ThoughtSpot

HAGGAR®

vodafone

PNC

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The World of Vodafone

Europe Consumer

Vodafone Business

Emerging Consumer

640m mobile customers

21m fixed customers

22m TV customers

IoT platform with **85m** sims

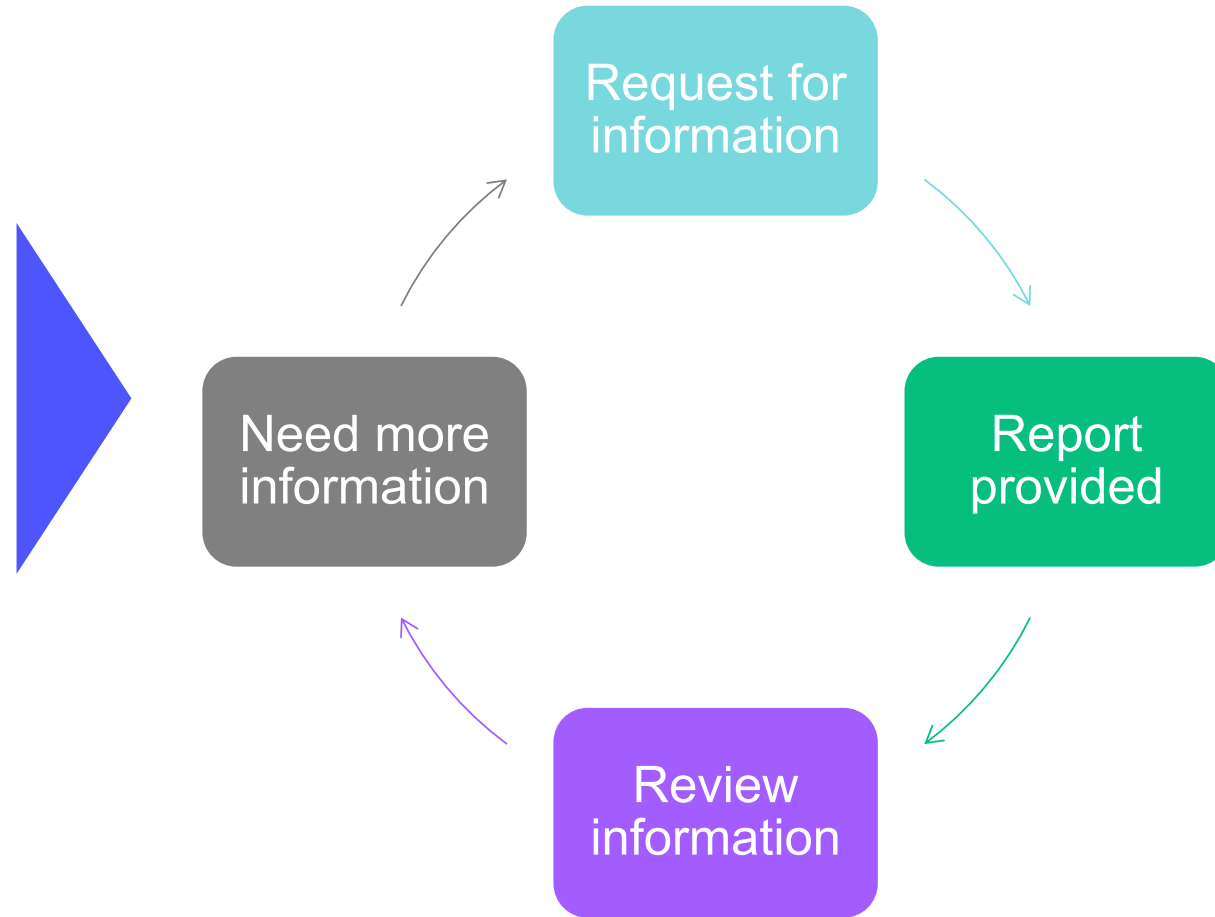Every **24** hours

5.7bn minutes

7bn songs

1.1bn 3 min videos

My Use Case = The Endless Cycle of Questions

Which product sells the most in Country X?

Request for information

Report provided

Review information

Need more information

PNC Corporate Profile

- The PNC Financial Services Group, Inc. (NYSE: PNC) is one of the largest diversified financial services institutions in the United States with assets of $406 billion as of June 30, 2019.

- Headquartered in Pittsburgh, PA, PNC is engaged in retail banking, including residential mortgage, corporate and institutional banking, and asset management, providing many of its products and services nationally with a retail branch network located in markets across the Mid-Atlantic, Midwest and Southeast; and strategic international offices in four countries outside the U.S.

PNC Highlights

ASSETS	$406 BILLION
DEPOSITS	$273 BILLION
SHAREHOLDERS' EQUITY	$49 BILLION
ASSETS UNDER ADMIN	$294 BILLION
BRANCHES	APPROXIMATELY 2,320
ATMs	APPROXIMATELY 9,100
EMPLOYEES[1]	APPROXIMATELY 53,000

Bio

- Banking professional for 10+ years working in a variety of roles spanning Finance and Treasury departments

- Responsible for oversight of PNC's 'stress testing' (a.k.a. CCAR) execution

- Responsible for PNC's implementation of CECL (Current Expected Credit Loss) Standard

- Observation: Real-time analytics are critical for making timely decisions and access to data is key to developing insightful analyses

Use Case

- PNC is required to adopt a new method for calculating its allowance for credit loss (ACL); referred to as Current Expected Credit Loss (CECL)

- CECL is an estimate of loss over the entire life of a financial instrument and requires consideration of:

  - Multiple Economic scenarios ("Reasonable and Supportable" forecasts)

  - Long Run Average behavior (institution specific)

- PNC desired an "ad-hoc" analytics solution to support this new requirement

- The need to explore the data can be driven by various factors like executive challenges, impact of certain events, explaining of data anomalies, etc.

Use Case

- Vision for solution was to follow 3 "S"'s:

- Speed:

  - Ability to provide answers in seconds

- Scale

  - Ability to analyze 5+ million loan records with lifetime cash flow projections

  - Ability to manipulate extremely large data sets (in excess of 200+ GB)

- Self-Service

  - Non-Technical solution to empower all employees to perform instant analysis

Value

- Data goes directly from calculation process to ThoughtSpot using ETL process

- Implementation launched in June 2019; rapid ramp in users between launch and September 2019

- Primary Uses to date:

  - Exception Reporting (data anomaly detection)

  - Ad-Hoc Analysis & Executive/Management Q&A

  - Data trend analysis (Pinboards)

- Questions now answered in minutes when it used to take hours or even days

- Analysts can now spend time 'analyzing' instead of 'gathering' data

Agenda

- Haggar Clothing Co. – A Brief Introduction

- Product Complexity

- Key Business Challenges

- Key Learnings

Company Overview

HAGGAR

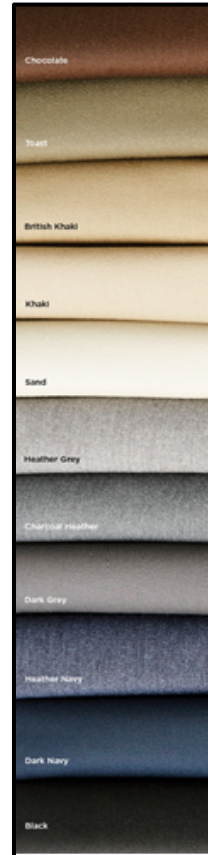| USA, CANADA & MEXICO	LOUIS RAPHAEL®	TRIBAL	PRIVATE LABEL
• Corp. Headquarters: Dallas, TX • Sold in 14,000+ stores nationwide	• Men's Bottoms	• Women's Wear • 2,400 active boutique customers	• Men's Bottoms & Suits

90+ YEARS OF HISTORY

#1 selling casual pant (Premium No Iron Khaki)

#1 selling dress pant (Premium Comfort Dress Pant) in America!

Product Complexity

Styles

Colors

CLASSIC FIT
(Hidden Comfort Waistband)
W: 32–44 L: 29–34
Flat Front &
Pleated, w/ Cuff

STRAIGHT FIT
(Premium Flex Waistband)
W: 30–42 L: 29–34
Flat Front

SLIM FIT
(Premium Flex Waistband)
W: 29–38 L: 29–34
Flat Front

BIG & TALL
(Hidden Comfort Waistband)
W: 44–60 L: 29–34
Flat Front &
Pleated
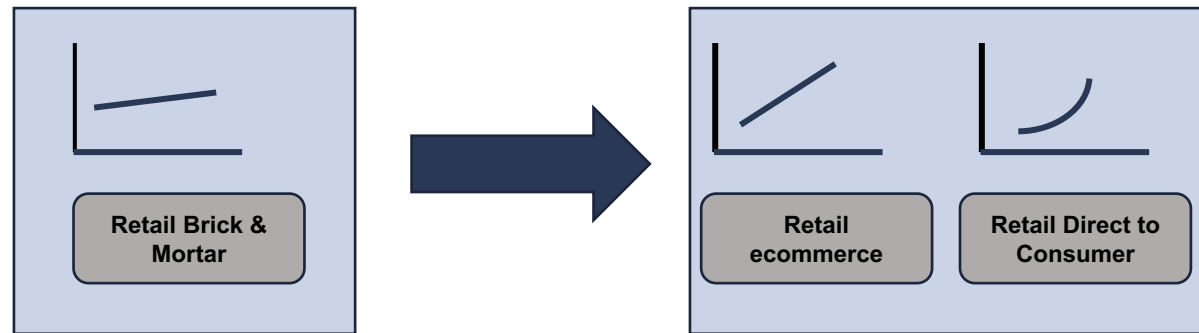
Fits & Sizes – Waist and Length

Customers

Point of Sales data runs into hundreds of millions of combinations

Key Business Challenges

Increasing Omni Channel Complexity

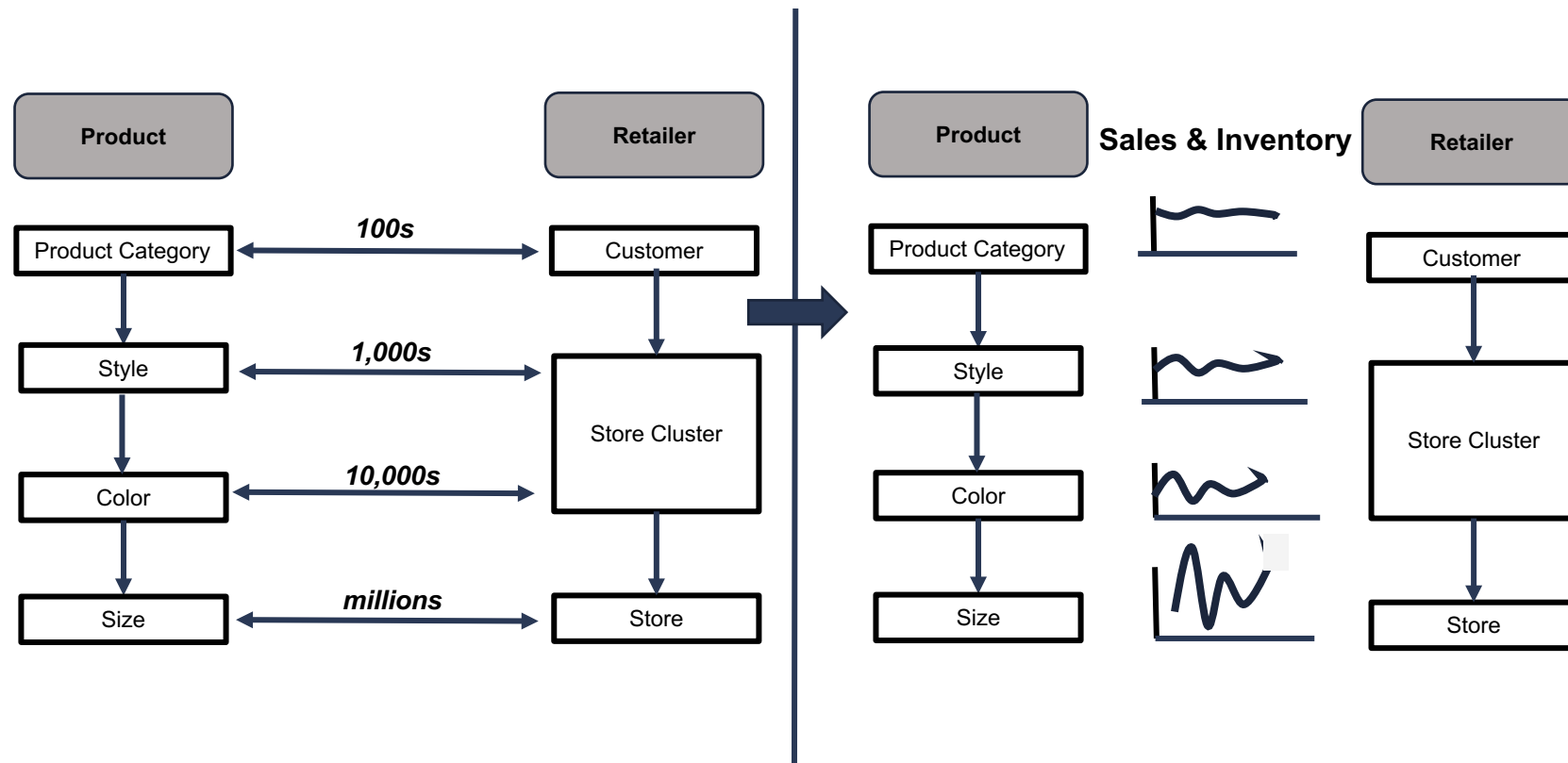**Our wholesale customer and end consumer habits are changing**

Offering breadth of product to our customers is a key driver of growth

We need to support less of more! (less volume of more styles vs. more volume of fewer styles)

Key Business Challenges

Optimal Inventory at a Store – Aligning Sales with Inventory

Product to Retailer – Data Volumes & Variability

Key Business Challenges

A lot of unanswered questions

- How are we performing at Retail vs. Plan?

- What inventory challenges are we currently having?

- How do we measure effectiveness of our Retail Merchandising Associates

- What is the impact if a certain retailer goes out of business?

- How do we measure and track productivity of a fixture?

- What was the effectiveness of a promotion by customer?

Challenge in getting a lot of these questions answered in a timely manner

Custom one off reports are created which are time intensive and not re-usable

Associates spend a lot of time creating these reports and don't have enough time analyzing them

Our Journey and Key Learnings

- Our Journey

  - Started implementing and rolling out Thoughtspot early 2018

  - Users now enabled to be decision makers rather than report writers

  - Users can get answers to questions much faster based on ability to search for answers

- Key Learnings

  - Don't shy away from data complexity

  - Layered, incremental approach to change using the three pillars of people, process and data

  - Partner with the right vendor – one with the right technology and who is agile

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Thank You

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