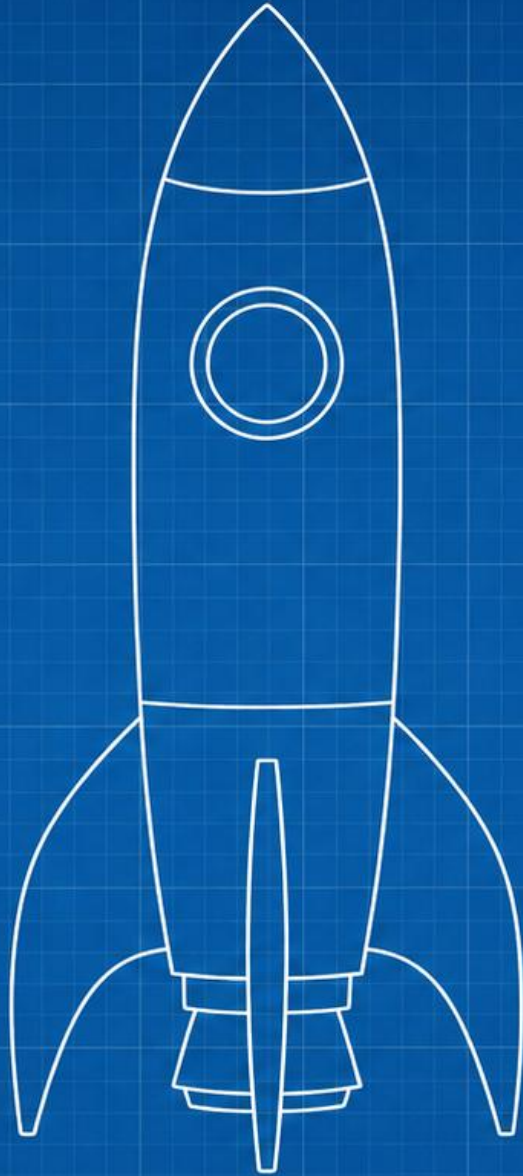


**Data as a
Revenue Driver,**

**Not a Cost
Center**



Christine Wallinger
Director, Data & Analytics

RLI
DIFFERENT WORKS

Cost Center

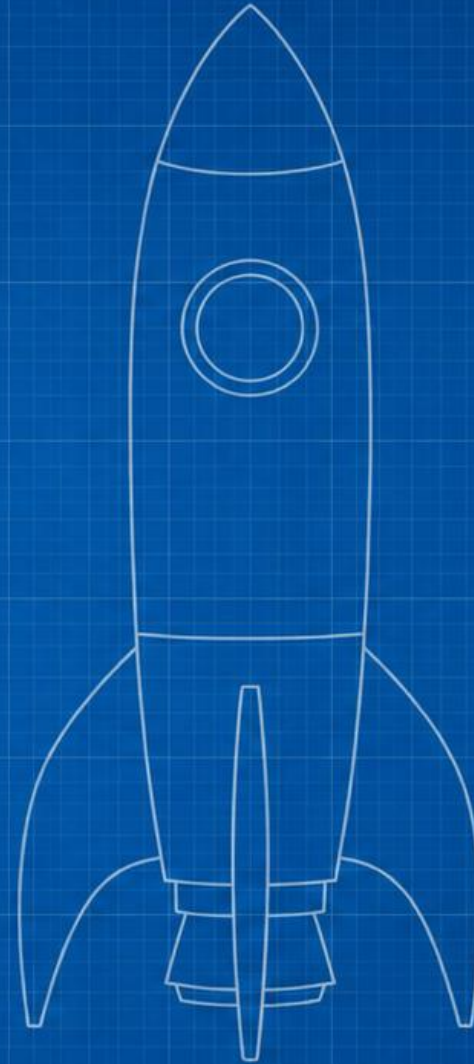
Profit Center



**Choose to be
a Profit Center**

**Make the
Value Obvious**

**Scale through
Champions**



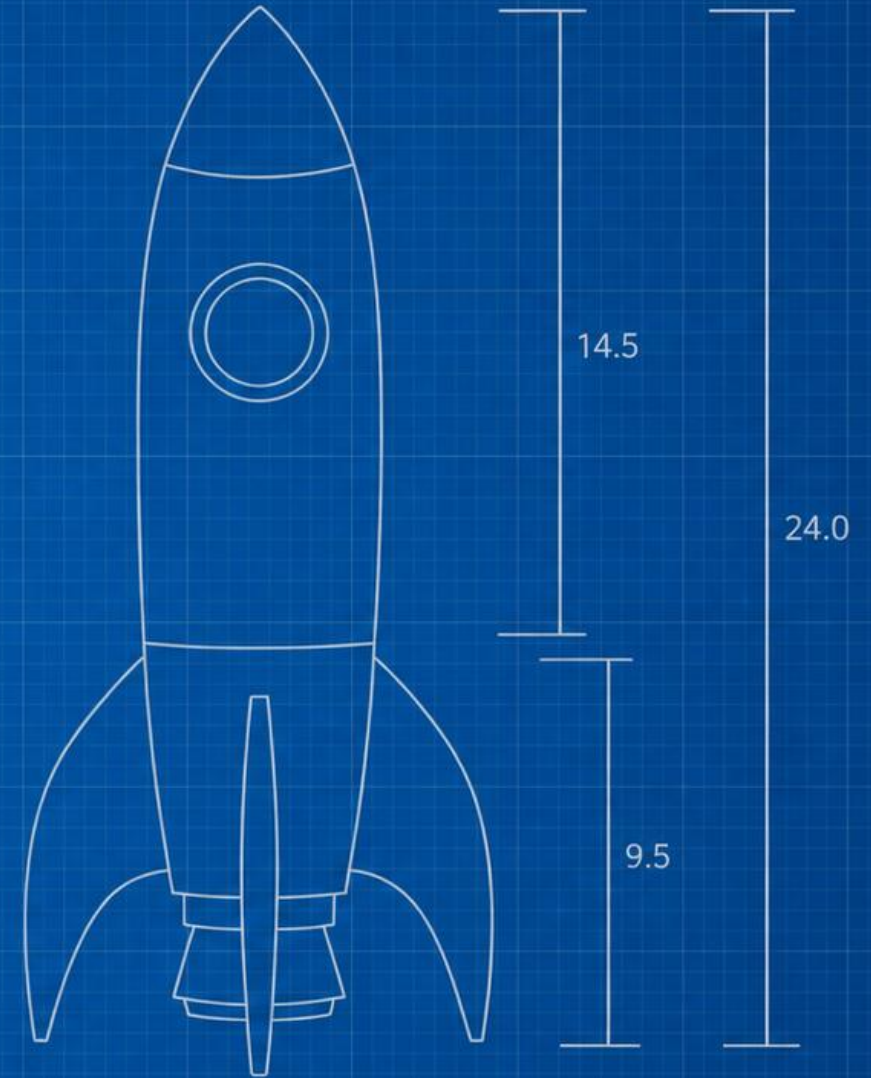
Choose to be
a Profit Center

Align with outcomes,
not outputs



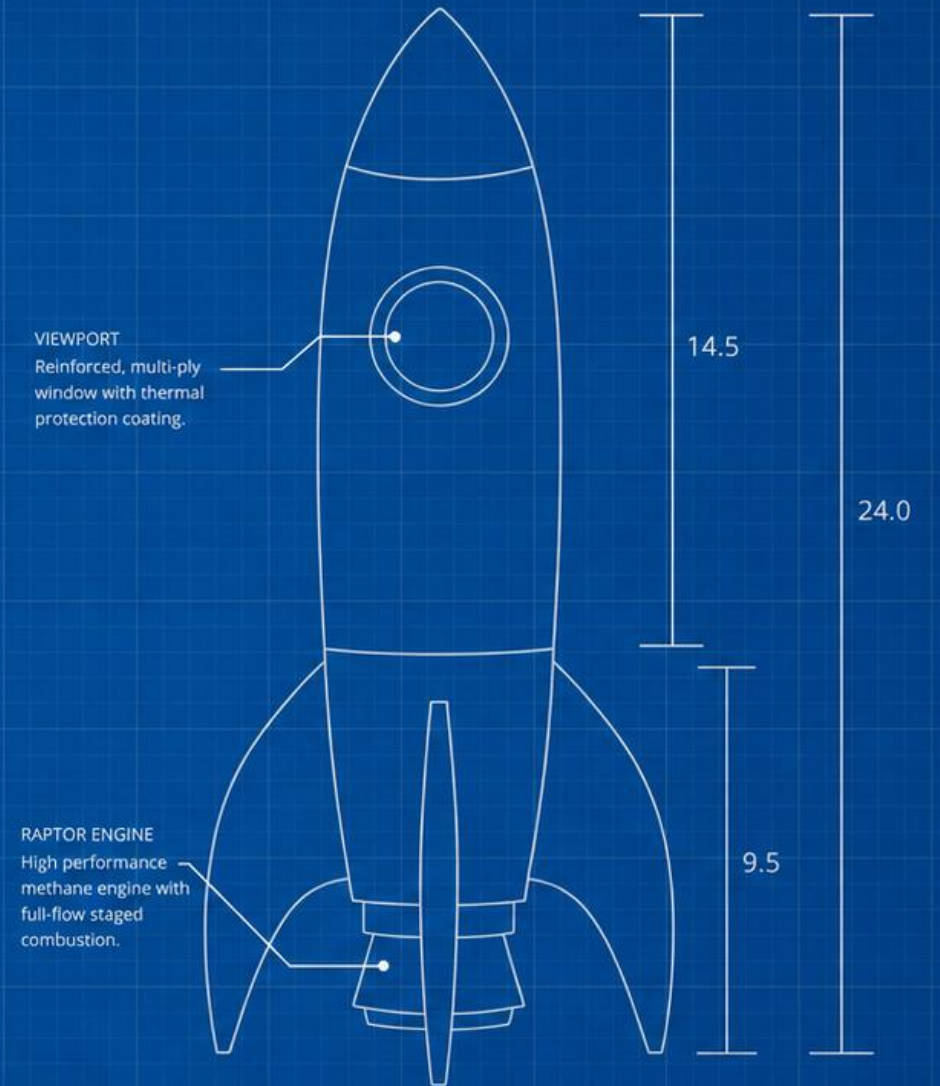
Practical Tip:

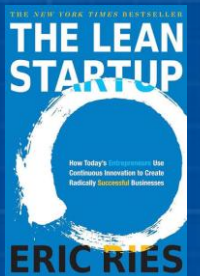
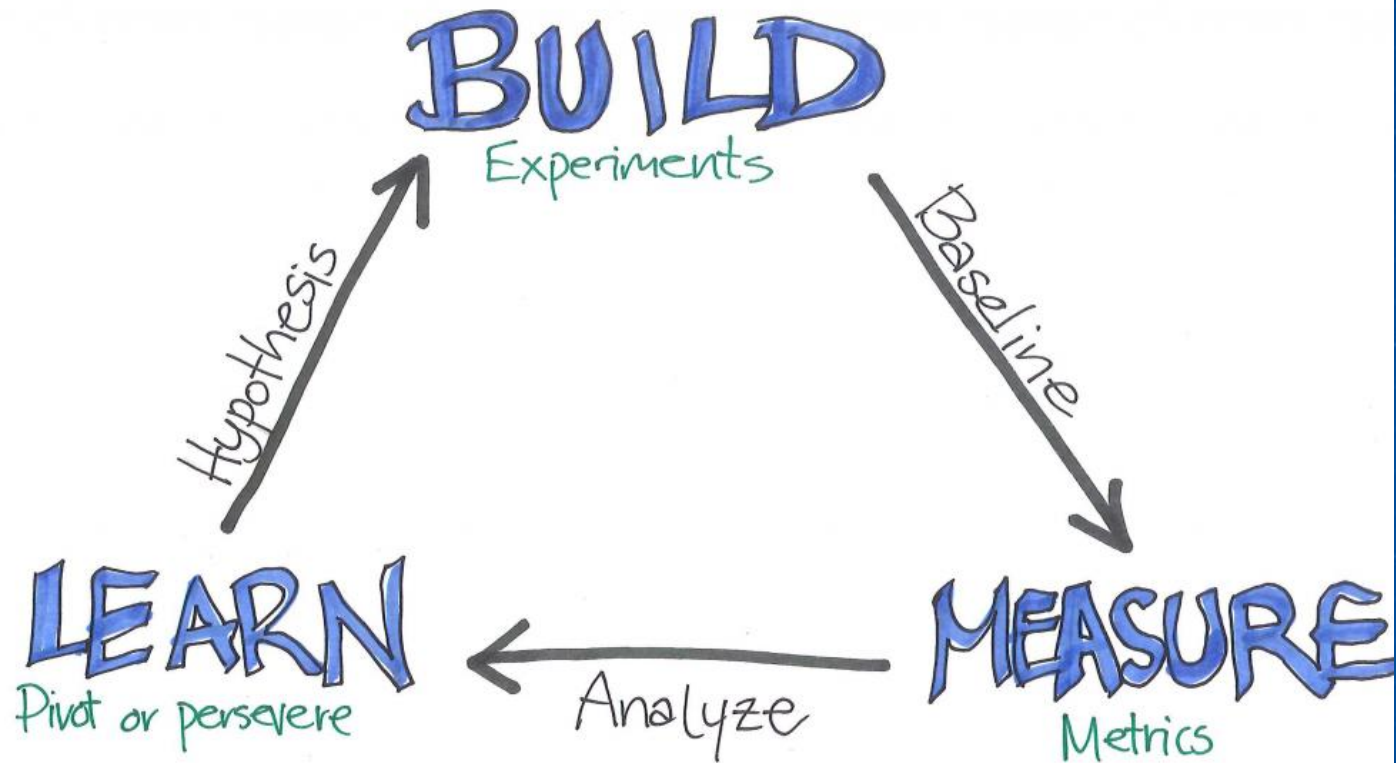
Your D&A organization is not a restaurant.
Don't take orders.



Start with the problem

Make the
Value Obvious





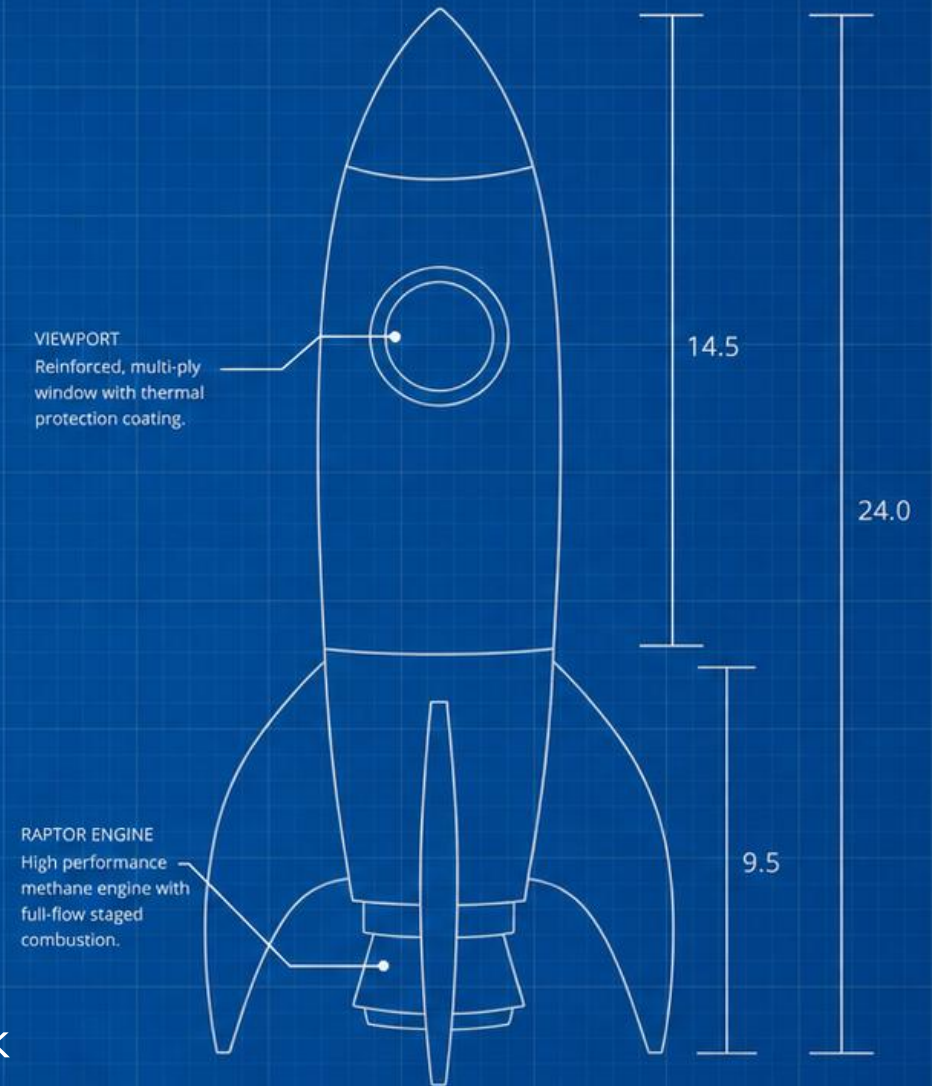
Start with the problem

Make the
Value Obvious



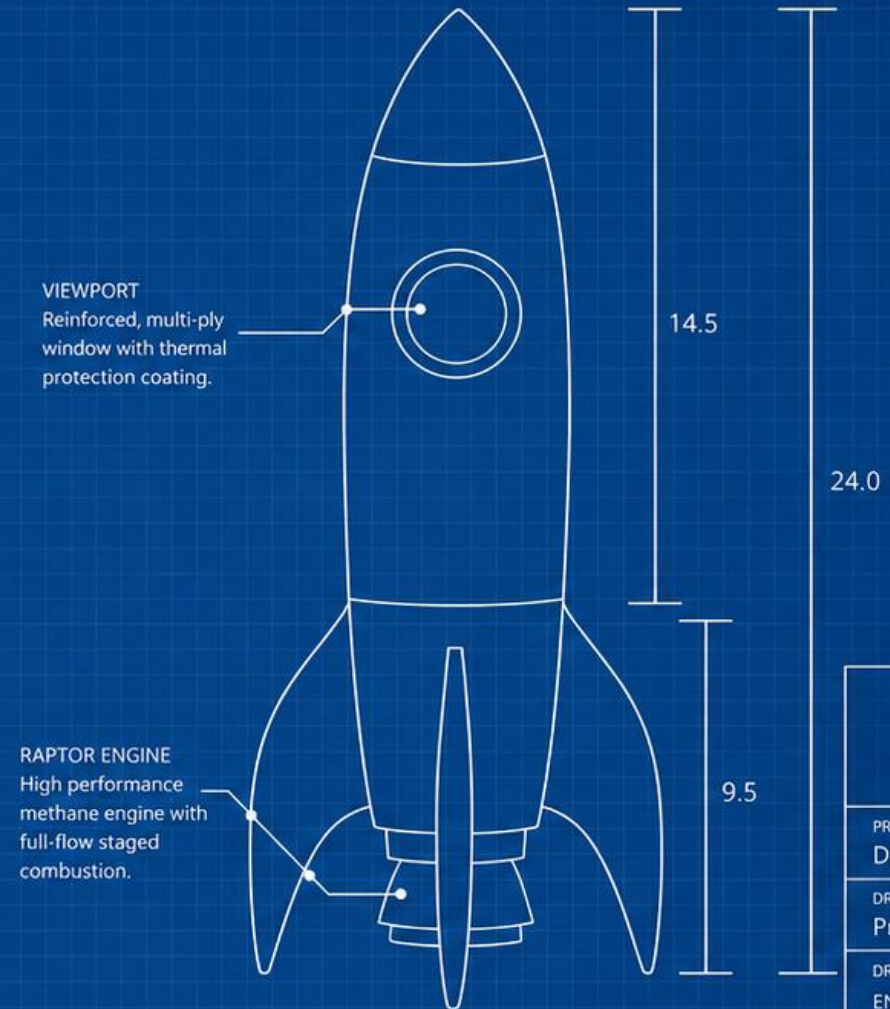
Practical Tip:

Next time you get a dashboard request, ask
“What decision are you trying to make?”



Find Champions Make Them Heros

Scale through
Champions



PROJECT:
Data & Analytics

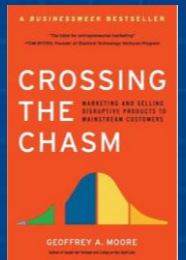
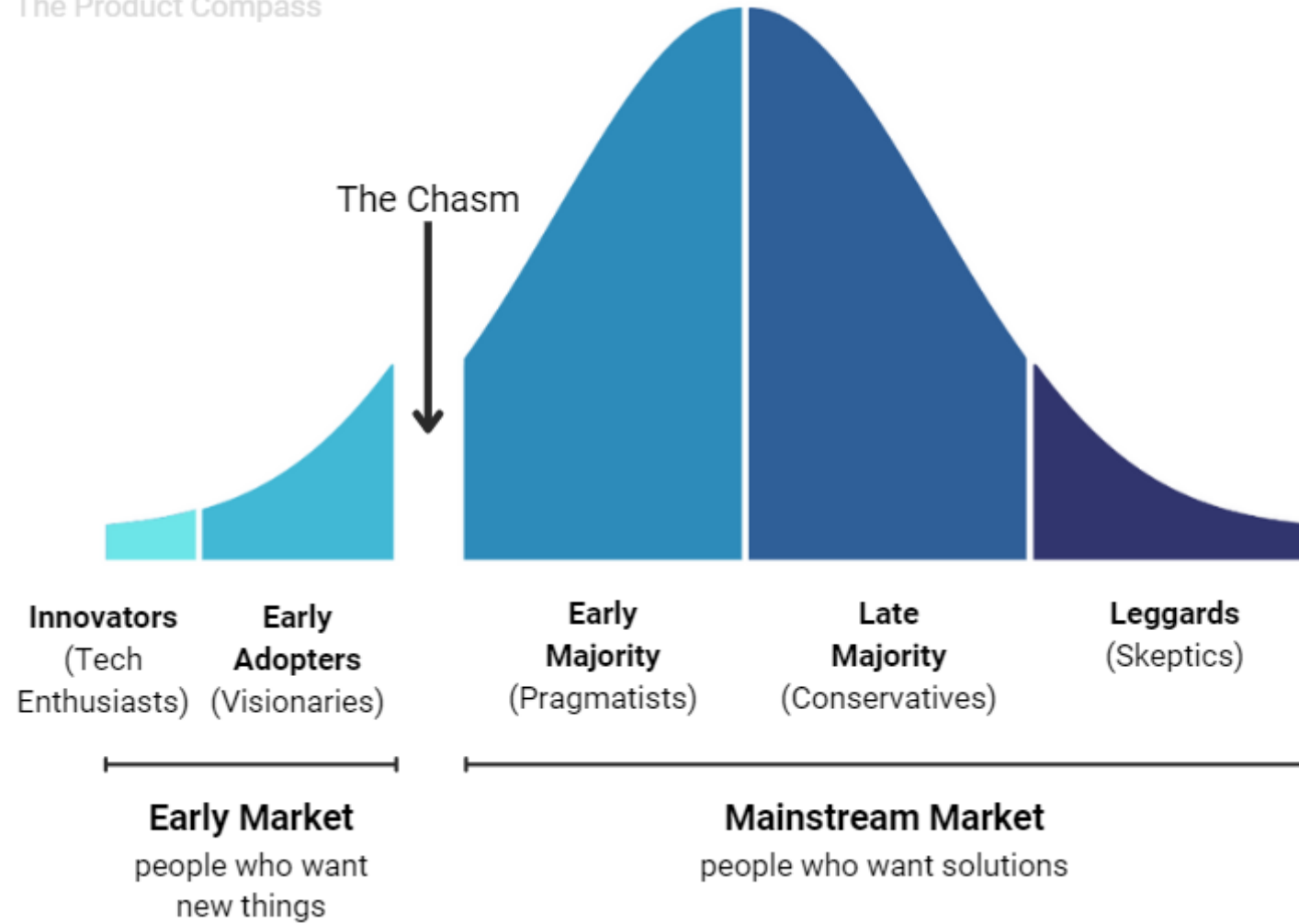
DRAWING:
Profit Center

DRAWN BY: ENG DESIGN
DATE: 08/11/2026

SCALE: 1:100
REV: A

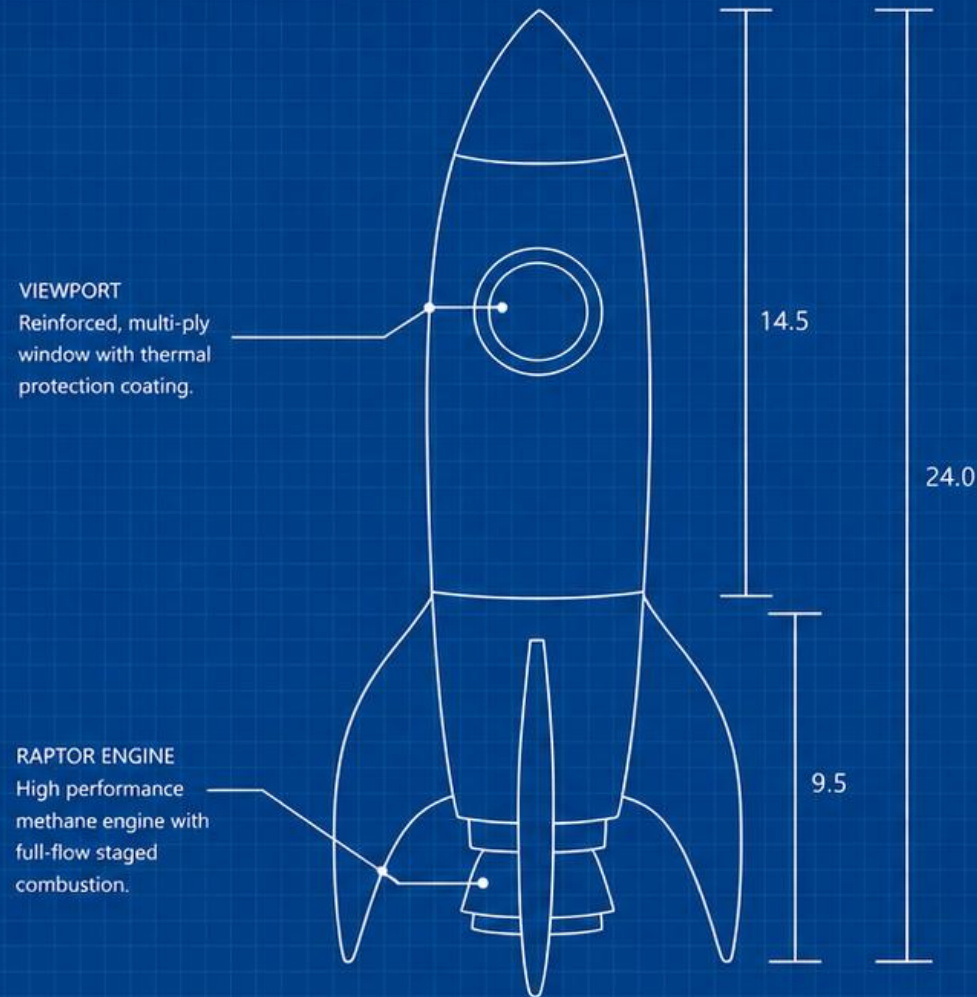
DOC NO.:
DA-PC-001

The Product Compass



Takeaway for Monday Morning

- ✓ Who is your revenue partner?
- ✓ What decisions are you shaping together?
- ✓ If they bring you a blueprint instead of a shopping list, you know you've made it.



RLI

PROJECT:
Data & Analytics

DRAWING:
Profit Center

DRAWN BY: ENG DESIGN	DATE: 08/11/2026
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SCALE: 1:100	REV: A
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DOC NO.:
DA-PC-001

Thank you

VIEWPORT
Reinforced, multi-ply
window with thermal
protection coating.

RAPTOR ENGINE
High performance
methane engine with
full-flow staged
combustion.

14.5

24.0

9.5



Christine Wallinger
Data & Analytics 🏆 Product Managment @ RLI



PROJECT:
Data & Analytics

DRAWING:
Profit Center

DRAWN BY: ENG DESIGN	DATE: 08/11/2026
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SCALE: 1:100	REV: A
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DOC NO.:
DA-PC-001