



IBM Information Management software

Virtusa Corporation Business Intelligence Center Solution for Retail Banking

Partner Solution

■ **Target Industries**

Banking and Financial Markets

■ **Business Application**

Customer Service Data

Management

Reporting and Analytics

Risk Management

■ **Products**

IBM InfoSphere DataStage

Business Challenge

Intelligent information is the foundation for good decision making. In today's ultra competitive retail banking business environment, successful financial institutions are using actionable information to make informed decisions that support sustainable competitive advantage.

In the current economic climate, these organizations are laser-focused on managing in tight credit markets, attempting to meet higher client expectations and getting products to market in a timely manner. To meet these challenges, financial institutions must maximize the value of customer information and enable enterprise decision makers to extract the right insight, so they may draw reliable conclusions and take the necessary actions for business success.

With data volumes growing in volumes across disparate data sources, a tremendous challenge faced by retail banks is the ability to reduce the cost and time required to integrate and standardize data across all delivery channels and applications (e.g., internal source systems as well as third party sources). Financial institutions need a cost-effective, scalable solution that empowers them with an enterprise-wide view of their business and facilitates support for improved decision making.

Solution

Virtusa's next-generation Business Intelligence Center (BIC) Solution for

Retail Banking is a business analytics solution that enables customer service data management for financial services and retail banking. Virtusa's solution provides cost-effective data integration and consolidation via an Operational Data Warehouse (i.e., for end-of-day operational reporting) and a Dimensional Data Warehouse (i.e., for subject areas and key dimensions used for management reporting). Browser-based business intelligence tools support summary-level reporting and trending analysis needs of financial institutions that creates the ability to address the various challenges and requirements involved in managing customer data.

The BIC Solution for Retail Banking provides a flexible data integration architecture that enables open, consistent and secure data acquisition and access capabilities. Users can develop DataStage jobs and scripts to integrate additional client data feeds into Operational and Dimensional Datastores. The solution defines and collects metrics at various stages of the development process and optimizes query performance to enable faster data loads.

Virtusa provides proactive monitoring of the BIC Solution for Retail Banking DataStage batch-processing data environment, enabling end-to-end call ticket management that ensures timely customer data loading (e.g., ticket research, analysis, routing and escalation).





Value Proposition

Virtusa's dedicated Data Warehouse/Business Intelligence practice offers end-to-end services covering a broad array of Data Warehouse/Business Intelligence tools and technologies. The hosted model provides continuous solution and process improvement and proactive monitoring of the BIC environment/workflow on a 24/7/365 basis.

The solution helps financial institutions increase their operational efficiency, reduce expenses, and be more agile and responsive. Users of Virtusa's BIC Solution for Retail Banking have been able to streamline their data acquisition processes, achieving cost savings of 70-80 percent over traditional data acquisition processes, and dramatically improved time to market of up to 75 percent.

Company Description

Virtusa Corporation (NASDAQ: VRTU) is a global information technology (IT) services company providing IT consulting, technology and outsourcing services. Using our enhanced global delivery model, innovative software platforming approach and industry expertise, we provide high-value IT services that enable our clients to enhance business performance, accelerate time-to-market, increase productivity and improve customer service. We serve Global 2000 enterprises and the leading software vendors in communications and technology; banking, financial services and insurance; and media and information industries. We build and sustain application platforms for our clients that create competitive advantage.

Founded in 1996 and headquartered in Massachusetts, we have offices and technology centers throughout the U.S., U.K. and Asia.

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