

## Case Study

# A Banking/Financial Client Uses Data Analytics to Track National Corporate Services Product Lifecycle

### Banking Client Background & History

Due to a corporate merger, the Banking Client was a global financial services customer challenged with the branding conversion of their financial centers.

### Problem

The Banking Client desired executive and operational reports to measure the branding conversion of their financial center signage. The company was manually tracking the status and progress of these conversions. Needed to track and report each financial center conversion status and investments across the portfolio.

### Solution

Conducted a gap analysis and determined a need for data analytics, dashboards, data governance and reporting. Developed a solution that encompassed stakeholder workshops, developed frameworks, data migrations, data scrubbing and deployed a solution that aligned with meeting client needs.

### Impact

Exceeded client expectations with a solution that reduced reporting preparation and delivery time by 75%.



4800 Global Locations

\$570 Billion in Assets



Streamlined reports and reduced reporting time from 3 days to 15 minutes.



75% increase in executive and operational reporting efficiencies