

Industry - Financial Services

Solution - Data Warehouse & Business Intelligence

➔ **The Customer**

This financial services customer provides retail financial products such as personal loans, automotive loans and credit cards.

➔ **The Problem**

The customer has experienced rapid growth in recent years which has stretched its existing database architecture. The sales and management teams wanted to track client and transaction details in order to increase customer service while targeting additional products that could serve new and existing clients.

The customer was challenged by multiple, non-integrated applications that gave a fragmented view of its products and clients. This made it difficult for management to gain a unified view of its business operations.

➔ **The Solutions**

To handle the growing need for incisive information, PreludeSys suggested implementing an objects-based Business Intelligence solution that consolidated data from multiple sources.

PreludeSys designed a unified data warehouse for the client to integrate data across multiple systems so that information collected from different departments could be viewed in a cohesive structure. Additionally, PreludeSys developed a web interface to streamline data access and analysis. The developed solution integrated more than five different back-end systems and created multiple targeted reports to help sales and management teams make better decisions.