Early Success

Continental Airlines

"In its first three years of operation, the technical investigation group eliminated $30 million worth of fraud and recovered $7 million reimbursement in cash. In 2002 alone, Security identified and prevented more than $15 million in fraud."

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DATA DRIVEN CULTURE

- Executive Buy In
- Robust Technology Team
- Find the needle
- Accessible Data
- New fraud and bad business
- Dedicated Analytics Team
- Immediate ROI
- Freedom To Explore
- Funds new innovation
Reduce Enterprise Risk

The Cloud

- Inventory
- Sales Data
- Fleet
- Loyalty Programs
- Customer Profiles
- Maintenance
- Alliance Data
- Employee Data
- Customer Care
- Schedules

DATA GOVERNANCE

- Prioritization
- Architecture
- Quality
- Security
- Integration
- Audit

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