

Analyze market data with real time reports and dashboards



Industry

BFSI

Overview

The Financial services landscape today is moving to the 'experience economy' while customer experience is taking the center stage with absolutely no mistakes allowed for the same. Organizations are now forced to reinvent their business strategies, employ market intelligence and learn to handle big data with real time and visually appealing reports.

Leading financial services giant adopts BI to enable data scientist analyze market data



Client

Client is an integrated financial services group, offering a wide range of services to a significant clientele that includes corporations, financial institutions, high net-worth individuals and retail investors.

Business needs

Some of the outcomes desired by the client were:

- To convert data collected to actionable information
- To improve efficiency within organization
- Reduce the time to decision
- Reduce pressure of IT teams
- Data consolidation required teams to double their office hours

Challenges

- Data was collected in excel, so any mistake in calculation meant complete rework
- Data was error prone so decision could not be taken based on the data
- Data consolidation from multiple sources

Datamatics' Solution

Datamatics helped the client to deploy a customized centralized BI reporting system

- Created and deployed pre-built chart types to help the end-users with early adoption
- Created a holistic view of the organization through the use of centralized data warehouse and subsequent domain wise data marts
- Created business logic and KPI's based on customer inputs and 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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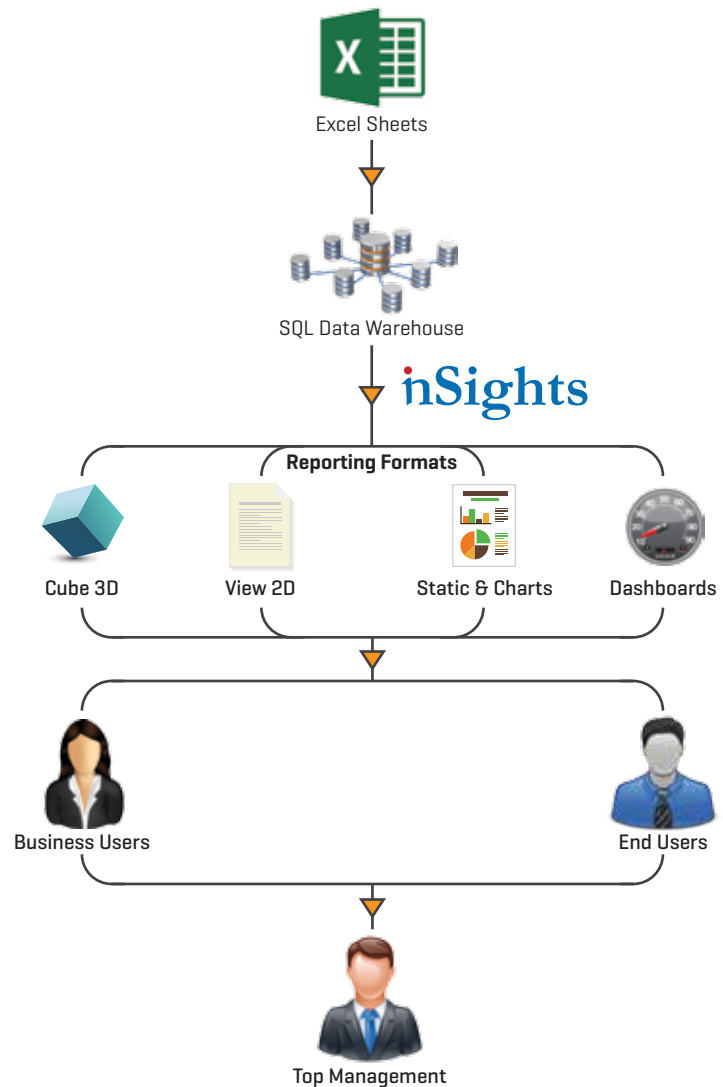
Approach

- Designed and developed data warehouse to collect and store data from the various data sources
- Designed workflows and user based access system to restrict misuse of information
- Designed and deployed 'Primary Market Data Analysis' report to understand the trends in market

Benefits

- Opportunity to save costs
- Single version of truth
- Rapid access to data from all sources
- Reports were visually more appealing
- Accurate and timely information led to data based decision making

Process



Result

Client now benefits from accurate and timely market intelligence reports for business users from their data scientist's