



Franklin Templeton

Franklin Templeton partnered with LumenData to enable data engineering and ML-based NER classification algorithm

### Business Problems

- Non –Scalable Business process to track and classify Enterprise and Retail Customer’s data
- Every change request must be handled through Rule based coding engine and go through a lengthy release process and hence significant amount of manual interventions/overrides were required
- System was able to handle scenarios only in North America

### IT Problems

- Complex and Outdated application
- Out of support
- Limited ability for data stewardship and Governance
- Rule based application ; hence any change must go through iterative SDLC

### Solutions

- Machine Learning based NER classification algorithm
- NLP based engine to parse Unstructured data
- Data Engineering on the data feed to extrapolate missing data and queue up the new scenarios to the data stewards for human intelligence.
- New scenarios were automatically detected by the system and added to the repository of rules on the fly upon approval and applied to subsequent feed.



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