

Mid-Marketing Banking and Data Analytics

Helping a Client evolve into a Data-Driven Enterprise

Challenge:

Functional key points for the mid-market bank using the speed of data does not require needs. So, there is no formal process to govern its data and usage. The action of using the data of unknown lineage is risky and it is difficult to find the certified data. 30% of line business time is spent on looking for the relevant data and on point-to-point solutions is high in cost.

There is no enterprise to report and hence:

- No enterprise approach to reporting
- Low confidence in accuracy and quality of data
- Lack of clear path from the data source to data consumer IT complicates designing for new projects

WorldLink Process and Solution:

WorldLink engaged both the IT and business units to deliver the Data-as-a-Service capability.

Technical

- Developing centralized, secure and validated repository of business data
- Supporting evolving data governance
- Rolling out a technical & business metadata catalog and tool
- Rationalizing and simplifying data flows
- A flexible, secure and scalable hosting environment
- Defining the appropriate level of sanitization, encryption, and anonymization of data



Business

- Business users have faster and easier access to data
- Reduced compliance risk
- Client Master enables single view of client across the enterprise
- Providing automated external client reports on-demand, replacing manually generated reports
- Ability to capture all data types (structured, unstructured, semi-structured)
- "Device-independent" availability of standard and ad hoc interactive reports and analytics

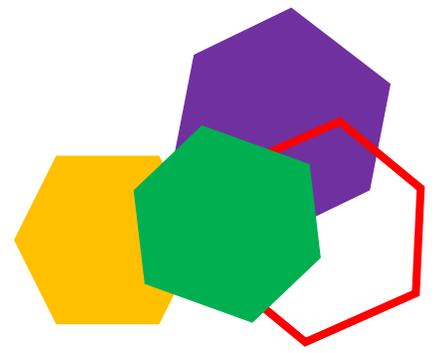
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Call: 800.673.6155

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Here's how we did it.



Client Outcome:

The Client-WorldLink partnership enabled the client to better use data for decisions, allowing them to:

- Employ a Center of Expertise framework to drive development and operational best practices of data
- Reconfigure data architecture to make it robust, scalable, and to improve the efficiency of data ingestion, movement, access and consumption
- Include a role based Change Management methodology to accelerate business and IT adoption of new tools and methods
- Engage the business throughout and regularly deliver value by engaging with business leaders to identify information processes that can be automated and to rationalize, consolidate and create new reporting solutions



This Middle-Market Bank engaged WorldLink in order to Increase Top Line and Productivity while lowering Risk. WorldLink delivered a Technology-Enabled, Data-as-a-Service solution, governed by Enterprise with defined ownership, increased efficiency, flexibility to scale and reduced time-to-market of data availability.

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