

CASE STUDY

Banking

Client Profile

A Financial Services company headquartered in Texas with locations throughout the US, Canada, and Mexico with total assets of over \$70 billion.

The company is strategically aligned into three major business segments: Commercial, Retail, and Wealth Management.



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Infoverity Solution

Multi-Domain Master Data Management (MDM)

BUSINESS NEEDS

- Complete, holistic view of their account holders' (individuals and organizations) visibility into all accounts (open and closed)
- Single source of truth needed to eliminate manual reconciliation of customer account records performed daily
- Improve mergers and acquisition (M&A) of data grown through bank acquisitions
- Golden record view required to support the enterprise initiative and creation of customer journeys in their downstream CRM application

CHALLENGES

- Manual and time-consuming effort to identify duplicate customer records without automated matching or governance around record creation
- Poor quality data for customer (organizations and individuals)
- Outdated legacy systems and ETL processes enabling poor data quality
- Manual effort and process to identify and view all accounts related to a single individual

RESULTS

- Multi-domain implementation enabling client to view a customer, their related accounts, and contact records associated to those accounts in a single view
- Provided a single, quality baseline of customer data to populate CRM application and enable customer journeys
- 36% reduction in duplicate customer records across commercial loan and account applications
- Established a global cloud architecture, enabling the onboarding of new applications from banks grown through M&A