

Client Success

End-user value from business intelligence is in the bank: improved data capture and access provides powerful insight into bank's operations and profitability



BUSINESS CHALLENGE

A major European commercial bank with significant operations in North America, resolved to improve their use of information in the decision-making and operational processes. For that purpose, they looked for a partner to assist them in improving their data capture and access capabilities.

McKnight SOLUTION

McKnight helped the bank's end users derive value from its business intelligence program & justify ongoing investment. Efforts were directed into architecting a business intelligence data store to meet end-user needs for both reporting and analysis of performance and risk measures.

Working closely with bank personnel, McKnight defined two 3-month projects

- Redefine the roles for the business intelligence team to better meet end-user needs
- Integrate the data into a multi-dimensional representation
- Establish data stewardship over the data in the business intelligence environment to better define the data, document the metadata, and address data quality issues
- Provide users with common entry points into the wealth of data available
- Enhance slice, dice, rotate, drill and other data manipulation with a broad variety of customer and product attributes
- Extensively train users, not only in the technology, but also the business purpose and usefulness of this data set

RETURN ON INVESTMENT

The results were tremendous. The new business intelligence solution presented much of the same information as in the past, but with the capability to create new views of the data using customer attributes like credit rating, capital utilization or interest margin spread, as well as product attributes. In addition, detailed measures can be compared to each other, allowing for visualization of the relationship between revenue components and risk. These new views of the data provide powerful insight into the operations and profitability of the bank.

In addition to these short-term wins, a phased implementation approach was developed to ensure continuing end-user value enhancement, while investing in the underlying solution architecture. According to the executive vice president of the New York branch of the bank, this implementation helped the bank, " ... leverage our previous investment into a better understanding of our business. This has opened a whole new world of analytic opportunities for our knowledge workers."