

**Information Management** software

## A comprehensive solution for leveraging data in today's financial industry



Most organizations realize that the key to success lies in how well they manage data—and the banking industry is no exception. From customer statistics to strategic plans to employee communications, financial institutions are constantly juggling endless types of information. Not only does this data provide the basis for major corporate moves, it also impacts business on a more granular level by helping to maintain customer loyalty and improve staff productivity. Simply put, a bank's information is its lifeline. That's why it's critical for financial institutions to be able to access relevant data when it's needed most.

Yet many banks struggle to access in-context data in a timely manner because it's often disorganized and inaccessible. In an effort to gather customer and operations information, many banks have one or more data warehouses or data marts. All too often, however, traditional data warehousing

systems don't have the flexibility to help managers organize and integrate information into business processes, so some tasks may become inefficient, disorganized or unfocused.

Information may be structured, where it's similar in form and consistently stored. Or it may be unstructured, where it appears in diverse forms and is often scattered across disparate repositories and silos. The combination of structured and unstructured data makes it difficult for banks to find, analyze and use information to accomplish daily tasks. And even when the data is accessible, it may be outdated or irrelevant. So what's the answer to these ongoing problems? It's simple: dynamic warehousing.

### **Dynamic warehousing: A powerful solution**

Dynamic warehousing is part of the next generation of technology that enables organizations to gain more business insight and deliver relevant information on demand. An effective solution can help financial institutions access and analyze existing data and ultimately boost business in a highly competitive market. Whereas traditional data warehouses can make it difficult to keep up with today's fast-paced banking environments, dynamic warehousing delivers immediate, integrated information. With this information at their fingertips, employees can take action and make timely decisions.



The ideal dynamic warehousing solution can help you:

- *Leverage information in innovative ways to optimize business processes.*
- *Access relevant, real-time data for a single version of the truth.*
- *Improve productivity by enabling employees and customers to retrieve information where and when they need it.*
- *Build better customer relationships and implement more effective marketing campaigns.*
- *Ease compliance requirements for regulations and risk management.*

**Choosing the right solution for your business**

Since you need a reliable dynamic warehousing system that can support your bank as it grows and changes, it's important to identify the criteria you'll use when making a decision.

After all, you need a system that can meet your requirements while protecting your investment. And one that helps you find, analyze and use information to accomplish daily tasks.

To help you make an informed decision, this buyer's guide provides checklists so you can evaluate vendors and their products. As you look for the system that best addresses your needs, keep in mind the importance of a provider that has the expertise of data management, and can support the full breadth of your dynamic warehouse solution.



**Maximize innovation through better data management**

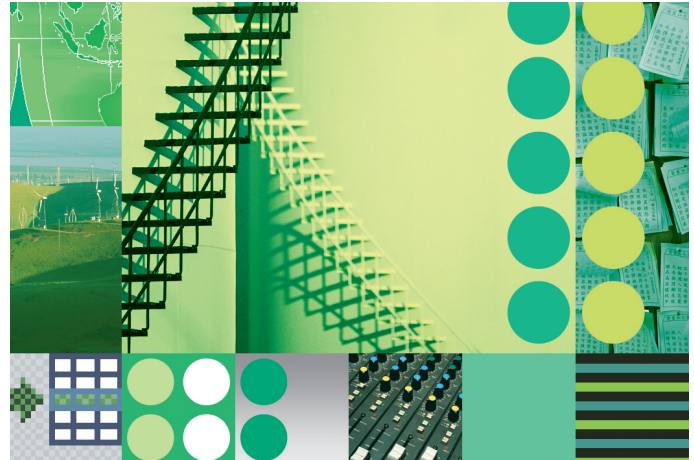
Bank managers who have more control over their data have a distinct advantage over competitors; they're in a better position to see the "big picture" and can use information to make timely decisions during the workday. An effective dynamic warehousing solution can help you avoid retroactive data analysis; instead, you use dynamic warehousing capabilities to make more forward-thinking decisions based on trends. Even on a more granular level, employees can glean knowledge from unstructured information and incorporate it into their day-to-day tasks.

| As you evaluate dynamic warehousing solutions, look for one that offers:                    | IBM | Other vendor |
|---|-----|--------------|
| Search and text analytics capabilities so knowledge can be extracted from unstructured data | ✓   |              |
| Support for real-time access to aggregated, cleansed information                            | ✓   |              |
| Process management capabilities that leverage analytics for improved decision-making        | ✓   |              |
| A high-performance, scalable system that can support operational needs                      | ✓   |              |

**Help improve customer service**

The financial industry relies on a major component when it comes to business success: its customers. And since a customer’s account information needs to maintain the highest level of security and accuracy, banks need a reliable system to help store, organize and update the information. Likewise, the financial industry needs to access and analyze customer data to understand and quickly resolve problems. For example, a bank should be able to better understand the likelihood of customers closing their accounts or taking their business to a competitor. The right data can also help banks avoid over-extending credit to customers who are at risk of defaulting or making late payments. An ideal data warehousing solution can pinpoint business weaknesses, improve customer satisfaction, reduce fraud and determine appropriate cross-selling opportunities to maximize profitability and drive success.

Knowing the right way to market to customers is another important aspect of the financial industry. An innovative dynamic warehousing solution helps banks analyze data to understand customer behavior—which, in turn, boosts marketing effectiveness.



| When considering a dynamic warehousing system to improve customer service, choose one that:                                   | IBM | Other vendor |
|---|-----|--------------|
| Provides analytics capabilities to help identify problems and improve customer relations                                      | ✓   |              |
| Performs real-time risk analysis to help reduce fraud and maximize profitability  | ✓   |              |
| Accurately manages data to help ensure a common view of customers across different channels for a single version of the truth | ✓   |              |
| Can access both structured and unstructured customer data to foster relevant, timely business decisions                       | ✓   |              |



### Help address regulatory compliance

In the financial industry, regulatory requirements are constantly changing, leaving banks with no choice but to keep pace with data retention and disposition rules. Organizations struggling to manage data that's scattered across disparate systems may find themselves vulnerable to lawsuits. And due to the complexity and importance of governmental regulations, data is typically better managed via technology—not by manual processes subject to human error and expensive duplication.

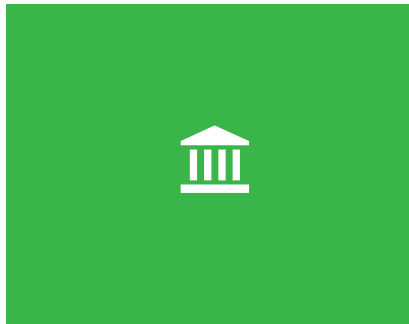
An effective dynamic warehousing solution can provide the necessary framework for handling risk management and regulatory compliance. It helps organizations take control of structured and unstructured information to more effectively address compliance and legal discovery inquiries, and can enable greater transparency to identify and avoid potential risks.

| The ideal dynamic warehousing system can:  | IBM | Other vendor |
|--|-----|--------------|
| Automate the classification of records for consistent compliance monitoring          | ✓   |              |
| Control banking data through its life-cycle to retain necessary information          | ✓   |              |
| Enable employees to search for and retrieve information for more efficient discovery | ✓   |              |
| Provide common metadata for working with relevant information                        | ✓   |              |

### Setting the information agenda

The benefits of dynamic data warehousing to manage and analyze critical information is clear. In order to achieve the value of this solution and to minimize potential cost overruns and project risks, IT must begin by setting an information agenda, to plan and implement the integration and harmonization of data from many diverse operational systems and third-party information suppliers. In order to deliver trusted information without duplication of effort and costly rework, a single integration platform must deliver a comprehensive set of data analysis, data cleansing, data transformation and data delivery options that increase automation, understanding, and content.

| The ideal dynamic warehouse framework will include:   | IBM | Other vendor |
|---|-----|--------------|
| Comprehensive data profiling and analysis   | ✓   |              |
| Data cleansing, matching, and standardization   | ✓   |              |
| Pre-built transformations and mappings to standard sources and links to target data model         | ✓   |              |
| Real-time change data capture to mainframe and distributed systems                                | ✓   |              |
| Business glossary to link business terms to technical data definitions                            | ✓   |              |
| Universal connectivity to databases, applications, and syndicated information                     | ✓   |              |
| Ability to deploy integration processes as services callable by any application on demand         | ✓   |              |
| Support for federated queries that access multiple sources without requiring source data movement | ✓   |              |
| Ability to track data lineage and perform impact analysis on proposed changes                     | ✓   |              |



### IBM: The right choice

Considering all the specific features and capabilities required of a dynamic warehousing solution, there's only one vendor that combines complete functionality with true experience: IBM. In fact, IBM is the only vendor whose products and services are positioned to deliver a complete vision when it comes to dynamic warehousing—it understands your needs now, while anticipating what your goals might be in the future. Innovations like the Information on Demand framework for banking help you implement and maintain a dynamic warehousing solution through a unique set of accelerators—demonstrating yet again how IBM is helping to define the next evolution of data management. Best of all, IBM dynamic warehousing is scalable, growing as your business grows without requiring you to abandon your investment—helping you control costs and keep an eye on the bottom line.

Banks can also benefit from key services and business domain-specific accelerators, including preconfigured, preintegrated and pretested IBM Balanced Warehouses; process and integration models for banking; and prebuilt integration with third-party applications like common industry credit risk scoring solutions. These accelerators help your business run more efficiently by enabling you get up and running quickly to achieve fast ROI, helping you target specific needs, and leveraging industry best practices.

IBM delivers dynamic warehousing with the combination of IBM DB2® Warehouse with the IBM Information Server and IBM Master Data Management Server to help manage mission-critical information. In addition, IBM OmniFind™ gives access to unstructured information and IBM Industry Data Models provides proven industry value.



DB2 Warehouse includes a unique set of features and capabilities, including:

- *Analytics capabilities embedded in the warehouse, which can be delivered inline with business applications or made available as a service;*
- *Integrated processing and transformation of unstructured information to enable a greater amount of knowledge to be extracted from data;*
- *The combination of an OLTP-based transactional data server foundation and dedicated warehousing, providing a “best of both worlds architecture” that enables better handling of continuous loading and the increase in automated transactions from operational oriented analytics, while at the same time enabling better scaling and workload management capabilities; and*
- *Balanced warehouse deployment options for greater simplicity, flexibility and optimized performance.*

IBM can deliver more effective Dynamic Warehousing capabilities than any other vendor because of the availability of offerings that address virtually all of the critical services.

This includes:

- *IBM OmniFind Analytics Edition for search and text analysis*
- *FileNet® and WebSphere® BPM offerings to address process management requirements*
- *Rational® Data Architect for enterprise data modeling*
- *WebSphere Customer Center and Product Center for complete master data management capabilities*
- *IBM Industry Data Models to provide out-of-the-box domain specificity*
- *An industry-leading SOA infrastructure that enables information to be delivered to people and processes more effectively.*

#### **For more information**

To learn more about IBM Dynamic Warehousing solutions for banking, contact your IBM sales representative, or visit:

[ibm.com/bi](http://ibm.com/bi).





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**TAKE BACK CONTROL WITH** **Information Management**