BANK OF INDIA: A VETERAN IN THE INDIAN BANKING DOMAIN DEPLOYS RAMCO BANKING ANALYTICS FOR SMOOTH FUNCTIONING

Company Name: Bank of India
Headquarters: Mumbai, India
Industry: Banking
Website: www.bankofindia.com
ABOUT THE CUSTOMER

Bank of India (BOI) is one of India’s oldest—over a hundred—years and most reputed banking institutions. With 3000+ branches, 29 of which are located overseas, the bank has a business mix of over 93 bn USD (about USD 53 bn in deposits and about USD 40 bn in advances), and is on a growth trajectory of over 20% per annum.

While adopting a prudent approach, BOI has also managed to embrace change rather well. The bank has been at the forefront of several innovative services and systems. In fact, among India’s nationalized banks, it was the first to establish a computerized branch and an ATM at the Mahalaxmi Branch, Mumbai as far back as 1989. In March 2009, BOI implemented Core Banking Solution (CBS) across all its branches.

THE BUSINESS CHALLENGE

In Pursuit of In-depth but Quick Business Insights

After the successful implementation of Finacle (Core Banking System from Infosys), BOI wanted to institute a robust Corporate Performance Management System so as to create a single Operational Data Source.

It was hoped that this would render full-fledged portfolio analysis across various product lines like Loans & Advances, Deposits, Trade Finance, Financial Profitability and Customer Level Analysis. The bank wanted a solution that could be implemented immediately, since it felt that only such a solution would ensure true control over operations.

A conventional procedure would involve designing and developing data marts from scratch, and subsequently developing analytical reports and outputs. The entire process would have stretched to over 2 years before it could meet all the objectives of the bank and the requirements of the users. Since BOI could not afford to lose so much time, it began to explore other innovative options. Finally, the bank decided to opt for a pre-built Analytics solution from Ramco Systems Limited.

THE RAMCO SOLUTION

Ramco Banking Analytics—the Game-Changer

Ramco Banking Analytics, a pre-built BI and Performance Management application capable of offering wide-ranging and pertinent analyses across all the business lines of the bank was adopted. Being pre-built, it did not require an extensive set-up time and could be easily deployed.

A prebuilt Data Warehouse called the Universal Database (UDB) or Centralized Data Repository (CDR), based on a comprehensive data model, helped in servicing a universe of business questions in different functional areas. This, in turn, facilitated quick decision-making.

The implementation timeline, spaced across 24 weeks, consisted of installing Ramco Banking Analytics software, Pilot UDB processing, Pre-UAT Verification, User Training, User Acceptance and Go-live Activities. For implementing the solution, Ramco followed a structured methodology that involved:

- Analyzing and mapping the various source data elements required for Ramco’s logical data model
- Configuring and scheduling connectors for drawing the data from the transaction system (Finacle Core Banking System) to provide daily refresh for the Data Warehouse
- Populating the Data Warehouse for a selected set of branches for the purpose of conducting acceptance testing by end-users and for training end-users and trainers
- Going live with the Data Warehouse population with the transactional data for the entire bank (3100 branches)
- Rolling out the solution to end-user decision makers
Delivering Information that is ‘Ready to be Served’

The analytical content for the solution was delivered over Ramco’s own BI application named Ramco DecisionWorks™ (RDW) — a web-based, platform-neutral and action-ready Performance Management and Decision Support System. Offering superior reporting, comprehensive query and analysis, it had the potential to enhance the organization’s performance. Accompanying analytical outputs came in the form of scorecards, Key Performance Indicators (KPIs), analytical reports, graphical visualizations and user-specific dashboards.

Says MVK Sarma, Vice President— Ramco Banking Analytics, “By applying the pre-built analytical tools, users get better insights or knowledge into organizational performance/ conformance through exceptions, trends and patterns. Users can also create and modify rules, and based on these rules, plans can be modified. Over time, this creates fresh data from which valuable insights can be gleaned”.

V.Viswanathan, Deputy General Manager, Bank of India says, “Ramco Analytics for Bank Performance Management is found to be extremely suitable for providing information on Business Performance Management and review/monitoring of different business units of the Bank. The implementation of business analytics in the Bank has been seamless and absolutely smooth mainly because of the professional approach adopted by Ramco’s Implementation Team”.

The Solution in Action: What You See today Prepares You for Tomorrow

According to K. Sriram, who headed the implementation team, “After the first day of training, which consisted of a one hour hands-on training session, 9 out of 10 users were confident they could use the product from the very next day.” The effectiveness of the 360° view was illustrated by taking the accounts that had been closed in the previous month. While their existing MIS reports provided only basic information like the customer’s name and account number, Ramco Banking Analytics provided insights like when the account was opened, the user’s activity, the rate of interest during account closure, the type of customer, the industry/sector/facility to which he belonged and so on.

The product’s Analytical Work Bench allowed BOI to view performance both at the aggregate level and at the desired detailed level, enabling business users to initiate integrated action and follow up. Depending on the type of user, the access and security levels could be defined.

Moreover, the drill-through facility provided critical insights like lien account bucket dimension data, NPA movement dimension including assets which had slipped, minimal term deposit account transaction data and so on.

In short, the Ramco Banking Analytics suite worked as a whistle blower, enhancing the data quality and mitigating operational risks. Within a period of nine months, BOI went live with the Loans, Deposits and Financial Profitability modules. As a separate initiative, Ramco delivered a Performance Management reporting system called “Sankalp”, based on recommendations from McKinsey and Company.
**QUICK FACTS**

**OBJECTIVES**
- To deploy a powerful, sophisticated Corporate Performance System quickly
- To build a single Operational Data Source (ODS) which would perform full-fledged portfolio analysis across all product lines, covering key functional areas of the bank
- To have a proven, cost-effective BI technology that could connect with the existing Core Banking Solution

**CHALLENGES**
- Instituting an integrated Corporate Performance Management System for decision-making from corporate office to branch offices
- Need for 360°analysis across all product lines, covering the key functional areas viz. business growth, business risk and operational aspects

**IMPLEMENTATION HIGHLIGHTS**
- Analyzing and mapping the various source data elements
- Configuring and scheduling connectors for drawing the data from the transaction system to provide daily refresh for the Data Warehouse
- Populating the Data Warehouse for a selected set of branches for the Bank and conducting acceptance testing by end-users, as well as for training end-users and trainers
- Going live with Data Warehouse population with the transactional data for the entire bank (3100 branches)
- Implementation timeline was spaced across 24 weeks

**BENEFITS**
- Collaborative decision-making
- 360° view of Loans, Deposits and Trade Finance portfolios across the bank
- Comprehensive customer analysis and profitability analysis of various business lines
- Reduction of time and effort in collating data for management reporting
- Reliable information availability
- Effective and transparent performance reviews
- User-friendly interface

**EXISTING ENVIRONMENT**
- Finacle Core Banking System
Global office locations:

**India**

**Corporate Office**
Ramco Systems Ltd.
64, Sardar Patel Road
Taramani, Chennai - 600 113, India
Tel: +91 44 2235 4510
Toll-free: +1800 425 6667
e-mail: contactramco@rsi.ramco.com

**North America**

Ramco Systems Corp.
Crossroads Corporate Center
3150, Brunswick Pike, Suite 130
Lawrenceville, NJ 08648
Tel: +1 609 620 4800
Fax: +1 609 620 4800
Toll-free: +1 800 472 6261
e-mail: info@rsc.ramco.com

**Canada**

Ramco Systems Canada Inc.
World Exchange Plaza
45, O’Connor St., Suite 1150
Ottawa, Ontario, Canada. K1P 1A4
e-mail: info@rsc.ramco.com

**Europe**

**Switzerland**

Ramco Systems Ltd.
Lange Gasse 90, Postfach
CH - 4020, Basel
Switzerland
Tel: +41 61 205 2525/2509
Fax: +41 61 205 2590
e-mail: info@ramco.ch

**United Kingdom**

Ramco Systems Ltd.
Exchange House
494, Midsummer Boulevard
Central Milton Keynes MK9 2EA
United Kingdom
Tel: +44 0 1908 255 989
Fax: +44 0 1908 255 589
Mobile: +78 81911231

**Germany**

Ramco Systems Ltd.
Lyoner Strasse 14 60528
Frankfurt am Main Germany
Tel: +49 069 6655 4485
Fax: +49 069 6655 4100

**South Africa**

RSL Enterprise Solutions (Pty) Ltd.
No. 5, Walnut Road
2nd Floor, SmartExchange Building
PO No. 1228, Durban - 4000
South Africa
Tel: +27 31 304 0911, 0918, 0928
Fax: +27 31 304 3499

**ASEAN**

**Malaysia**

Suite 1001, Level 10
Menara PJ, Amcorp Trade Centre
18, Persiaran Barat, 46050
Petaling Jaya Selangor Darul Ehsan Malaysia
Tel: +603 7958 8978
Fax: +603 7958 8443

**Singapore**

Ramco Systems Pte. Ltd.
10, Eunos Road 8
#13-06, Singapore Post Centre
Singapore - 408 600
Tel: +65 6743 1513
Fax: +65 6743 1514

**Middle East**

**Dubai**

Ramco Systems Ltd.
Suite 205, 2nd Floor, BT Building
EIB-4, Dubai Internet City
PO Box 500235, Dubai, UAE
Tel: +971 4 3636784
Fax: +971 4 3636785

**Contact Office**

**Abu Dhabi**

Ramco Systems Ltd.
CERT Technology Park
Block D - 15, Muror Road
Al Saada Street Junction
PO Box 37973
Abu Dhabi, UAE
Tel: +971 2 4048642
Fax: +971 2 4462050

For more information, you can e-mail us at contact@ramco.com or visit us at www.ramco.com