A lush green jungle scene with a tiger partially visible in the background, serving as the backdrop for the text.

LAW | OF THE | JUNGLE

ASIC FINANCIAL PROMOTIONS SYMPOSIUM

PRESENTATION
2 AUGUST 2019

LAW | OF THE | JUNGLE

A lush, dense jungle scene with various green plants, ferns, and tree trunks. The lighting is soft, creating a serene atmosphere. The text is overlaid on this background.

ASIC SYMPOSIUM

TODAY

1. Who we are and what we do; our use case
2. The dataset; our results and lessons
3. Business purpose as the key to measuring benefit

ASIC SYMPOSIUM

PRESSURE POINT



MARKETER

'We have to get it out!'



COMPLIANCE

'We have to get it right!'



STAKEHOLDER

'I just want to get it done!'



MANAGER

'Reputation', 'risk',
'return'

A photograph of a traditional bamboo suspension bridge stretching across a deep, green jungle. The bridge is constructed from many parallel bamboo poles, with thick ropes for railings. The surrounding forest is dense with various types of trees and foliage, creating a vibrant green backdrop. The perspective is from the bridge, looking down its length towards the other side.

ASIC SYMPOSIUM

WHAT WE DO

Law of the Jungle is an enterprise cloud solution that helps Marketing teams clear compliance issues, using AI and a mix of technologies to inform choices, break down complexity and reduce time-consuming back and forth repetition with Legal and Compliance.

A photograph of a traditional bamboo suspension bridge spanning a river in a lush jungle. The bridge is constructed from bamboo poles and ropes, with a narrow path for walking. The surrounding forest is dense with green foliage, and the water in the river is visible below the bridge.

ASIC SYMPOSIUM

WHAT WE DO

Business rules engine + AI analysis + content extraction

Financial services: laws, regs, codes, RGs, cases

DD → Workflow → Collaboration → Approval → Audit trail

Target user is non-legally trained

THE USE CASE

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A DIFFERENT USE CASE

- **Key users are not legally trained.** They include marketing or product teams, stakeholders and managers plus compliance professionals.
- Their focus is **rendering a draft** for compliance to **given requirements** (rather than, say, risk rating a portfolio of promotions).
- Their challenge is **issue recognition**: recognizing (and addressing) the gamut of specific compliance norms that apply to this set of facts.
- **Threats to success** include delay, reiteration, inconsistency, lack of experience, failure to grasp risk and requirements, poor record keeping.

THE USE CASE

A DIFFERENT USE CASE

Example metric: User engagement

- **Key users are not legally trained.** They include marketing or product teams, stakeholders and managers plus compliance professionals.

Example metric: Number of 'saves'; reduction in reiteration rates

- Their focus is **rendering a draft** for compliance to **given requirements** (rather than, say, risk rating a portfolio of promotions).

Example metric: Issue by issue risk identification, not just aggregate risk

- Their challenge is **issue recognition**: recognizing (and addressing) the gamut of specific compliance norms that apply to this set of facts.

Metric: Approval rates (no. of attempts), reductions in problem areas

- **Threats to success** include delay, reiteration, inconsistency, lack of experience, failure to grasp risk and requirements, poor record keeping.

Metric: Automatically generated audit trail of DD review, resolution

THE USE CASE

HOW IT WORKS

Evaluative issues (principles)

Prescriptive issues (specific)

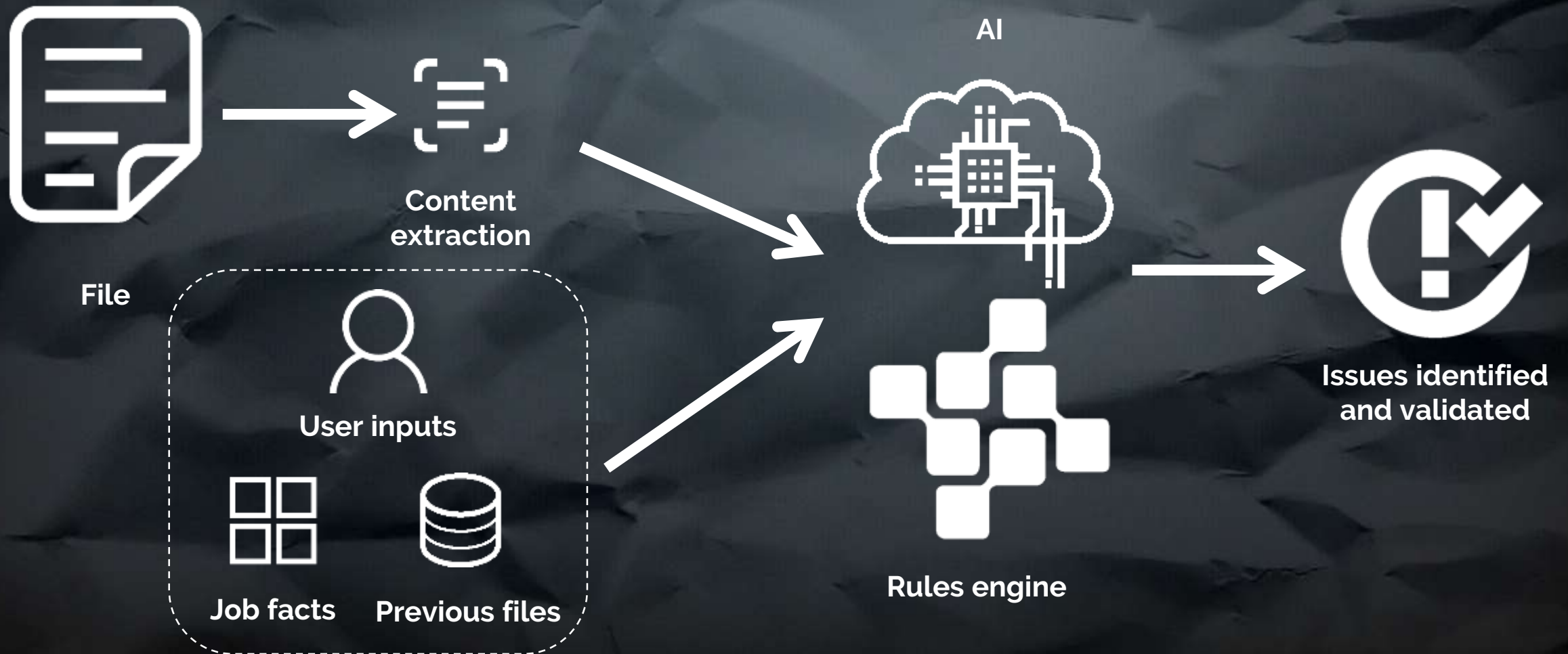
The screenshot displays the 'LAW OF THE JUNGLE' dashboard. The top navigation bar includes 'LAW OF THE JUNGLE', 'Jobs', 'Dashboard 25', and 'Admin'. The user 'Kasey Walker' is logged in. The main content area features an advertisement for 'ACME Essential Life Protect Insurance' with a family photo and a sign-up deadline of 31 July 2018. The right sidebar shows a 'Checks' section with a list of items: 'Restricted terms' (checked), 'New promotional wording' (0/7 checks), 'Mandatory wording' (0/5 checks), 'Confirmatory checks' (checked), and 'Points to raise'. A notification at the bottom of the sidebar states: 'We have detected 1 Check that is a 100% match to pre-approved or mandatory wording. Show'.

THE DATASET

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THE DATASET

TECHNOLOGY



THE DATASET

BREACHES IDENTIFIED

163
files

476
potential
principles
breaches

137
potential
specific
breaches

THE DATASET

SPECIFIC BREACHES



85%

success rate



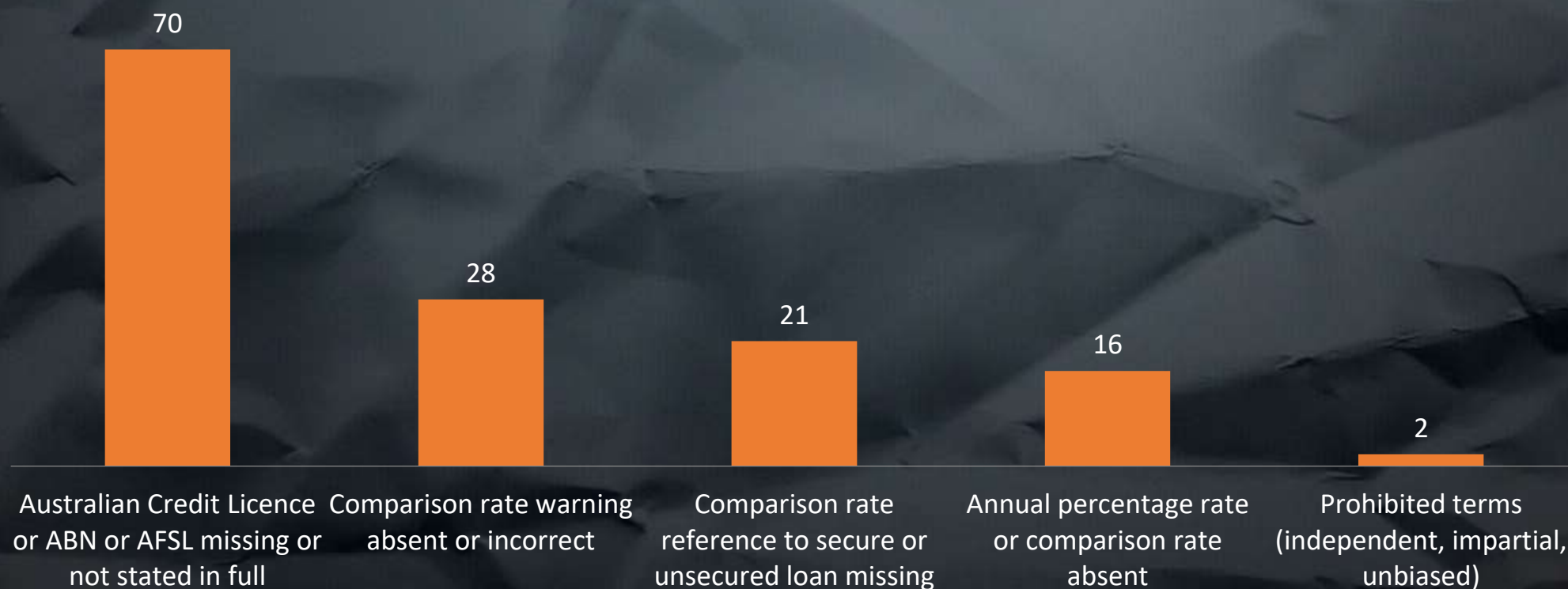
93%

success rate

excluding unreadable disclaimers

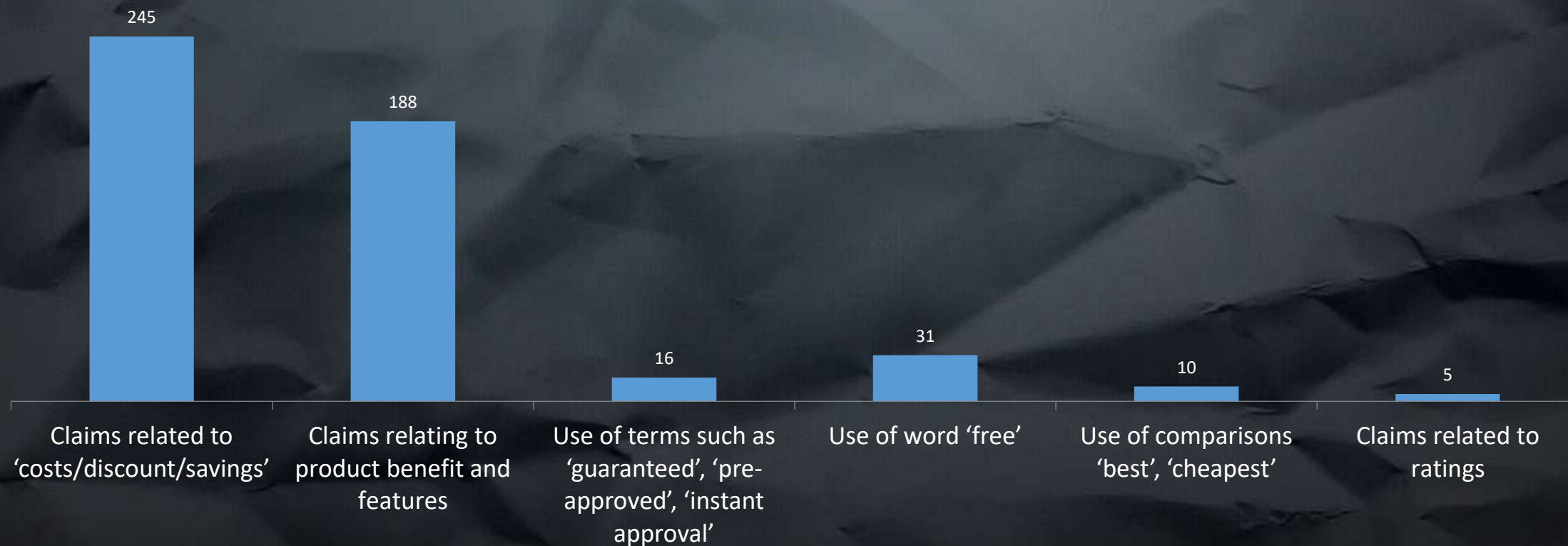
THE DATASET

MIX OF SPECIFIC BREACHES



THE DATASET

MIX OF PRINCIPLES-BASED BREACHES



THE DATASET

LESSONS LEARNED



Need to train program to industry issues and forms.



Monitoring of financial promotions raises separate questions about use case and form.



Access to a large data set of files from clients in the industry vastly improves the quality of the output of the program.



THE BUSINESS PURPOSE

LAW | OF THE | JUNGLE



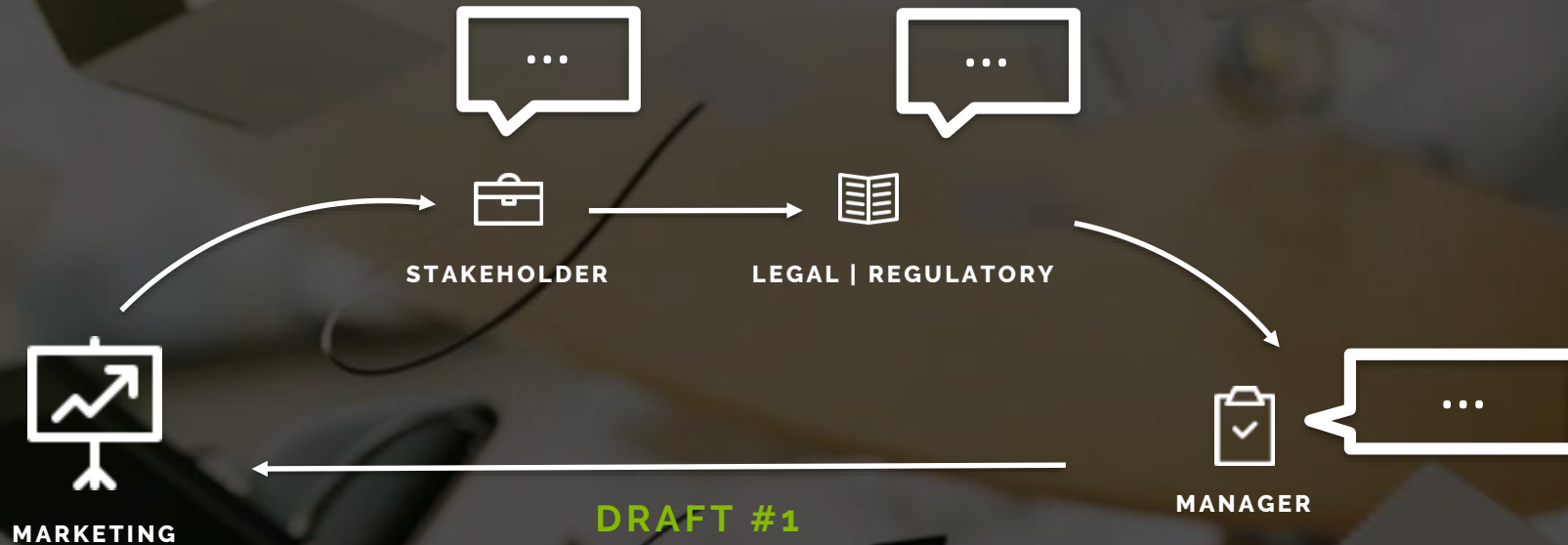
BUSINESS PURPOSE

IMPACT

Assessing the impact of technology on compliance outcomes for financial promotions raises a range of additional measures that occur under our use case.

BUSINESS PURPOSE

IMPACT ON WHAT?



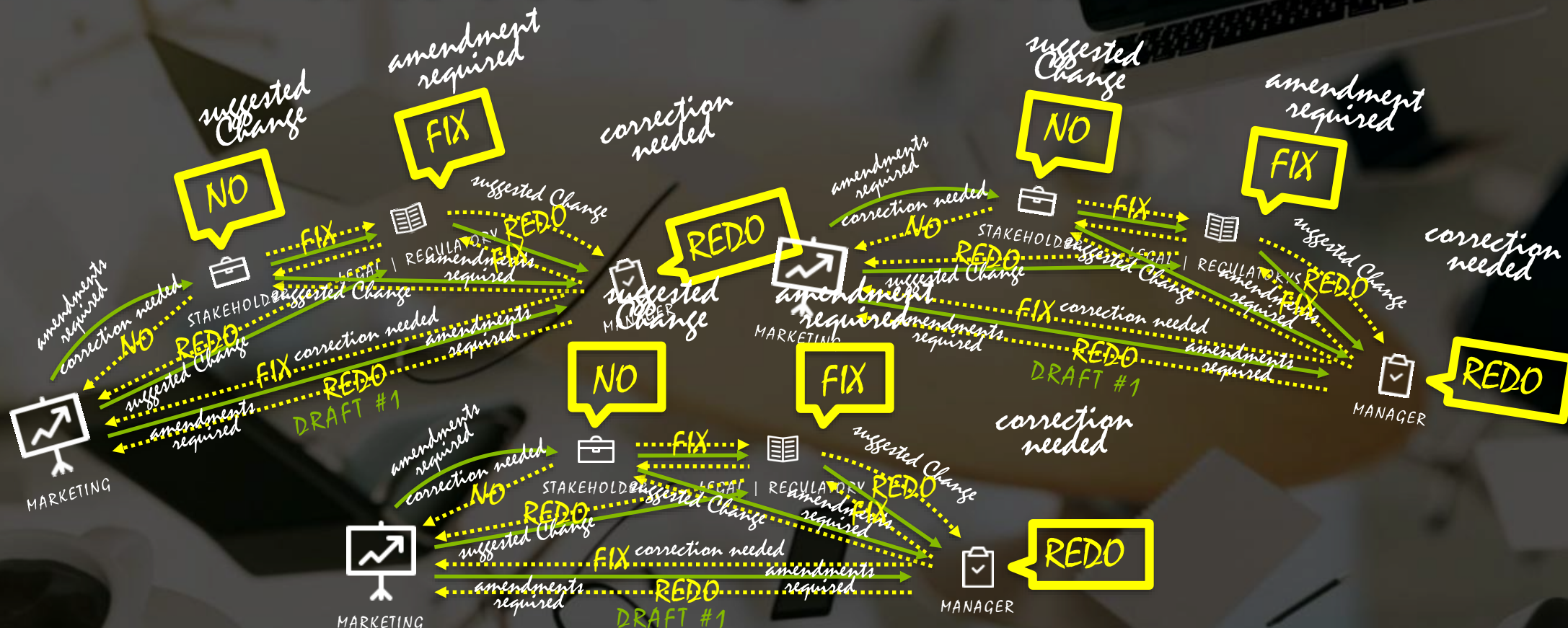
BUSINESS PURPOSE

IMPACT ON WHAT?



BUSINESS PURPOSE

IMPACT ON WHAT?

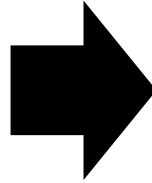


BUSINESS PURPOSE

DRIVERS OF IMPACT



PROTECTION



PRODUCTIVITY



EASE

LAW | OF THE | JUNGLE

BUSINESS PURPOSE

MEASURES OF IMPACT

Consider metrics for that impact**

Reduced time in review for one draft

4X

Reduced time in review to approval

14X

Reduced time-cost in review to approval

20X

** These numbers are based on assumptions by Law of the Jungle

LAW | OF THE | JUNGLE

A photograph of a traditional bamboo suspension bridge stretching across a deep, lush green jungle. The bridge is constructed from bamboo poles and ropes, with a narrow path for walking. The surrounding forest is dense with various types of trees and foliage, creating a vibrant green backdrop. The bridge appears to be a natural part of the landscape, blending into the environment.

BUSINESS PURPOSE

MEASURES OF IMPACT

And consider these impacts on risk and cost . . .

Reduced risk by streamlined process, fewer touchpoints

Enhanced protection from systematic process

Enhanced protection from team capability in compliance

Enhanced protection (and fewer costs) via audit record

Reduced checks, lower effort