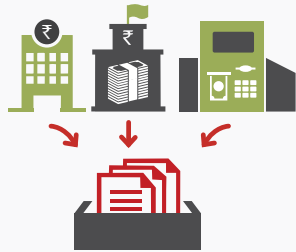




# Decision Support through Business Intelligence and Enterprise Data Warehouse



## CHALLENGE



Combining, cleaning and transforming data from multiple sources including Core Banking, Financial Inclusion, Treasury, LoS, and ATM Switch

## APPROACH



Data marts created by extracting and transforming data to create a smart information warehouse

## BENEFIT



Solution resulted in producing a single version of the truth across all reporting requirements

## IMPACT



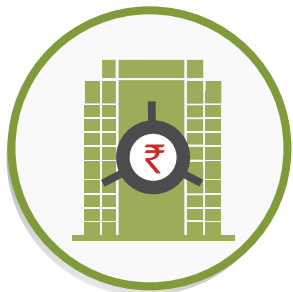
Data discovery across 75+ dimensions and 100 KPIs resulting in better insights into the business



360-degree view of client available on a daily basis positively impacting client interactions



Closer monitoring and more accurate predictability of product and business drivers leading to better Financial Performance Monitoring and Management



## CLIENT

An Indian bank that has grown from its regional offshoots to a national player through acquisitions. Has plans of becoming a leading bank with multitude of branches and other facilities in the near future.



Creating a flexible Solution Architecture and deploying it in a rapid, dynamic and high growth business environment



The solution was deployed using Pragmatix' proprietary tool - **Vital Analytix 2.0**



**Vectorwise** - a columnar database was deployed at the back end for Optimal Performance and User Experience



Highly tuned and optimal architecture ensuring optimal User Experience i.e. timely, accurate, and role based intelligence presented using appropriate visualization



Self-service framework enabling ease of data discovery and ad-hoc reporting

"We had a number of unique challenges including extracting data from third-party systems, migrating data to VectorWise, optimizing performance given the mass roll-out across branches, among others. Our product was also customized to meet intricate user requirements on visualization and reporting."

**ALTAF BARADIA,**  
Head - Client Account Management, Pragmatix