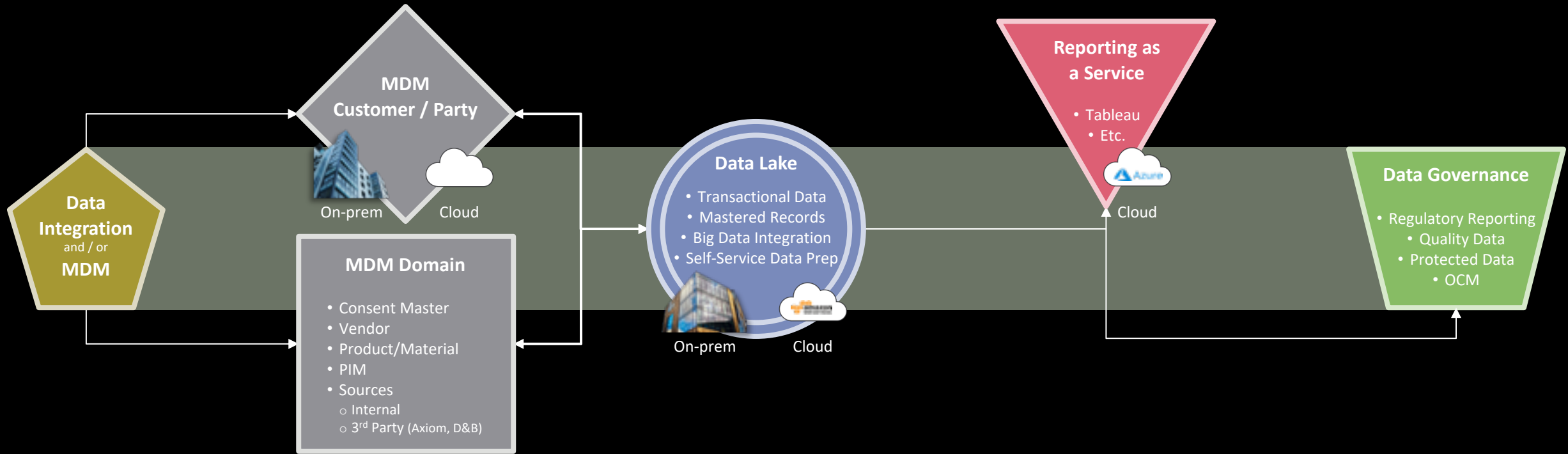


MDM... WHAT'S NEXT ON MY JOURNEY?



Paradigm Success Stories

- Reduced customer search time from **30 to 5** seconds resulting in **30%** larger purchase
- **~60%** resource time savings
- Automated quality checks produced **~70% faster** updates, reduced risk, and higher revenue
- Cost savings of **~\$3.8M**

- Deployed new Data Lake to integrate and retain historical data
- Converted **30+** years of history from **12+** legacy systems
- Enabled new decision science capabilities

- **28% reduction** on report cycle time
- **34% reduction** in man hours to generate reports
- Expanded proliferation and accuracy of trusted data
- Increased reliability in delivery and content of generated reports

- Scanned and categorized over **180** tables, **8M** variables, and **3B** rows of external data
- Enabled semantic search for key indexes, index performance, geographic, demographic, and market data