

# Informatica in Financial Services

## Benefits:

### Delivering the Bottom Line

- Enhance operational efficiency by streamlining and automating processes
- Increase business confidence that the data used to make strategic decisions is complete, consistent and accurate
- Reduce IT infrastructure cost and complexity by unlocking data from its original applications and promoting reuse across the enterprise

Working with Informatica, financial services firms around the world have achieved significant bottom-line business results including:

- Increased customer retention
- Higher cross-sell/up-sell rates
- Greater product profitability
- Improved efficiency ratios
- Enhanced capital allocation
- Lower compliance costs

### Key Informatica Capabilities

- Broad access to all enterprise data, regardless of type, structure or source
- An open, platform-neutral architecture to minimize risk and vendor lock-in
- Powerful data cleansing, matching, and reporting and monitoring capabilities in a single solution
- Enterprise-class security, scalability, reliability and availability
- A shared services approach based on metadata and open standards for transparency, interoperability and flexibility

“The success of our data warehouse hinges on Informatica PowerCenter's ability to source and integrate information in real time-and in ‘right time’ to meet our full range of consolidated information needs. We’re able to provide timely and accurate on-demand trading information to customers, traders, and financial analysts, as well as to our own managers and business strategists.”

—Dr. Klaus Detemple, Director of Information Operations, Deutsche Börse

Informatica has helped leading financial institutions worldwide to integrate their data in a timely, cost-effective manner across multiple systems, unlocking the full business potential of enterprise data and accelerating the impact to the bottom line.

### Barriers to Delivering the Bottom Line: Fragmented Data

Most financial services providers are focused on three key areas: growing revenue through increased customer centricity, lowering costs through improved operational efficiency and establishing a robust risk management and compliance framework. All three require that customer, product, transaction or risk data be clean, consistent, accurate and integrated across the enterprise to provide a holistic view and drive business operations.

#### Customer Centricity

For most financial institutions, the best way to grow revenue is to sell more to existing customers. Customer-centricity depends on having a single view of customer data that gives clear insight into customer behavior, purchasing patterns and segmentation. Therefore, many are investing in ways to improve the customer experience, lift retention rates and increase share-of-wallet through cross-sell, multi-channel delivery and product innovation.

However, customer data in many firms remains in product, channel and business unit silos, and key information is often inconsistent or incomplete. The inability to create a single view of the customer, or to synchronize customer data in a timely fashion across multiple operational systems, leads to several problems. First, the customer may be frustrated by lack of convenient access to information. Or the financial institution may provide an inconsistent customer experience across product groups or channels because of the lack of integrated customer data. And without a holistic view of a customer's relationship, it is very difficult to make intelligent, relevant marketing offers to the customer to sell more products.

Financial institutions need access to data that is accurate, reusable and productive, so that they can create a holistic, real-time view of their customers. Transforming raw data into a strategic asset enables financial institutions to improve the customer experience, increase cross-sell rates and provide differentiated service.

### Customer Centricity: Retail Financial Services Example

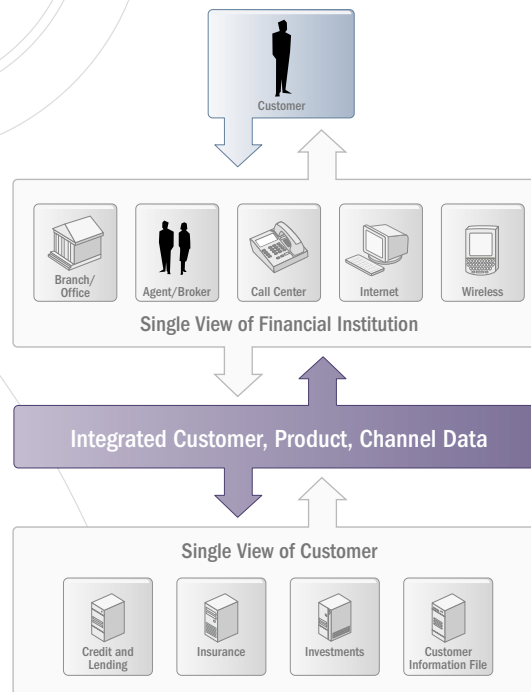
Firms must continue to improve the customer experience by providing a single view of the financial institution to customers. This ensures convenient, consistent service delivery to the customer across all channels. To deepen share-of-wallet, firms must also increase the effectiveness of their cross-selling and up-selling efforts and improve service delivery by leveraging a single view of the customer.

## ING AMERICAS

Rapid expansion through acquisitions left ING Americas, the North America subsidiary of the Netherlands-based ING Group global financial services firm, facing skyrocketing amounts of data locked in unconnected silos, many on proprietary legacy systems. A critical need of the company was to achieve a unified customer view. To do this, the company needed to integrate data from across divisions to create a holistic picture of its customers, better target sales and marketing efforts and equip service agents with complete information. ING also needed to satisfy increasingly stringent federal regulations.

Using Informatica PowerCenter, ING integrated more than three terabytes of data from over 10 heterogeneous systems and incorporated five separate financial service operations — each with different architectures — into a single system capable of processing in real time. With its Informatica-based system, ING netted a World Class Solution Award from DM Review and new ability to:

- Cost-effectively satisfy regulatory compliance deadlines
- Target campaigns, increase cross and up-sell capabilities and improve customer service
- Reduce costs by more than \$450,000



### Operational Efficiency

Whether a firm is processing securities trades, loan applications, payments or claims, the pressure to improve operational efficiency is as strong as ever. Many institutions are investing in new technologies to further automate these processes, and replacing legacy core processing systems is increasingly becoming a priority to lower costs, launch new products more quickly and meet new requirements.

As firms tie multiple systems and applications together into more streamlined business processes, they must also ensure that the data is high-quality and synchronized across processes. The complexity of ensuring that data is maintained consistently and on a timely basis across multiple systems can be daunting. The complexity only grows when external partners and information providers are also taken into account. Also, as firms upgrade or replace existing systems and applications, the effort to migrate legacy data into new systems is often underestimated. Ensuring that legacy data is properly understood, cleansed and converted to meet the parameters of the new system is a significant data integration task unto itself.

### Risk Management & Compliance

Driven by regulatory, market and competitive pressures, financial services providers have intensified their focus on risk management in recent years. In risk management, the emphasis has shifted to heighten focus on fraud mitigation measures and enhanced data security, as well as new risk categories, such as operational risk. At the same time, the onslaught of new regulatory initiatives in the past five years, from the Patriot Act to Basel II to Sarbanes Oxley to standards issued by the International Accounting Standards Board, have put significant pressure on firms to improve their compliance monitoring and enforcement capabilities.

Most firms have managed risk and compliance in discrete silos—by product, by geography, by business function. This silo-driven approach is insufficient to meet the new requirement, as data is stored in multiple data formats across a myriad of disparate systems. Financial institutions must find a way to provide consistent, reliable and auditable corporate information pulled from many disparate sources to simplify regulatory compliance and provide accurate reports, so that both front-line managers and executives have timely visibility into the information. This includes dashboards and appropriate triggers to alert staff to potential risk or compliance exposures, so they can react on a timely basis.

## Informatica: Unlocking the Value of Your Data Assets

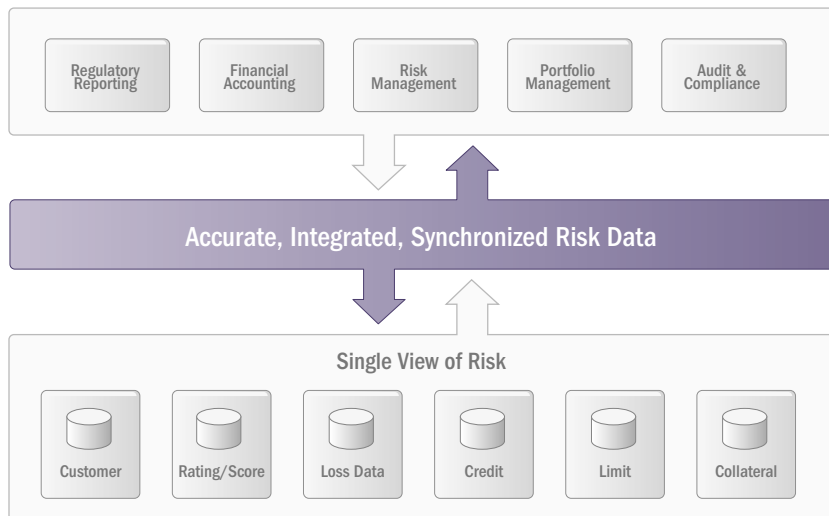
Financial institutions are rich in information—the question is whether they can realize the full business potential of their enterprise data. In many cases, IT must cleanse and integrate data that come in multiple formats, with multiple data definitions and varying degrees of data quality. Informatica offers financial institutions a complete set of solutions to align and integrate data across all systems and applications, as well as the ability to improve the accuracy and integrity of all information assets.

### Holistic View of Data

For financial institutions to effectively manage the business, data is critical – they need a holistic view of data, be it customer, product, risk or transactional. The full value of their enterprise data can only be achieved by effectively integrating and moving data between different systems, delivered accurately and reliably, where and how the business demands it.

Informatica allows companies of all sizes to access, discover, cleanse, and integrate virtually any and all data—including structured, unstructured, and semi-structured data; relational, mainframe, file and standards-based data (including ACORD and SWIFT); and message queues—and deliver that data throughout the enterprise at any speed. By providing the broadest access to, and the most flexible delivery of, all enterprise data, Informatica provides the business with the holistic information it needs, when it's needed, and how it's needed—including batch, real-time, and on-the-fly—for improving business operations and driving better business decisions.

To further increase value of data, Informatica software delivers the data at the right time, in the right format, to any other consuming application or system, or to end users who can readily access the data in the form of reports, dashboards and alerts.



## DEUTSCHE BÖRSE

Based in Frankfurt, Germany, the Deutsche Börse Group is recognized as one of the world's most innovative stock exchanges and financial marketplaces. Deutsche Börse's audience of customers, traders, issuers, and analysts required both operational (right-time) and analytic (historical and forecast) information to make informed decisions on trading and portfolio strategies and to support customer, sales, and investor/analyst relations.

Deutsche Börse turned to Informatica to power an exceptionally broad and complex data warehousing environment called Statistix that draws on 18 data sources. Statistix consumes up to 1,000 messages per second, captured and processed in real time by Informatica PowerCenter. The solution was honored with a Best Practices Award by The Data Warehousing Institute and has proven crucial to Deutsche Börse's success in reducing costs and driving new business, strategic planning, product development, customer support, and investor relations initiatives. With it, Deutsche Börse can:

- Measure liquidity, performance, trading, and clearing efficiency
- Detect market and share trends
- Support product development and new business initiatives

## Delivering Data Confidence

### Risk Management & Compliance: Capital Markets Example

Financial institutions must integrate a single view of risk across multiple product, geographic and system silos. They must also provide high-quality, holistic data in real-time for users, processes and other risk management and compliance systems.

When you know the source of your data, you have faith in that data. But with data becoming increasingly fragmented due to the proliferation of applications and systems, the quality of data becomes an issue, especially as organizations continuously generate increasing volumes of data. Users need to be able to trust the quality of their data, so they can be confident that the business decisions, IT initiatives, or reporting underway are based upon data that is complete, consistent and accurate. Moreover, particularly in financial services, maintaining control over who has access to the data and what happens to it is a critical issue. If controls are poor, not only is the accuracy of the data at risk—important data privacy and security requirements may be breached.

Informatica has the most comprehensive data quality solution available on the market, designed to put the control of data quality processes in the hands of business. By providing a complete process for measuring, monitoring, tracking and improving data quality at multiple points across the organization over time, Informatica empowers business information owners to implement and manage effective and lasting data quality processes across the entire enterprise. With Informatica data quality solutions, companies can profile multiple data sources; cleanse, enrich and validate all enterprise data; monitor and scorecard data quality over time and against targets; and control and manage ongoing data quality across the enterprise.

In addition to Informatica's powerful data quality capabilities, Informatica's metadata-driven architecture documents the lineage of

the data as it is accessed, altered, or moved, providing an audit trail and ensuring end-to-end data integrity throughout the life cycle. By delivering valid data, capturing data definitions and documenting relationships, Informatica offers financial institutions a strong foundation for making smart business decisions, improving customer relationships and ensuring superior auditing and reporting capabilities for regulatory compliance.

### Making Data Flexible, Reusable and Productive

In a rapidly changing and highly competitive environment, financial institutions must be flexible and react quickly to change. IT divisions are under constant pressure to deliver new projects and capabilities faster. However, the complexity and difficulty of these IT tasks can increase exponentially, especially as financial institutions expand and share data both within and outside of the enterprise. To reduce complexity and increase productivity, organizations need a flexible solution that allows them to access, reconcile, and transform data into a strategic, reusable asset.

To meet this need, Informatica provides a single, unified enterprise data integration platform designed to deliver data integration services that enable organizations to realize the full business value of their enterprise data assets. As part of a service-oriented architecture (SOA), Informatica enables organizations to leverage data services to access, discover, cleanse and integrate data, wherever and in whatever form it resides to ensure that the organization receives data that is consistent, accurate and timely.

Offering unparalleled ease of use, Informatica can decouple data from underlying applications, promoting reuse and flexibility, while ensuring the consistency, accuracy and overall quality of the data. This in turn reduces time to results and enables financial institutions to deliver on a broad range of business imperatives or IT initiatives.

### Informatica: A Leader in Financial Services

Informatica works with top financial institutions around the world to accelerate time to results for their data integration initiatives, delivering high quality, holistic information with the broadest data access available on the market. With Informatica, organizations can access and integrate data from virtually any business system, in any format and deliver that data throughout the enterprise at any speed. Informatica's robust partner ecosystem includes leading technology and consulting firms that can deliver solutions specific to the needs of the financial services industry, such as single view of customer, claims processing, reference data management and Basel II.

### About Informatica

Informatica Corporation is a leading provider of enterprise data integration software and services. With Informatica, companies can gain greater business value by integrating all their information assets from across the enterprise. More than 2,700 companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.



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6769 (06/05/2007)