Credit Unions System for Brazil

*Business analytics leads to growth in mobile banking and improved competitive stance*

The Credit Unions System for Brazil, or Sistema de Cooperativas de Crédito do Brasil (Sicoob), is a member-based organization of banking cooperatives and credit unions. Its mission is to strengthen operating processes and controls by promoting sustainable financial solutions to its more than 2.5 million individual and business members across Brazil. The financial cooperative offers traditional banking products and services and is regulated by the Central Bank of Brazil. Headquartered in Brasilia, the cooperative has more than 2,000 service points distributed in roughly 20 states and the Federal District.

**The Opportunity**

The Credit Unions System for Brazil, or Sistema de Cooperativas de Crédito do Brasil (Sicoob), wanted to offer products and services that rival those of the large banks in Brazil. This required a fine balance of ramping up the infrastructure and introducing analytics without increasing costs. To support the ongoing rapid growth of its business, Sicoob needed a completely new model for IT to ensure that it could satisfy both internal requirements for advanced analytics and members’ needs for full service and mobile access to information.

**What Makes It Smarter**

To handle its growth in data-processing needs, Sicoob opted for a virtualized private-cloud infrastructure with information management and business analytics capabilities. This enabled the credit union to support enormous growth within the same physical and environmental footprint and to add new member services, such as mobile banking, without increasing administration and energy costs. Sicoob is now competing on a much higher level.
Real Business Results
The solution brought significant financial return to Sicoob’s portfolio, allowing the credit union to earn more money, attract more customers and achieve strategic goals, such as customer retention and loyalty. This enabled the growth of the company’s business products and network in general. Over the past year, through its self-service channels, the company grew by nearly 600 percent, Internet banking grew by 200 percent, and growth for mobile solutions amounted to 600 percent. With the business analytics architecture in place, Sicoob anticipates a 30 percent increase in deposits and associated revenue. The company reduced the complexity of its technology, with fewer servers, less administration, lower software maintenance costs and a significant reduction in data center floor space and energy consumption. This led to a USD1.5 million savings per year in electricity costs alone, which amounts to a 400 percent reduction.

For More Information
Please contact your IBM representative or IBM Business Partner. Visit us at ibm.com/db2.

To learn more about Credit Unions System for Brazil, visit www.sicoob.com.br.

“We were able to expand our portfolio of services and products to match that of large banks.”

— Edson Lisbon, manager of enterprise systems