

# BI CONNECTOR SPEEDS UP AD-HOC FINANCIAL ANALYTICS IN A LARGE US BANK

A C A S E S T U D Y

“How can we help users save time, reduce human errors, and gain better insight when analyzing the bank’s financial, risk, and customer data? This was the daunting triple challenge in front of us” described the Senior Corporate Finance Analyst at a Large Bank based in South Florida. The Analyst is a lead in the cross functional team of BI users and enterprise IT team at the Bank. The team was tasked with choosing the next generation business intelligence platform that could handle the rapidly growing business at the bank.

## About the Bank

Headquartered in Miami Lakes, The Bank is ranked third on Forbes Magazine's list of "Best Banks in America 2015," and is one of the largest independent depository institutions headquartered in Florida by assets. It provides a full suite of products and services designed to meet the needs of consumer, business and corporate clients.

## Mission Critical OBIEE Platform

The Bank's Financial, CRM, retail Data from more than 13 different platforms are brought together in an enterprise data warehouse with OBIEE as the single repository. This platform has been built over several years and captures business critical information including bank's commercial, lease, and retail loan



“The speed, depth of Tableau and OBIEE expertise of the BI connector team is impressive. They are incredibly flexible and fast to work with.”

Chief Data Officer | US Bank

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portfolios, customer information and teller information from various transactional platforms on a real-time and daily basis. The enterprise IT team has developed hundreds of subject areas and thousands of reports in accounting, risk management, CRM et al to deliver the business information securely to respective users.

### Need for Easy-to-Use Real-time Analytics

The users, however, found OBIEE difficult to use and preferred to export the data into Microsoft® Excel for analysis. "Analyzing the OBIEE data was cumbersome. Since the data in OBIEE is always changing, we needed to periodically pull in the data from OBIEE into Excel and adjust it every time. It was error-prone, and taking up a lot of our time. We needed real-time data analytics without the hassle," said the Analyst.

### Tableau with BI Connector

The cross functional team evaluated several BI solutions to address the challenge. Modern visualization and self-service BI capability for the existing data in OBIEE platform was a key requirement. After an intensive internal bake-off, they chose Tableau. "The key reason we chose Tableau was the direct connectivity to OBIEE using BI connector" remarked the Chief Data Officer at the Bank.

The Bank is using BI connector with Tableau Desktop and

Tableau Server to provide users in Credit Administration, Risk Management, Accounting, Corporate Finance, and Bank Secrecy Act departments with direct access to OBIEE data. "We are impressed with the BI connector team's speed and depth of the Tableau-OBIEE expertise in supporting us. The team is incredibly flexible and fast to work with." the Chief Data Officer stated.

### Ad-hoc Analytics and Drilldown to Root Cause

"BI connector allows us to create ad-hoc visual analysis of OBIEE data like never before" described the Senior Financial Analyst. "If the interest rate and yield for our loans portfolio falls below target, earlier it used to take us five or six emails and phone calls to get to the root cause. With BI connector and Tableau, we are now able to drill down to the underlying loans with low interest rates and answer it ourselves in just a few minutes. With a couple of clicks, I can quickly identify the specific employee loans with preferred interest rates that lowered the portfolio yield."

### Improved Speed and Accuracy

By using BI connector to connect OBIEE with Tableau, users at the Bank eliminate the manual steps that used to take up a lot of time. Users analyze the loan portfolio in real-time and visualize trends in loan originations, purchases, interest rates, and yield rates with ease. At the same time, automation has improved the accuracy and consistency of data by eliminating human errors.

### Easy Visualization of OBIEE reports

The Bank is looking forward to use the BI connector Reports Connector to replicate the OBIEE reports in Tableau. "Some of the existing OBIEE reports are so complex and difficult to recreate from scratch in Tableau. BI connector makes life easy for our users" the Senior Financial Analyst exclaimed enthusiastically.



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