

# Strata Enterprise



In many organizations, each customer touchpoint may have its own decision management criteria and supporting technology. With Strata Enterprise 5.0, organizations can make profitable and efficient decisions throughout the customer life cycle and across the enterprise.

Organizations count on Strata Enterprise to improve performance in every area of their businesses, including:

- Collections and recoveries
- Originations
- Servicing and customer management
- Marketing and customer acquisition
- Retention and churn

## Strata Enterprise advantages

- **Predictive analytics** – Strata Enterprise enables organizations to leverage key customer data and apply consistent business policies across all channels and business operations. These targeted decisions allow organizations to give their customers the right services and products, as well as maintain and grow strategic relationships.
- **Machine learning** – Strata Enterprise provides machine learning capabilities such as the utilization of PMML-based models, enabling seamless predictive analytics with statistical analysis to arrive at customer predictions at scale.
- **Clear results** – Strata Enterprise provides feedback on the effectiveness of business rules. A clear picture of the bottom-line impact of policy changes improves decisions.
- **Improved flexibility** – Business users have the flexibility to modify business rules without engaging additional IT resources.



## Transforming collections to drive strategic advantage

CGI Collections360 is a comprehensive managed services approach to collections and debt management. It encompasses the management of software, business processes, underlying IT and planning within a single cohesive suite. Through technology that automatically assigns cases to the most cost-effective treatment streams, organizations can collect more, faster and at less cost.

## Features and benefits

Easily employed across the enterprise, Strata Enterprise 5.0's features and benefits include:

- **Easy-to-use interface** – Business users access a single browser-based user interface to develop decision strategies, data inputs/outputs and business rules for all types of customer decisions.
- **Powerful decision tools** – Strata Enterprise's decision toolset includes scoring models, segmentation, decision trees, matrices and mathematical/statistical calculations. The toolset also integrates an engine for advanced scoring and an interface with optimization tools.
- **Built-in feedback loop** – Strata Enterprise supports our Rapid Strategy Evolution, a proprietary "test-and-learn" capability considered more thorough than the "champion/challenger" method.
- **Simulation** – A simulation module enables you to test decision strategies and provides predictive capabilities to see how your strategies will impact your client base, thus accelerating testing and implementation timeframes.

## Technical architecture

The Strata Enterprise UI application, web and database servers operate in either a UNIX or Windows environment. The Strata Engine supports multiple deployment options in either real-time or batch modes:

- **Strata Java Engine** – A comprehensive, scalable Java-based engine that provides a variety of deployment options, allowing for ease of integration with existing systems using industry standard integration patterns. Available for UNIX and Windows platforms.
- **Strata COBOL Engine** – A comprehensive, scalable COBOL-based engine for IBM mainframe batch and CICS environments.

## Improving the bottom line

CGI's decision management solution, Strata Enterprise 5.0, integrates and leverages information from every point on the customer value chain. With improved decision support and a unified customer view, organizations obtain better response and approval rates, higher utilization and wallet share, lower attrition rates, and increased cash collection. Drawing upon a proven track record of delivery and service excellence, Strata Enterprise customers have achieved:

- 10+% delinquent collections increases with no new staff
- 15+% loan approval increases
- 50+% retention of targeted account-closure requests
- 50+% direct mail sales increases

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## About CGI

### Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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