

Data and analytics in banking and finance

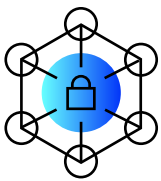
Customer success stories

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Data and actionable analytics for banking institutions



Trusted data to build a better future

The future of banking will be defined by the effective use of data and analytics. Using trusted data is the cornerstone for both near-term and future strategies.

Proactive data quality management solutions ensure the completeness, consistency, and accuracy of data throughout the enterprise:

- > Comprehensive master data management (MDM) capabilities enable the creation of a single view of key business entities, such as employees, products, accounts, and customers, across all systems and sources
- > A broad-reaching integration framework ties together all data assets, regardless of their location or format, and can enable full operational integration
- > Robust business-to-business (B2B) solutions streamline, coordinate, and automate vital activities and workflows across multiple branches and locations



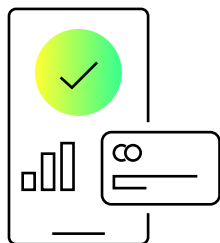
Actionable analytics

Powerful analytics that include data visualisation, location analytics, machine learning, and enterprise search provide deep insight into customers, products, channels, and operations:

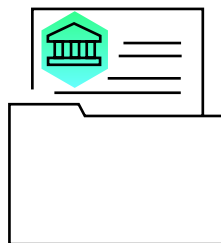
- > Actionable analytics make it easier to forecast credit and lending risk as well as anticipate attrition and other customer behaviors
- > Customer-facing business intelligence (BI) empowers an unlimited number of clients to interact with budgets and spending, which can improve their financial acumen. It also enables them to analyse their account information 24/7 using their devices of choice
- > eStatements, a type of self-service application, enable banks to generate large volumes of highly interactive account statements, bills, tax receipts, and other electronic documents



Powerful analytics enable business users to glean insights on:



Trends and opportunities in electronic payments



Treasury and portfolio benchmarking and analysis



Loan delinquency and default forecastings

Customer stories



- Operational analytics provide visibility into processes and activities to **maximise productivity and effectiveness**
- Performance metrics deliver **real-time feedback and operational insights** to executives
- Self-service and customer-facing BI allow **non-technical users** to quickly and easily interact with important information

Bank of Nova Scotia

The Bank of Nova Scotia, operating as Scotiabank, is a Canadian multinational banking and financial services company. One of Canada's Big Five Banks, it is the third-largest Canadian bank by deposits and market capitalisation.

Challenge

An outdated sales information infrastructure was creating delays in the delivery and validation of key information needed to support critical growth strategies.

Solution

The company created a comprehensive analytics environment with automatic data feeds from a variety of financial product lines. It also uses iWay, ibi's data platform, to capture data from multiple retail banking systems and deliver weekly sales reports to the bank's 1,024 branches.

Benefits

Scotiabank's developers spend less time on integration projects with less code to maintain, so the business can open new channels more quickly, and sales staff gain faster access to results. Banking officers have freed up 70,000-plus hours, significantly increasing time for customer interactions.



“ This was not just a technology project. It was about creating business value by making our employees more productive and more satisfied, so they can focus on what matters most: our customers.”

Mike Henry, Executive Vice President, Enterprise Risk Governance, Scotiabank

“ It doesn't really matter what types of business applications we build or purchase so long as we have a robust integration platform to connect them together. ibi helps us streamline corporate acquisitions, extend the life of its legacy systems, and facilitate international growth and expansion.”

Michael Bekic, Director, Software Engineering Solutions, Customer Core Banking, Scotiabank

U.S. Bancorp

U.S. Bancorp is an American bank holding company based in Minneapolis, Minnesota, and incorporated in Delaware. It is the parent company of the U.S. Bank National Association and is on the list of largest banks in the U.S.

Challenge

Small-business clients needed help to view their debit, Visa, and Mastercard transaction data online and run aggregate reports to track corporate spending.

The company needed to deploy a comprehensive BI environment that could serve the reporting needs of dozens of divisions, hundreds of developers, and hundreds of thousands of users.

Solution

U.S. Bancorp created BI dashboards that present a customised view of card payment activity along with one-button access to consolidated statements and reports.

WebFOCUS, ibi's analytics platform, helps to deliver performance management and streamline access to corporate data.

Benefits

A robust customer-facing BI application allows clients to easily monitor corporate credit card spending over various time periods and compare payment data with peer companies to discern industry trends.

ibi's analytics platform combines customer relationship management (CRM) information with data from other systems to produce performance reports, such as various incentive scorecards.



“ ibi created a reporting infrastructure that can scale to support millions of users.”

Robert Kaufman, Senior Vice President, U.S. Bank

“ Bankers, line managers, and call centre managers all access WebFOCUS [ibi's analytics platform] to manage employee goals and reward achievements. These reports motivate salespeople to perform while helping managers with goals and expectations.”

John Hanson, Group Manager, U.S. Bank

Banco Bilbao Vizcaya Argentaria

Banco Bilbao Vizcaya Argentina (BBVA), Spain's second-largest bank, offers checking and savings accounts, credit cards, wealth management, and other financial services for individuals and businesses.



Challenge

The bank needed to summarize the activity of 700 auditors in 13 countries in a small number of dashboards and reports. It also needed to consolidate operational data from internal audit activity into an accurate source of information.

Solution

BBVA eliminated Microsoft Excel scorecards and the excessive resources they required, while automating data extraction, consolidation, and analysis with integration and BI technology.

Benefits

ibi's analytics platform helps auditors avoid errors and improve efficiency, eliminating the need to manually analyse data via spreadsheets. BBVA has grown from a national bank to a global powerhouse.

“ WebFOCUS [ibi's analytics platform] helps us to avoid the errors and the inefficiencies of manually analysing data and generating reports.”

Cristina Barreda, Director, BBVA

Heartland Financial

Heartland Financial USA, Inc. a diversified financial services company based in Dubuque, Iowa, provides banking, mortgage, investment, insurance, wealth management, and consumer finance services to individuals and businesses. Heartland's family of 11 community banks is located in the Midwest and the Western United States. Each of its 115 banking centres serves customers with local decision-making supported by big bank resources.



Challenge

Mergers and acquisitions led to a jumble of information systems and data repositories. Bank directors found it difficult to obtain high-level information.

Solution

Using WebFOCUS, ibi's analytics platform, the company can directly address data sources where they reside, resolving Heartland's urgent information needs without having to commit to a long and costly data warehouse initiative.

Benefits

The solution improves decision-making with vital, timely, and actionable insights across the entire financial services spectrum. It also cuts labor costs, improves data accuracy, and reduces the need for IT support via self-service analytics.

“Our data needs to correlate, otherwise the reports presented will be criticised rather than utilised. Being able to tap those original data sources with WebFOCUS [ibi's analytics platform] saved us a huge amount of time in providing the visibility we required.”

Michael Calaviccio, BI Manager, Heartland Financial

Royal Bank of Canada

The Royal Bank of Canada (RBC) is a Canadian multinational financial services company and the largest bank in Canada by market capitalisation. The bank serves more than 16 million clients and has 86,000-plus employees worldwide.

Challenge

The bank needed to automate a formerly manual process of reconstructing customer bank statements.

Solution

Using ibi's analytics platform as its enterprise standard reporting solution, RBC Financial Group can tap into an enterprise data warehouse of transactional records to instantly reconstruct consolidated bank statements over any selected time period.

Benefits

The bank saw a tremendous boost in productivity for operations centre personnel, with annual savings of \$1 million.



“ The response time for creating a report that accesses three years of transactions is about 20 seconds. Previously, that task would have taken weeks and cost the customer quite a bit of money.”

Andy Hanna, Manager, RBC Royal Bank

Bridgewater Bank

It all started with a vision in 2005 to create an entrepreneurial bank where answers came quickly, opportunities were plentiful, and the culture was optimistic. An unconventional attitude sets Bridgewater Bank apart from traditional banks – and its clients, employees and investors notice the difference.

Challenge

The bank needed a new analytics system to encourage collaboration, monitor key performance indicators (KPIs), and enforce consistency in the data shared among business units.

Solution

Bridgewater used WebFOCUS, ibi's analytics platform, to develop a dozen analytics portals. The self-service BI environment guides employees through day-to-day decisions, and even offers a measure of strategic foresight.

Benefits

The bank has greater confidence in data-driven decisions about cash flow, funding ratios, and reserves, which minimise risk and maximise profitability in the highly competitive consumer banking sector.



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As a manager, it's great to be able to see trends and identify problem areas that need our focus. ibi's solution provides clarity – and that's everything.”

Doug Stade, Manager of IT Operations, Bridgewater Bank

Mastercard Incorporated

Mastercard Incorporated is an American multinational financial services corporation headquartered in the Mastercard International Global Headquarters in Purchase, New York.



Challenge

MasterCard's previous reporting tools required a detailed understanding of data, and were subject to a restrictive licensing policy that limited its extensibility to multiple business domains.

Solution

Mastercard developed targeted reporting solutions for many parts of the business, enabling an unlimited set of BI assets to be delivered to employees, and customers.

Benefits

A secure and scalable reporting architecture increases reporting flexibility, reduces administrative costs, and enforces data integrity.

“ We purchased an enterprise-wide license from ibi because we were confident that WebFOCUS [ibi's analytics platform] would be suitable for a wide range of reporting needs.”

Kimberly Martin, Head Of Value Added Services, Mastercard

PostFinance

PostFinance is the fifth-largest retail financial institution in Switzerland. Since 1906, the company has provided innovative, comprehensive financial services in the fields of payments, investments, and retirement planning.

Challenge

The company's existing analytics lacked functionality and flexibility. Reporting was cumbersome, and the user adoption rate was low.

Solution

PostFinance developed a powerful information management platform to access and analyse data through dashboards. The platform also provides flexible, event-related data for internal reports.

Benefits

WebFOCUS, ibi's analytics platform, improves internal efficiencies, enhances customer service, and delivers self-sufficiency to the user community.



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“ibi impressed us with the wide functionality and flexibility of its analytics platform and its simple licensing model.”

Marcel Schlatter, Head of Finance Services, PostFinance

Sound Credit Union

Sound Credit Union is an eight-decades-old institution that serves 120,000 members in the state of Washington.

Challenge

Answers to critical business questions could not be provided due to data being spread across seven systems that were primarily designed for transaction processing rather than business analysis.

Solution

Sound Credit Union used Analytical Data Mart System (ADMS), ibi's analytics platform for credit unions, to extract data from multiple and varied systems and present that information in a form that speeds decision-making.

Benefits

With three portals, each customized for a crucial business function, users can explore data, model scenarios, and create visualisations using data about operations, portfolios, members, and transactions.



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With help from ibi, we are putting data at the centre of everything we do. We are making better business decisions based on facts, not assumptions.”

Martin Walker, Digital Platform Ecosystem and Innovation Manager, Sound Credit Union

Spokane Teachers Credit Union

Spokane Teachers Credit Union (STCU) is a credit union chartered in the state of Washington and northern Idaho. It is regulated under the authority of the National Credit Union Administration of the federal government.



Challenge

STCU was losing members through the natural process of attrition, and its reporting system couldn't deliver the insights the credit union needed to provide targeted, relevant offers to its members.

Solution

STCU chose ibi's analytics platform to consolidate and replace 6,000 legacy reports with just 220 parameterised reports, and to create a modern analytics portal.

Benefits

Better security of reporting data, fewer manual reporting processes, and proactive alerts flag employees with outstanding issues and help them comply with lending requirements.

“ We started with 6,000 reports and ended up with 220. WebFOCUS [ibi's analytics platform] enabled us to consolidate reports and convert business-critical deliverables to a more efficient environment.”

Larissa Boydston, Analyst, STCU

Bank of Montreal

Bank of Montreal (BMO) offers a wide range of personal banking services that include mortgages, credit cards, loans, and insurance. Customers can also access their accounts 24/7 using online banking services.

Challenge

Business analysts and managers spent much of their time wading through paper reports to collect and rekey information. The bank needed to give managers more timely data.

Solution

BMO developed a web-based system that could deliver reports at a lower cost and with greater speed.

Benefits

Analysts can now drill down in seconds to a single branch, freeing hundreds of hours to work with customers and analyse data. The bank identifies problems more quickly and responds proactively to opportunities. Development costs were minimal, requiring only one programmer.



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The most important return on the bank's investment is the hundreds of hours each month that analysts and managers now spend working with customers or analysing high-level data, rather than manipulating data contained in stacks of reports.”

Mel Rosenfeld, Business Designer, Bank of Montreal

Get started

About WebFOCUS, ibi's analytics platform

ibi analytics platform's self-service applications are business-driven analytical apps tailored to the needs of today's insight-hungry, busy decision-makers. Self-service applications provide actionable analytics without the need to understand the complexities of underlying data or tools.

About ibi

ibi is a data and analytics software company that embeds intelligence into – everything. From the beginning, ibi has known the importance of using data and insights to make better decisions. We help organisations get their complex and disconnected data in order so they can build, embed, and automate intelligence into everything they do. By preparing organisations for the future and turning them into builders – information builders – everyone can use enterprise trusted data at scale to drive their growth. Whether our customers use pre-built applications or build their own solutions for their data and analytics challenges, ibi powers their innovation and reinvention. ibi's open platform and industry-specific building blocks accelerate speed to market, improve operational efficiency, and enhance their customers' experience.

ibi. build a better future.

[Learn why](#) Gartner has positioned ibi as a Visionary in two 2020 Magic Quadrant Reports.

Request a demo

See ibi in action and
imagine what you will build.
ibi.com/request-a-demo.



Contact us at ibi.com or email askinfo@ibi.com.