) should also extend to business change (as there may be a shift in responsibility/accountability with shared platforms)

Implemented Cloud Technologies

- AWS Managed Kafka (MSK), Open Tracing, Datadog, Splunk, Cloud Conformity





Let's Chat

If you're interested in **partnering with Myndful**,
get in touch to find out how we can help.



info@myndful.com.au



[02 8916 6381](tel:0289166381)



www.myndful.com.au

