INDUSTRY	**Financial Services**
USE-CASE	**Alternative Credit Scoring**

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Financial services firms are looking for new ways to service people with a low or no FICO credit score. Proprietary alternative credit scoring uses non-traditional data sets and predictive analytics to determine the likelihood that an individual with no credit history will make timely payments on a loan or policy. Alternative credit scoring is vital for financial services firms to compete, acquire new customers, improve profits and reduce credit risks.

The Problem

Alternative credit scoring involves analyzing sensitive data from multiple sources

Most financial services firms have extensive credit modeling expertise, so building proprietary analytic data services to support alternative credit scoring is both practical and purposeful.

However, financial firms do not generate all the data they need, and must form partnerships with other organizations, such as grocery stores, app makers and utilities. This data is highly sensitive and regulated

To perform credit and marketing related analytics, data experts must combine, mesh and analyze the externally sourced raw data with internally generated customer data sets.

The problem is that conventional databases and big data systems are ill suited for securely commingling sensitive data from multiple owners. Centralized controls can be configured to enable certain users to extract or change data belonging to other owners. Data owners have no control or assurance that their granular security and governance rules will be enforced.

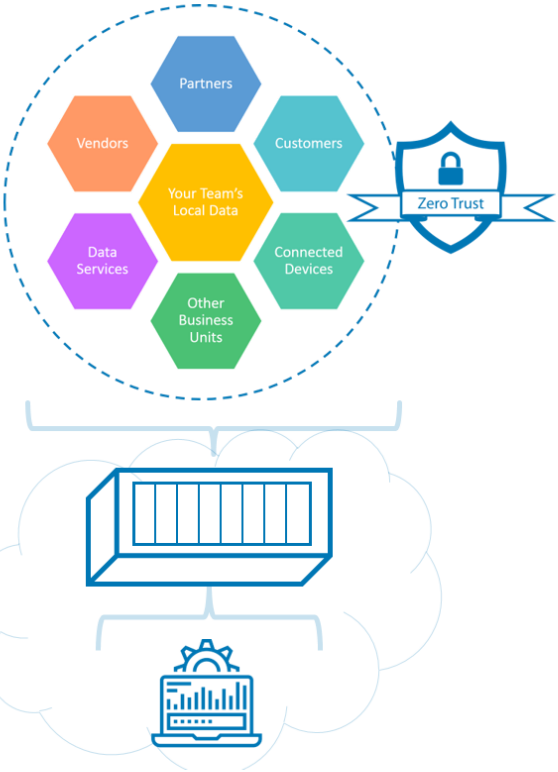
Consequently, sharing sensitive transactional and behavioral data has been overly complex, and cumbersome. Data owners must be assured that their data will not be misused, even when combined with data from other owners for analytics and machine learning.

Alternative Credit Scoring

Alternative Credit Scoring with Myngl Concordance

Finding an Different Approach

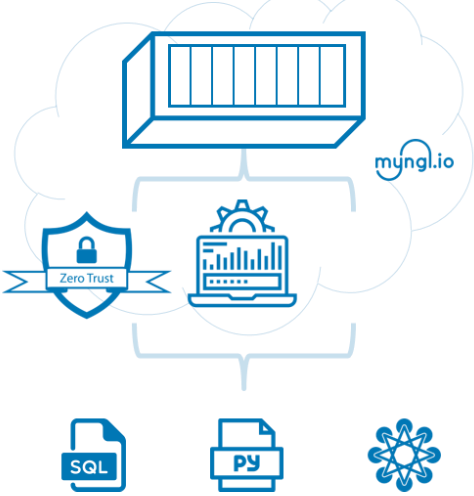
Myngl invented Concordance™ Secure Analytic Containers to work differently than conventional systems: decentralizing granular security and governance controls to data owners. Owners define "Need-to-Know rules that are embedded into every data element and cannot be edited or overridden by any user.



Subscribers must request explicit "Need-to-Know" authorization from each data owner to make use of shared data. Analytic jobs designed by Subscribers use, but cannot not expose, raw shared data. Users are blocked from directly extracting data to prevent data misuse, risks and breach.

This removes the mandate for trust to share sensitive data and accelerates mission-critical data projects.

Commingling Data for Analytics and ML



Accelerating Self-Service Analytics by 5x

Deployed in private and SaaS clouds, Secure Analytic Containers allow users to perform self-service analytics or machine learning on securely commingled data without exposing it. Popular open source notebooks make it easy to utilize SQL, Python, TensorFlow and other tools.

Business teams, analysts and data stewards coordinate in a secure and collaborative data sharing workflow that accelerates analytic projects 5x faster than any alternative.

Visit www.myngl.io to schedule a demo or contact sales@myngl.io for more information.