

'DIY' framework help users to develop interactive reports



Industry

BFSI

Overview

Electronic trading has dramatically increased the trading volumes and liquidity over the past decade. While it has actively slashed the cost of intermediation and broadened access to the various markets, brokers and exchanges now compete with each other for the same markets and over the same client. Though brokers may try to internalize the order execution, they have to use alternative exchanges or dark pools leading to a cut-throat market and lesser margins.

Leading brokerage firm adopts BI for increasing productivity and 'DIY' framework



Client

Client offers a one stop solution to Indian entities for their needs in financial services. Over the last two decades, client has achieved the distinction of being amongst the most trusted and reputed brokerage houses in India.

- Difficulty in understanding the technical concepts of the current platform had crippled the business users from being able to bring forth scalable business queries
- Data gathering and consolidation took majority of the time while data analysis was not possible with the current solutions

Business needs

- Increasing dependency on IT teams even for the simplest of queries
- Data collation and consolidation were the major tasks performed leaving no time for data analysis
- Lack of visibility on organizational data
- No single version of truth available

Challenges

- IT teams were over burdened with requests for query creation and formatting
- There was a constant need to generate separate queries for each request as data was spread across in different file formats across geographies

Datamatics' Solution

Datamatics team of experts understood the requirements of the client and suggested the use of centralized BI powered with SQL datawarehouse solution

- Data is integrated and streamlined at the data warehouse level with automated data validations. Business logic is pre-built to combine multiple data sources and aggregate multiple data points into a singular data-mart
- Multiple reporting logic are prebuilt into the solution
- 'DIY' framework assisted business and end users to build/modify their own queries using their business logic & requirements

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 3 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

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Approach

Datamatics suggested the agile methodology for implementation to ensure lower TCO and higher ROI for the client

- Suggested and deployed pre-built SQL queries into TruBI to help end-users with early adoption of the solution
- Trained business & end users including the IT staff on the self-authoring reporting techniques with easy to use 'DIY' platform features available
- Automated several reports thus reducing the pressure on the IT teams and increasing their availability for other tasks

Benefits

- IT hours are spent on more productive projects
- End users now can avail variety of reports using 'DIY' framework
- Business users now have access to reliable information
- Reduction in analysis time for business users
- Improved accuracy in decision-making
- Improved efficiencies and streamlined operations

Process

Excel Sheets



Other Formats



SQL Server
Data Warehouse

TruBI

Reporting Formats



Cube 3D



View 2D



Static & Charts



Dashboards

Result

Client is planning to deploy TruBI as an organization wide tool across all departments and users to ensure improved efficiency and greater ROI.