



## Case Study

# IMPLEMENTATION OF A MULTI-TERABYTE DATA WAREHOUSE FOR A NATIONAL BANK

### The Need:

A large National Bank approached Infinata to help them develop a solution that would:

- Provide more timely access to the vast amount of information available across the bank
- Realize significant time and cost savings through automation of mundane and repetitive tasks
- Improve decision-making through more standardized reporting and definitions.

### The Solution:

Infinata worked with the client to define the exact requirements needed to meet the project's business objectives. The solution resulted in a 15+ terabyte data warehouse that included the ingestion of over 50 data feeds from multiple divisions, standardization of bank definitions, custom algorithms to analyze householding and business enterprising, and a suite of analytical tools for end-users to access the information.

#### *Details of the project:*

##### **15+ Terabyte data warehouse**

- Containing all product, account, and transactional history - data ranges from retail to commercial to student loans
- Built to support product management, marketing, and business intelligence departments; also makes select data and reports available to over 1,600 individual branches.

##### **Data sourced from multiple systems**

- Data feeds sourced from over 50 bank systems
- Data ingested on a daily, weekly or monthly basis as needed; New feeds can be added easily and quickly - scalability and growth is critical

##### **User based access**

- Intelligent design to make different levels of data accessible to different user groups depending on their needs and levels of expertise
- Data striated into groups based on users' needs (e.g. smaller summary tables designed for quick access and analysis by a wider audience vs. billions of historical rows designed for less frequent access by power users)

##### **Powerful Analytical Tools**

- Oracle Analytics Suite
  - Hyperion - thick client tool used to query directly against the database
  - Oracle BI - thin client, web-based tool designed for Dashboards and Reporting
  - Apex - tool for building user data-marts, import/export of data
- SQL Plus - thick client tool for power users to directly query in SQL
- Environment is structured to allow for additional tools to be added, for example SAS, Campaign Management software etc.

##### **Customized Householding and Enterprising algorithms**

- Retail and business householding algorithms developed to understand the entire relationship that the bank has with a customer
- 360 degree view of customer utilizes householding to trend the customer, understand profitability, product mix and opportunities to deepen the bank relationship with the customer

##### **Documentation is provided to ensure knowledge remains with client**

- Full documentation available online of all definitions, summarization, algorithms, reports used in the data warehouse and reporting platforms.
- Established processes for making changes and additions - a simple and standard process to ensure consistency and buy-in. Helps keep the knowledge within the bank.

##### **Fully dedicated team**

- Dedicated team including a Project Manager, DBA, Network Admin for synching systems, and business analysts for designing summary data, implementing standard bank-wide definitions, reports, analysis
- Analysts continue to act as an extension of the BI team to provide full support, training, ongoing reporting and analysis

##### **Report development**

- As part of implementation, a series of reports were designed to automate much of the manual work being performed each week - allows bank employees to be more focused on making decisions instead of building reports
- New reports continually added as needs of the bank grow and change

##### **Roll-out and Training**

- Team focused on training new users on report development and best practices for accessing data
- Series of training programs developed ranging from high-level overview to in-depth power user training.