ahana
creating possibilities

The client, an Indian private sector bank headquartered in Mumbai, India with a national presence with multiple banking products offerings for corporate and retail customers mandated Ahana to set up their Enterprise Datawarehouse using multiple SAP Stack

CUSTOMER PROFILE

For any established bank of repute, a centralized data warehouse with access to single customer view is a must. Banks produce humongous amount of data due to their large customer base and large volume of transactions done every minute by the customers. A centralized data warehouse is essential: to provide optimized customer experience based on trend analysis, to provide accurate reporting, to detect fraud, to improve transaction processing and to help improve upselling and cross- selling opportunities.

This particular client, in spite of its size, did not have a centralized databaseand depended on manual reporting and used to face multiple business challenges as a result. Some of the key challenges are outlines below.

- Reporting and analytics was restricted to replica of source applications
- Lot of manual MIS and other activities using excels, which are prone to error
- No centralized data for reporting including regulatory reporting
- Longer TAT for CXO dashboards
- Limited options for Cross-sell/Upsell
- Lack of de-centralized access to analytic report limiting Branch and Area managers to very limited view of Target Vs Actuals during the day/week/month

Realizing the need for an immediate requirement to have a centralized enterprise database that can give a single view of the customers and business transactions, the bank came out with the mandate to set up their enterprise datawarehouse using the following SAP Stack.

1. SAP BODS (Business Object Data Services) as ETL tool
2. SAP IQ Columnar as datastore
3. SAP Business Intelligence Platform (BIP) for visualization

AHANA DELIVERS ON THE MANDATE

Ahana took the challenge of creating the Enterprise Datawarehouse for the client from scratch and the following process and tools were used by the team to create and deliver a Datawarehouse that matched every requirement of the client and resolved all key business challenges of the client. The project that kickstarted in 2019, involved setting up SAP Platforms including Database, replications services (SRS), BODS, BIP. Since, Ahana had both capabilities, this was an added advantage for the customer for seamless integration and execution of the project. Ahana fully owns the EDWH platform from Database, administration, Support, Development ,Business Analytics, Data Modelling ,Data Governance. Datawarehouse implementation started with data quality assessment and data profiling by using SAP Business Objects Data Services (BODS)

BUSINESS BENEFITS

Creation of the enterprise datawarehousefor this client resulted in multiple direct business benefits, some of which are outlined below.

- 360-degree view of the customer
- Data from disparate and multi-product source systems at one place enabled business to perform better analytics resulting in effective Campaigns
- Business users moved from a reactive approach to proactive approach as KPIs are available during start of business hours
- Dashboards and reports made accessible at all 1600+ Branches of the Bank
- Seamless regulatory reporting
- Seamless credit bureau reporting
- This is an end-to-end engagement with strict performance SLAs that Ahana continues to adhere to satisfactorily.

RESULTS

Availability, accessibility and accuracy of data along with a unified view of customer data has enabled the client to:

Get access to enhanced business intelligence about their customers resulting in significantly improved customer experience

Improve its competitive advantage due to access to quality data.

Improved regulatory reporting and data governance

ABOUT AHANA

Ahana is a 13 plus year old Information Technology firm based in Bengaluru. The company started off as a SME oriented company providing IT services to SME's and has since then transformed itself into an to end to end Infrastructure Managed Services and Digital Transformation Services company which provides the latest in Cloud, RPA, DB & EDW, BI & Analytics and Application Development. Ahana's 100 plus client roster now comprises several large enterprise companies with specific focus and expertise across industry sectors such as Logistics, BFSI, IoT/Telematics and Manufacturing. It's deep domain expertise, skilled resource base and proven partnership with Industry best technology providers such as Microsoft, AWS, Digital Ocean, NetMagic, SAP, UiPath, Checkpoint, FortiGate etc. has ensured that Ahana is now considered as one of the preferred IT service providers for its clients and partners.