



The client is an Indian private sector bank, headquartered in Mumbai, India. The bank having a pan- India presence with multiple banking products offerings for corporate and retail customers, mandated Ahana to create its enterprise data and analytics platform.

SUMMARY

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 database and depended on manual reporting from its various verticals and different databases. 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 in the year 2016 to

- Create an enterprise data and analytics platform for the organization by building the data warehouse and marts from its 70 plus data source systems.
- Set up the SAP Platform
- Create and manage a reporting and campaign management platform on SAP stack.

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 seamlessly integrated data flow from all its 70 plus data source systems.

- Datawarehouse implementation started with data quality assessment and data profiling by using SAP Business Objects Data Services (BODS)
- Data integration or ETL was done using SAP BODS
- Columnar database SAP IQ (Sybase IQ)
- UNICA for Campaign Support
- Advanced SA data modelling preparation was used to automatically integrate prepared data into the analytics pipeline, creating a seamless data discovery and data preparation user experience
- Administration of database, BODS, BIP, SRS Replication
- Datawarehouse enrichment by integrating new systems.

This particular client had a complex de-centralized database system and hence depended on manual reporting from its various verticals and different databases.

THE JOURNEY CONTINUES

Currently, Ahana manages the client's entire database and maintains the platform. Ahana also manages the APIs, reporting, data replication from the source systems, database and BODS tool administration, development of the application systems. This is an end-to-end engagement with strict performance SLAs that Ahana continues to adhere to.



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



Improve 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.