



3Qs with Kevin Matray

Kevin Matray is Vice President, Customer Solutions at TROVE, where he leads non-utility business development efforts and runs the company's Partner Program

1 What is driving enterprise adoption of predictive data science?

Everything can be traced back to two things: 1) Businesses are always striving to increase revenue/decrease cost, and 2) They are always looking to gain a competitive advantage.

Let's look first at increasing revenue/decreasing cost. Corporate America's last big data push was in business intelligence. Businesses have spent billions of dollars building out these tools to visualize, analyze, and store their data. But the problem is these tools look backwards – they analyze historical information. Companies are running their businesses based on looking backwards and guessing how it will impact their businesses in the future.

The next evolution of monetizing data and increasing revenue/decreasing cost – and it goes hand in hand with competitive advantage – is to run the business with predictive analytics, on what the data is saying *will* happen. That's what's driving the embrace of predictive data science. The enterprise is seeing it can actually increase revenue or decrease cost using predictive data science technology. And now companies are looking to leverage the gains of data science – powered by advanced technologies such as machine learning – to keep them a step ahead of their competitors.

2 Why is TROVE partnering with consulting firms to deliver prediction to the enterprise?

Relationships are so important in selling predictive data science, and consulting firms have those relationships. These firms know their clients' businesses very well, so they can identify needs and solution opportunities. TROVE is a natural ally to consulting firms as we are collaborative by nature and offer a proven package of predictive data science technology, problem-solving ability, and implementation skill, i.e., an "off-the-shelf" predictive capability that is "partner ready" regardless of where along the spectrum a partner is with its data science offering.

3 What does TROVE offer to consulting partners that will help them with their predictive data science sales efforts?

For consulting firms looking to add predictive data science to their solution portfolio, we give them an immediate, proven capability. We can work with firms new to the space by serving as their "out of the box" data science team and transitioning to internal resources over time.

For firms already offering data science, we help them win more deals with a scalable platform that increases speed-to-benefit and lowers solution cost, while maintaining their revenue on data science hours – our partners get all the data science billable hours.

We also bring to the table the best single-source, commercially available data set in the market (650+ consumer attributes), which dramatically improves the precision of predictions. When a consulting firm partners with us, this powerful data set becomes a differentiator for them, too, enabling them to save their client hundreds of thousands of dollars in annual spend – the typical annual subscription cost – on inferior data.