

## **Building a Business on Data: Challenges and Rewards**

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Companies grapple with the problem of extracting insight and value from the data generated by their interactions with their customers as well as by routine business processes. While having the raw data is a necessary ingredient, having the right tools can ease and accelerate the process tremendously. Customer Data Platforms (CDPs) are one such tool.

We review the raw data that was available within ADP, the largest payroll processor in the world, and the potential use cases for products created from that data. The challenges in converting the data to usable, commercially viable data products will then be discussed, including data security, privacy and usability issues. The session will wrap up by outlining how Quaero's CDP was leveraged to build a highly flexible, user friendly environment to process and transform this data into useful, usable data products that deliver value to a variety of customers in multiple industries.