# EA CONNECT

## 19th Annual User Conference

ENVIRONICS
ANALYTICS

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# The Power of Connection

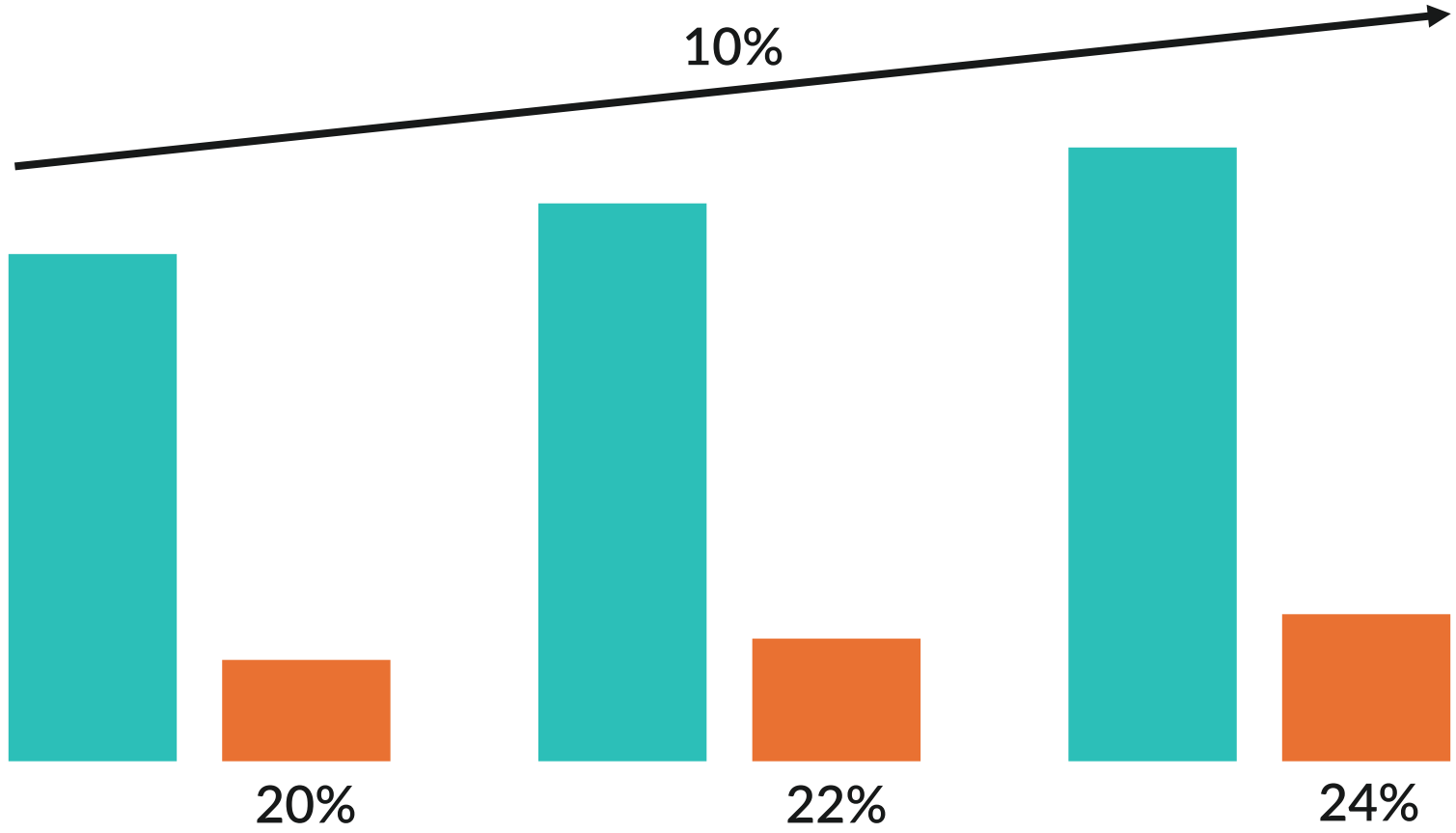
## Jan Kestle

President
Environics Analytics


Concert Hall
8:20 AM – 10:20 AM

ENVIRONICS ANALYTICS

# We all have the same objective:
# To ensure our organizations have better outcomes.



# Organizations who leverage data & analytics have better outcomes. And yet expectations are not always met.

## Data and Intuition: Good Decisions Need Both

Today's most successful organizations leverage data when making high-impact business decisions. In fact, a recent survey of more than 1,000 senior executives revealed that data-driven organizations are three times more likely to report significant improvements in decision making compared to other firms that leverage data less.

Analytics And Data Science

## How Well Does Your Company Use Analytics?

A study found only 39% of executives believe their organizations manage data as an asset, and even fewer (24%) view their companies as being data-driven.

# Why is it so difficult?
# There is no shortage of data. What matters is what you do with it.

Access

Analyze

Activate

Who are our most valuable customers and how can we reach more of them?

How do my customers compare to the larger market?

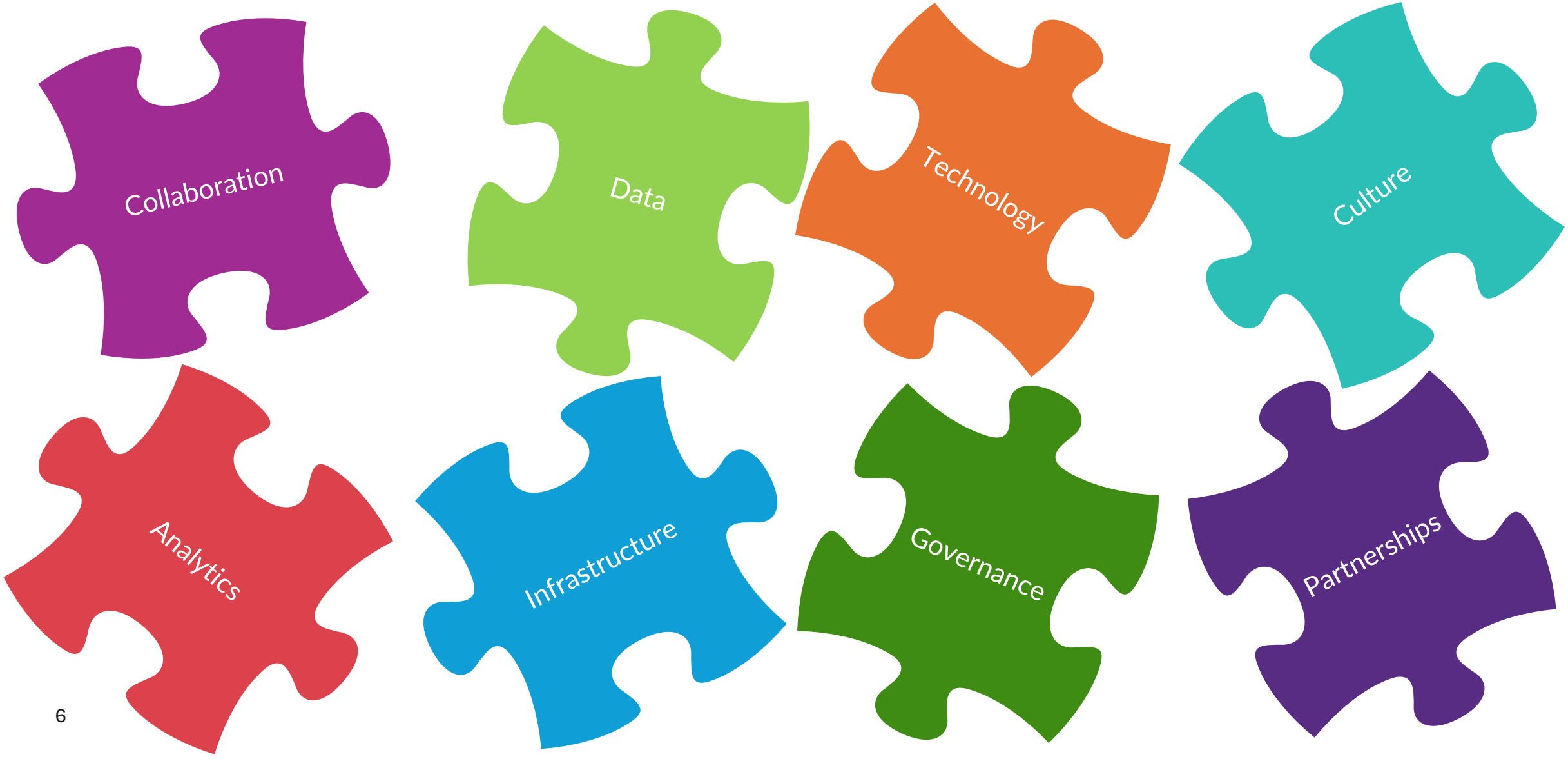
Where can I find untapped potential?

How do I translate the insights I have into effective marketing campaigns?

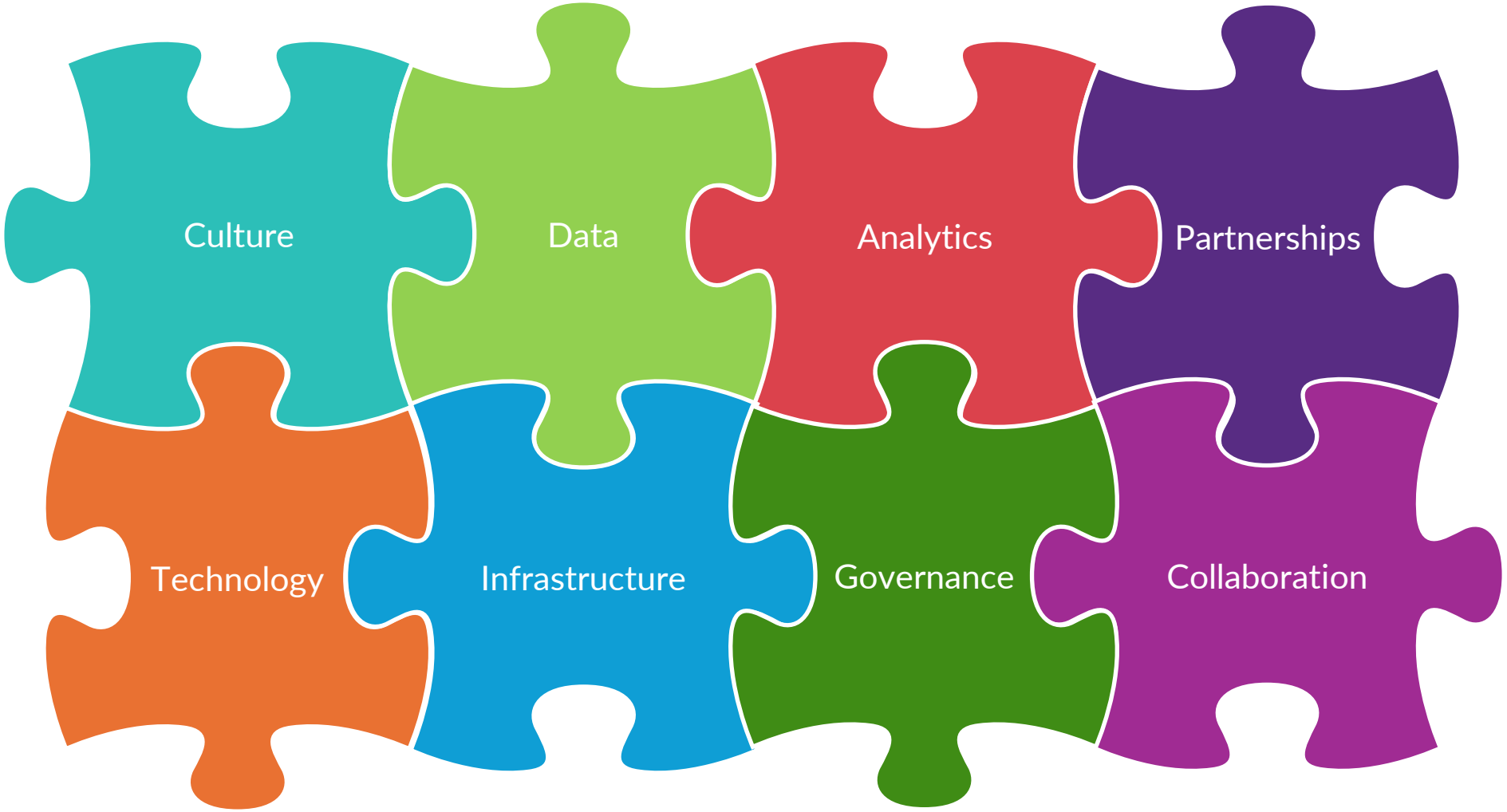
Where should I focus my marketing and media spend?

How far are my customers travelling to visit my location?

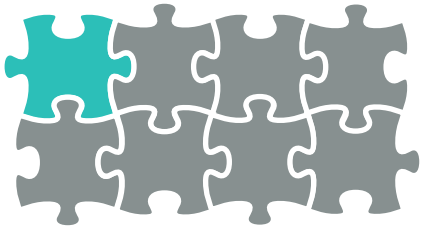
# It's complex. You need a plan.
# A lot goes into being data driven.



# How we think about it.
# Connecting all the pieces.



# Culture: Being data-driven requires focus, alignment & agility. Find, retain & upskill the best team.



Data Strategy

Stakeholder Engagement

Aligned Business Objectives

Governance

Accountability & KPIs

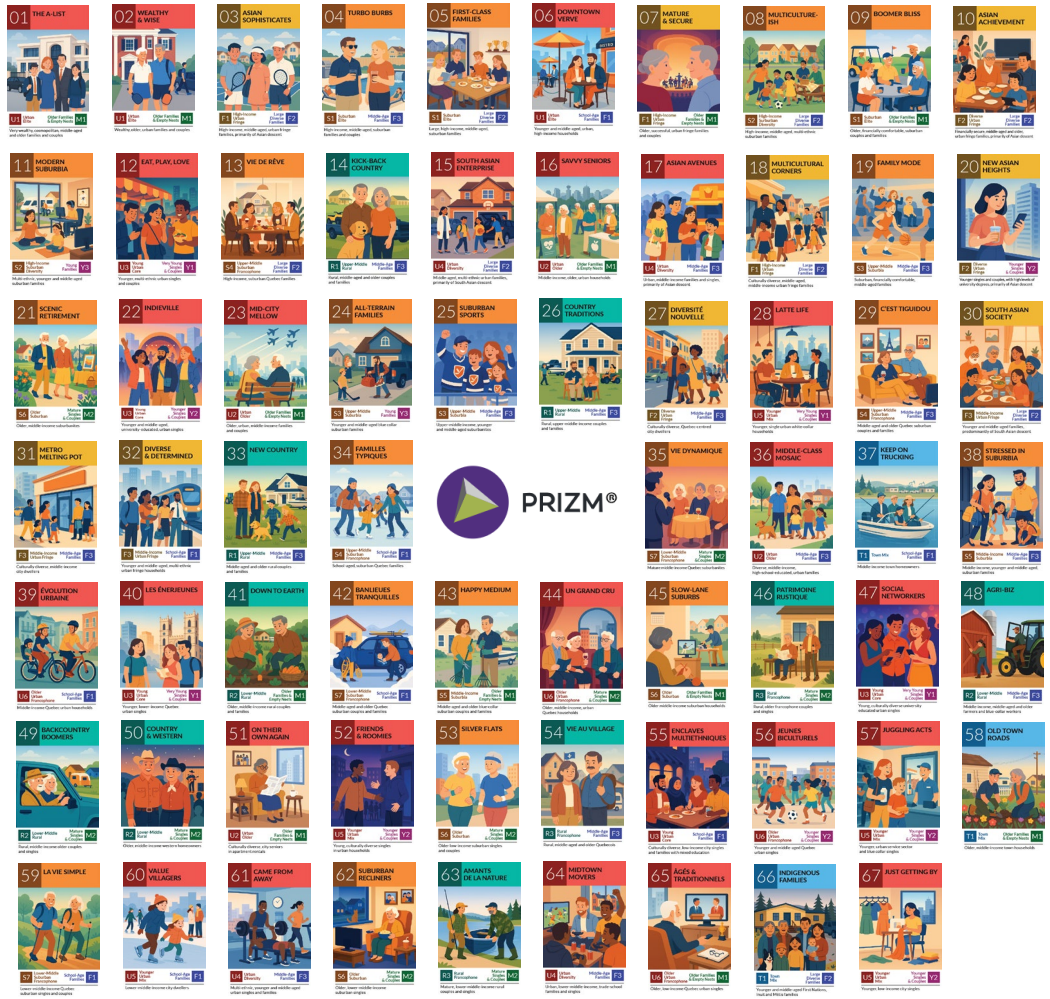
Leadership

# Data: Know your customers & markets. One source of truth. Fit for purpose.

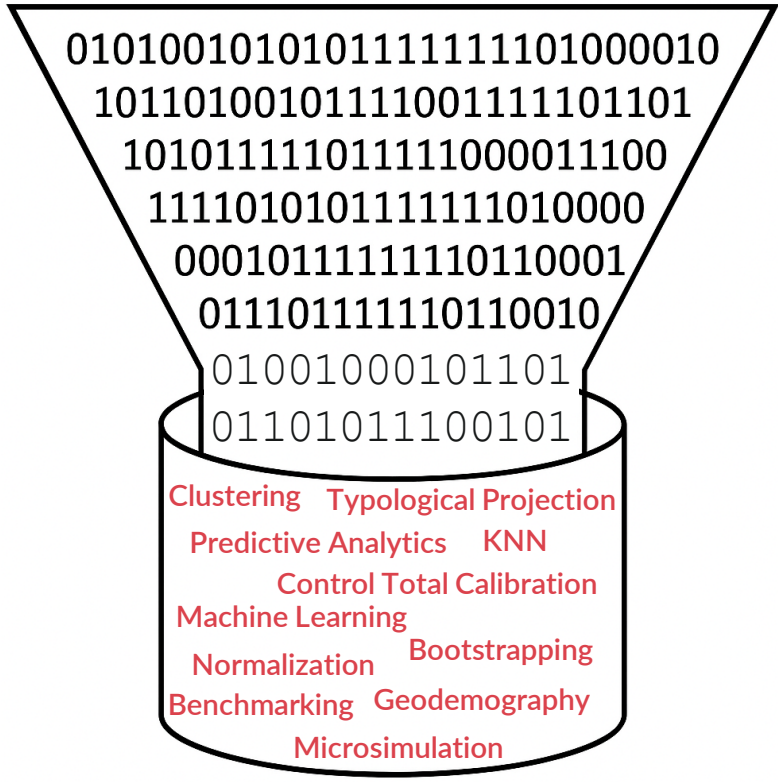
**EA 3rd Party Data:**
Largest, most comprehensive and most widely-used granular data.

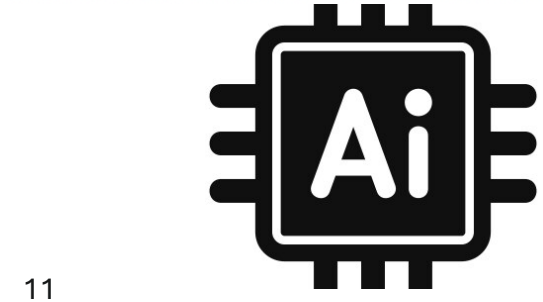
**EA Data Collaboration Services:**
Safe and effective blending of 1st, 2nd and 3rd party data.

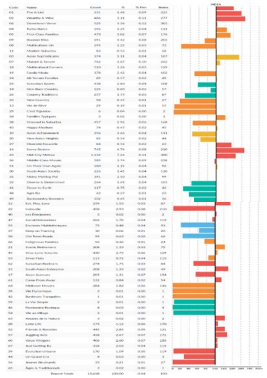
# PRIZM:
# Connecting insights to activation.

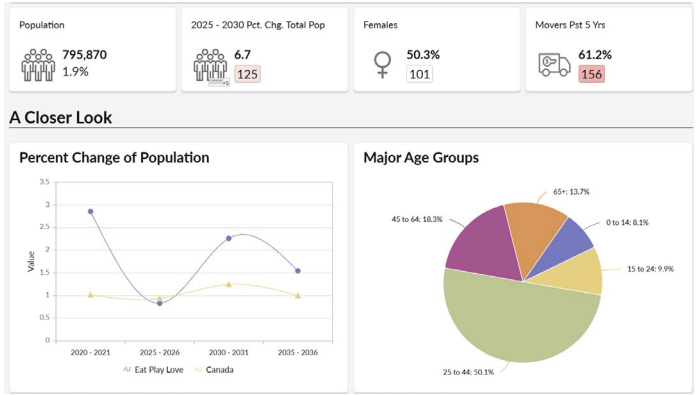


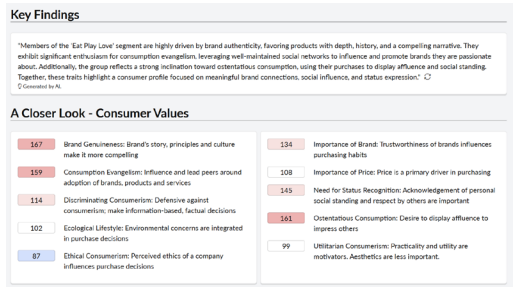
# Analytics: The process of discovering, interpreting & communicating significant patterns in data.

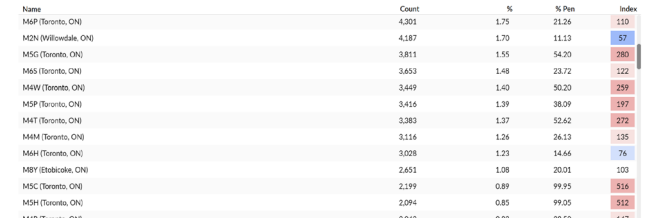


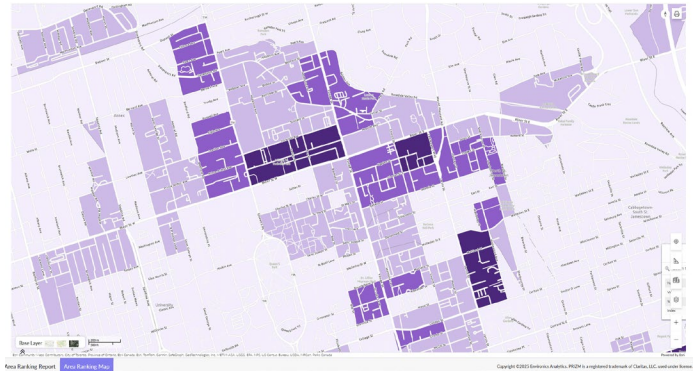



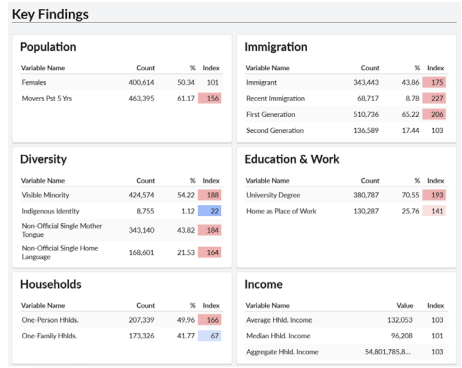





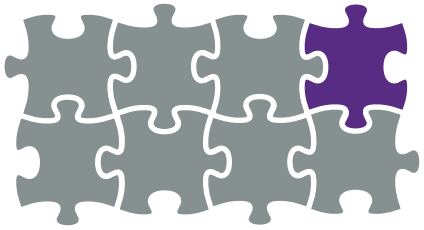







# Partnerships: We are part of an ecosystem. Suppliers, agencies & associations working together.

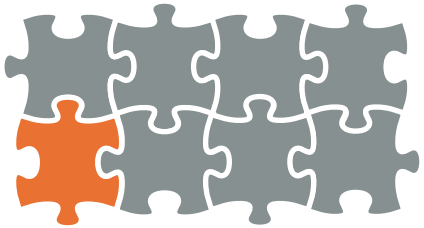


Data Sources

Go-to-Market & Industry Partners

Media

# Technology: The application of knowledge & scientific principles to create tools that help humans solve problems.



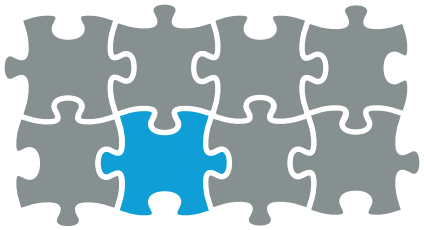
/LiveRamp
snowflake
esri
+ a b | e a u
alteryx
Azure
aws

Bell
ateko
Google Cloud
ThinkOn
Power BI
databricks
Microsoft SQL Server

ENVISION

Data Collaboration Services

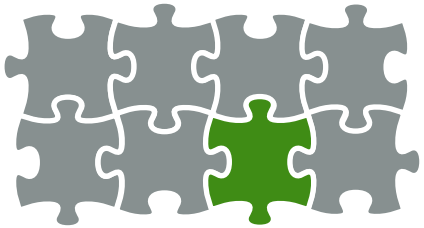
# Infrastructure: The underlying structure that makes a society work.



Key elements of infrastructure that enable the use of data and analytics for better outcomes:

- Powerful networks for phone and internet
- Sustainable and sovereign data centres
- Systems and processes to protect and enhance cybersecurity
- Ways to leverage the power of AI

# Governance: Principles-based. Accountability supported by policies, processes & training. External reviews & audits.



## Principles Based

- Data Transfer
- Where Data Resides
- What Data We Accept
- What is the Approved Usage
- How Data is Secured
- How to Mitigate Risks
- Ethics
- Internal Training & Awareness
- Who Can Access the Data
- How Long We Keep Data

## Operations

- Chief Data Officer
- Chief Compliance & Risk Officer
- Chief Privacy Officer
- Data Stewards
- Compliance Office Steering Committee

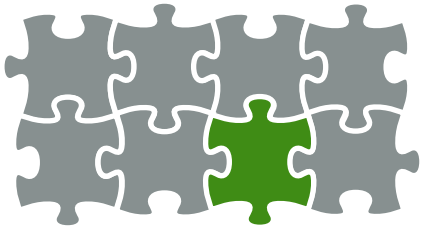
## Training

- Privacy & Security Foundations
- Privacy & Security Access to PI
- Privacy & Security Laws
- Data Governance & Risk Management
- Ethical Data Use
- Role-Based Privacy & Security Training

## Audits

- SOC1
- SOC2
- HIPAA
- Penetration Testing
- Vulnerability Testing

# Privacy: Respecting your customer or member trust and being data-driven are not in conflict.



Privacy is a customer-centric issue.

Build it in.

Embrace a clear transparency and consent framework.

Business and legal times are working together to ensure brans leverage their data.

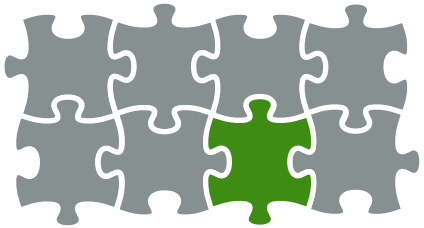
Do what a reasonable person would reasonably expect.

Big data is valuable – but requires governance.

Data are key to innovation and to harnessing the power of AI.

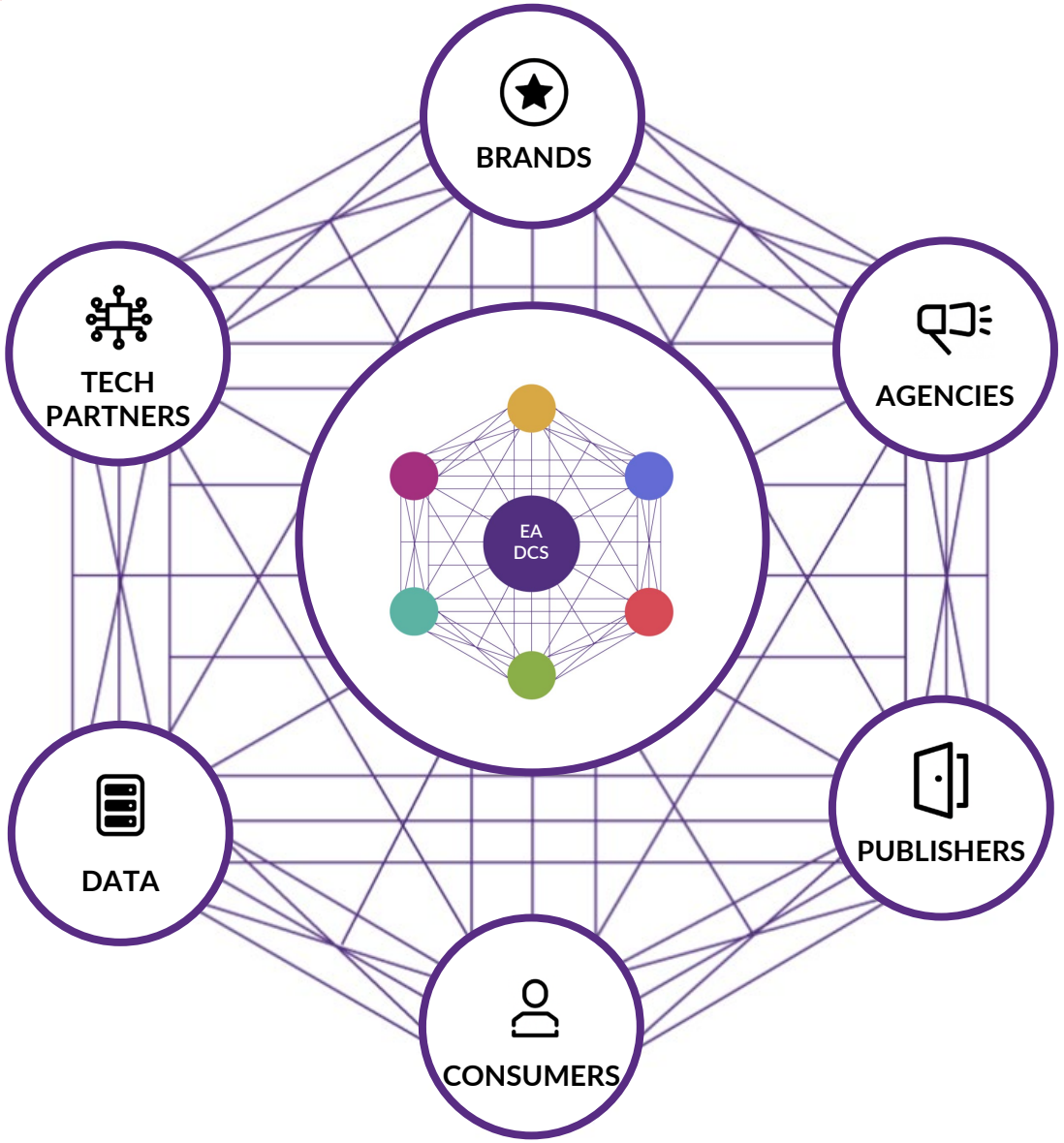
Data make things run better – promote data literacy.

# From our Chief Privacy Officer.
# Our Guiding Principles.

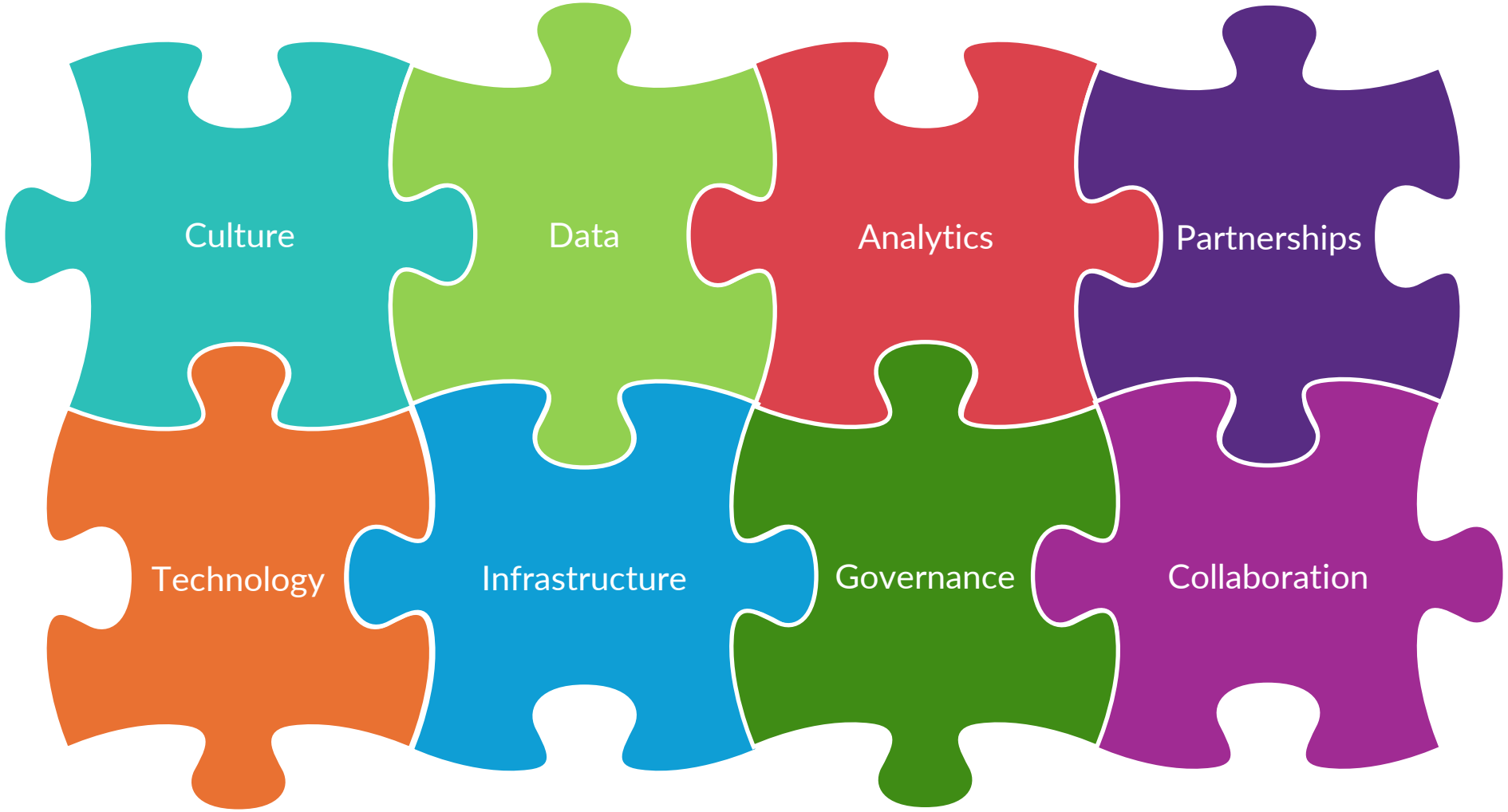


1. Our clients trust us with their data and maintaining this trust is central to our business.
2. Respect for privacy underlines the design, development and delivery of our products and services.
3. We are visible and transparent about our data processing activities and practices in our privacy policies.
4. We comply with privacy laws and follow the highest data protection standards and regulations.
5. We implement appropriate technical and organizational security safeguards to protect data against unauthorized access, use, modification or loss. This is backed up with ISO 31700 Privacy by Design, SOC1 Type 2, SOC2 Type 2 and HIPAA certifications - the highest auditable standards.
6. We are accountable for all the data in our care and ensure that all enterprise and client information is accurate, accessible and protected throughout its lifecycle using a robust data governance system.
7. Our commitment to privacy goes beyond legal compliance to responsible data stewardship and ethical data use that prevents individual, group and community harm.
8. We follow authoritative de-identification standards and data governance frameworks to mitigate privacy risks.
9. We have implemented privacy-enhancing technologies that support a full audit trail of the data development and clean room data processing processes.

# Introducing EA Data Collaboration Services (EA DCS). Unlocking better outcomes by connecting all partners.



# How we think about it.
# All the pieces connected.



# What's Next?

# Announcements

CUI

NIQ

Caddle

Vividata

Numeris + NLogic

ACA

ThinkTV

IAB

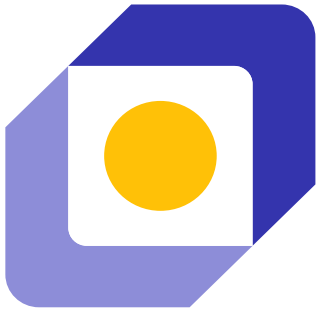
Bell Media Outcomes

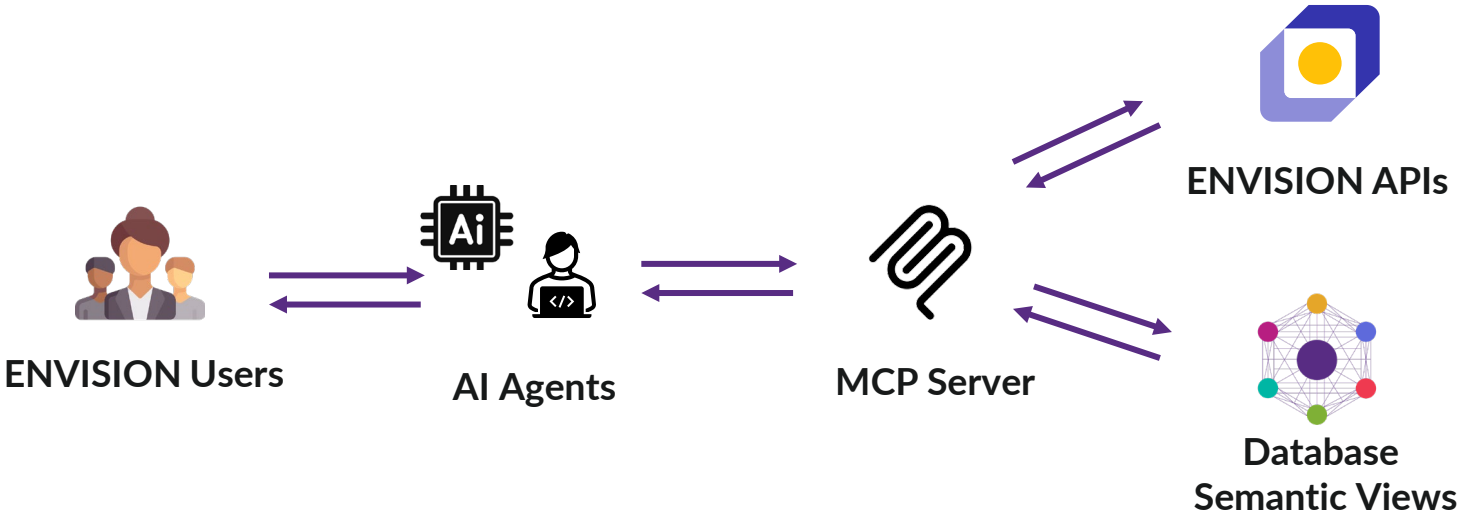
RCC

# And just when we thought we had it all figured out….
# Now AI will transform our transformation.

## Driving Product Initiatives

## Analytics in ENVISION



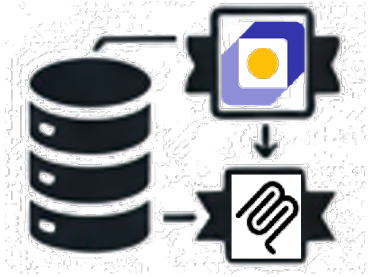



ChatGPT
cohere
Gemini
Claude
Copilot

# Agentic AI enablement of everything. Let's go.

## Autonomous AI Agents

- Orchestrating complex workflows
- Performing data discovery & analysis
- Generating insights across industries and markets
- Personalizing reporting
- Bring-your-own-model



## Unified Data & Logic Layer

- Centralized EA MCP server
- Semantic database views
  - Qualified meta data
  - Example queries
  - Logic around use cases
- Secure API access (Python/Rest)
- Governed access to all EA data assets

## Strategic Business Impact

- Accelerating insights delivery
- Improving decision velocity
- Enhancing operational efficiency
- Reducing manual data effort
- Empowering end-users
- Resulting in better business outcomes

# Questions? Connect with us.
# environicsanalytics.com

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