



## SUCCESS STORY

---



## Banking On Integration

## Analytics for Growth

---

The financial services industry has always been on the cutting-edge when it comes to adopting new technology to better access quality information. Information assets in financial institutions are not just a source of competitive advantage, but also directly impact risk assessment - an important part of day-to-day operations. As a progressive player in the financial services arena, our client values the importance of maintaining and leveraging information assets to drive business strategy.



FINANCIAL SERVICES  
RETAIL & COMMERCIAL BANKING  
INVESTMENT SERVICES  
ASSET MANAGEMENT

**Location**  
PITTSBURGH, PA

**Type**  
FINANCIAL SERVICES

**Revenues**  
\$290 BN

**Employees**  
57,000+

"The choice was a no-brainer!  
Visvero demonstrated in less than  
2 weeks what we could not get in  
the last nine months and at nearly  
on-tenth of the cost!"

**Vice President, Risk Management**

## THE CUSTOMER

The client is one of the top ten banks in the country according to size. A progressive organization, the client realizes that leveraging their information assets to drive business strategy as well as mitigate risk is essential to their survival in this highly competitive industry.

## THE CHALLENGE

The client had a dedicated Business Intelligence and Analytics group and was working towards executing an enterprise-wide BI plan. This internal group ran head-long into the challenge of securing information from various business teams. This uncovered an underlying problem of a lack of clear, concise communications between the business teams and the dedicated Business Intelligence group. The business managers did not specify information requirements to the BI team in a manner in which they were clearly understood.

Visvero held discussions with representatives from both groups and determined that a clear understanding of the benefits of the BI initiative weren't clearly understood by the business teams. Due to the fact that they didn't see the benefit to their individual teams, the requirements they provided to the BI group weren't always an accurate reflection of their needs. This, in turn, added more complexity to the process as the BI team had to seek constant clarification from the business teams, which led the managers of the business teams to determine the process was simply a disruption to their daily responsibilities. This non-constructive loop continued until the business managers stopped replying to requests from the BI team completely - the project was at a standstill.

## THE SOLUTION

The Business Intelligence team brought in the experts at Visvero to move the process forward again. They were seeking a partner who had a methodology that "could enable us to work with skeletal requirements and have a disciplined approach." Visvero's proprietary QuikWin rapid project management process was the perfect solution. QuikWin is an iterative project management approach, helping the client to see successes even in the nascent stages of a project. It is able to deliver this by combining a business awareness built on years of industry specific consulting experience with optimal Business Intelligence technology choices.

Visvero's dedicated consultants developed the first application within 10 days of the start of the project with minimal specifications. The application was easy-to-use and relevant to the needs of the business teams. It helped demonstrate the value of the initiative to the managers and gained their support for the rest of the project.

## THE RESULTS

**Capture value from a merger:**

Once the communication barrier between the BI team and the business groups was resolved, there was greater clarity around the impact that BI could make on the various business segments at the client - including retail banking, asset management, corporate and institutional banking, and global investment services. The BI team was able to develop

an integrated BI strategy that would have an enterprise-wide reach. Visvero facilitated the development of this strategy and led its execution by first developing an integrated view of the information across the organization, from both internal and external sources. Historical and day-to-day information was extracted from the retail and commercial banking data warehouses and supplemented by real-time information on securities and real estate prices in order to have the most accurate information platform on which to build analytical applications. Critical area needs were identified as immediate.

#### Meeting Regulatory Requirements:

In light of the fact that the client had made its largest acquisition at this time, the most pressing issue was to meet regulatory reporting requirements, including compliance with the Basel II standards. In order to do this, Visvero developed a fully integrated reporting system to meet these guidelines within 30 days of the acquisition. Traditionally this process would have taken several months.

#### Discovering and Preparing Future Leaders:

Another area that found an immediate impact with business intelligence was human resources management. Visvero developed an application that could identify key trends and relationships in individual performance data to find managers who had leadership potential and could be coached to become part of the next leadership team. This analysis also helped the human resources department to build successful models for talent management and retention.

#### Attracting New Customers:

The most measurable impact was felt in retail banking performance management at a branch level. A branch efficiency measurement application created by Visvero helped to compare different bank branches based on a variety of profitability drivers. The analysis identified the key drivers for growth, which when applied to all 2500+ bank branches, led to an increase in new account openings within 6 months.

#### Staying Ahead via Better Risk Management:

Visvero helped the client develop a risk management model that enabled managers to better forecast risk exposure. The model integrated credit scoring data from different sources and included dashboards that helped executives easily monitor key indicators for all types of risks and report on the company's overall portfolio risk. This empowered management to make pre-emptive decisions on pricing, mitigation strategies or re-allocation in case risk levels rose above normal.



7% Increase in New Account Openings

Increased Communication

## ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

## WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-life cycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

## HOW WE HELP: FINANCIAL SERVICES

From managing risks to managing under uncertainty. Visvero has helped banks and insurance companies to survive and thrive in both of these scenarios. Our extensive domain expertise in the financial services industry gives us an ability to provide clients with best practices so that they can be agile and customer-focused even in the slowest markets.

By developing web portals, balanced scorecards, executive dashboards, heat charts and integrated reporting, Visvero provides key financial services executives with the ability to get instant access to relevant information across various data assets in the enterprise. We have worked with both large Fortune 500 companies as well as mid-sized and small enterprises.



Contact us today at [info@visvero.com](mailto:info@visvero.com), 855-VISVERO, or visit [visvero.com](http://visvero.com) for more information