Caronne

Reveals the power of your data!

Information Strategy & Alignment

Return on Information +

Agenda

1. Introduction
2. Issues regarding Information Strategy
3. How can Information Strategy help?
4. Information Strategy: Our approach
5. Information Strategy: The components
6. How do we help?

Caronne

Reveals the power of your data!

Result Improvement
Visual Analytics
Data mining and EDM
Data profiling
Dashboarding

Result Improvement

We can help you discover new opportunities from your data

Insight in Information

We implement BI tools and set up your reporting & analysis environment

Insight in Information
Reporting
Business Intelligence
Information Strategie & Alignment

Organising Data

We collect and structure your data and standardize processes around it

Organising data
Data governance
Data cleansing
Data warehousing

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Top issues financial services

Basel II/III Challenges

Strategic

- Become Basel II/III compliant at advanced level under enormous pressure from government
- Improve risk management rigor in a fluctuating market
- Become compliant for fund raising capability in foreign capital market
- Reduce minimal capital requirement and free up more earning asset

Tactical

- Hard to map and translate Basel II/III required data to source system data
- Insufficient, missing, inconsistent, and inaccurate historical data
- Tedious data collection from different line of business for operating risk reporting
- Decentralized and non-standardized source systems and data
- Substantial amount of report generation and validation effort
- Prohibitive IT infrastructure costs to support Basel II reporting

KYC Challenges

- Identify customers to make profiling possible
  - Data management: Importance of correct definitions
  - Data cleansing: Importance of having a customer once and only once in the database
  - Data Quality: Importance of having the right data of your customers
- Differentiate customers to different target groups
  - Data Profiling: Having the right attributes to hold the various properties of your clients
  - Data Extension: Have the right sources for filling the gaps in your customers
- Interact with customers to define products
  - Definition of USP's of products
  - Procedures for interacting with customers and follow up
- Customize products based on defined products and targets
  - Analysis tools to evaluate

Top issues financial services (cont'd)

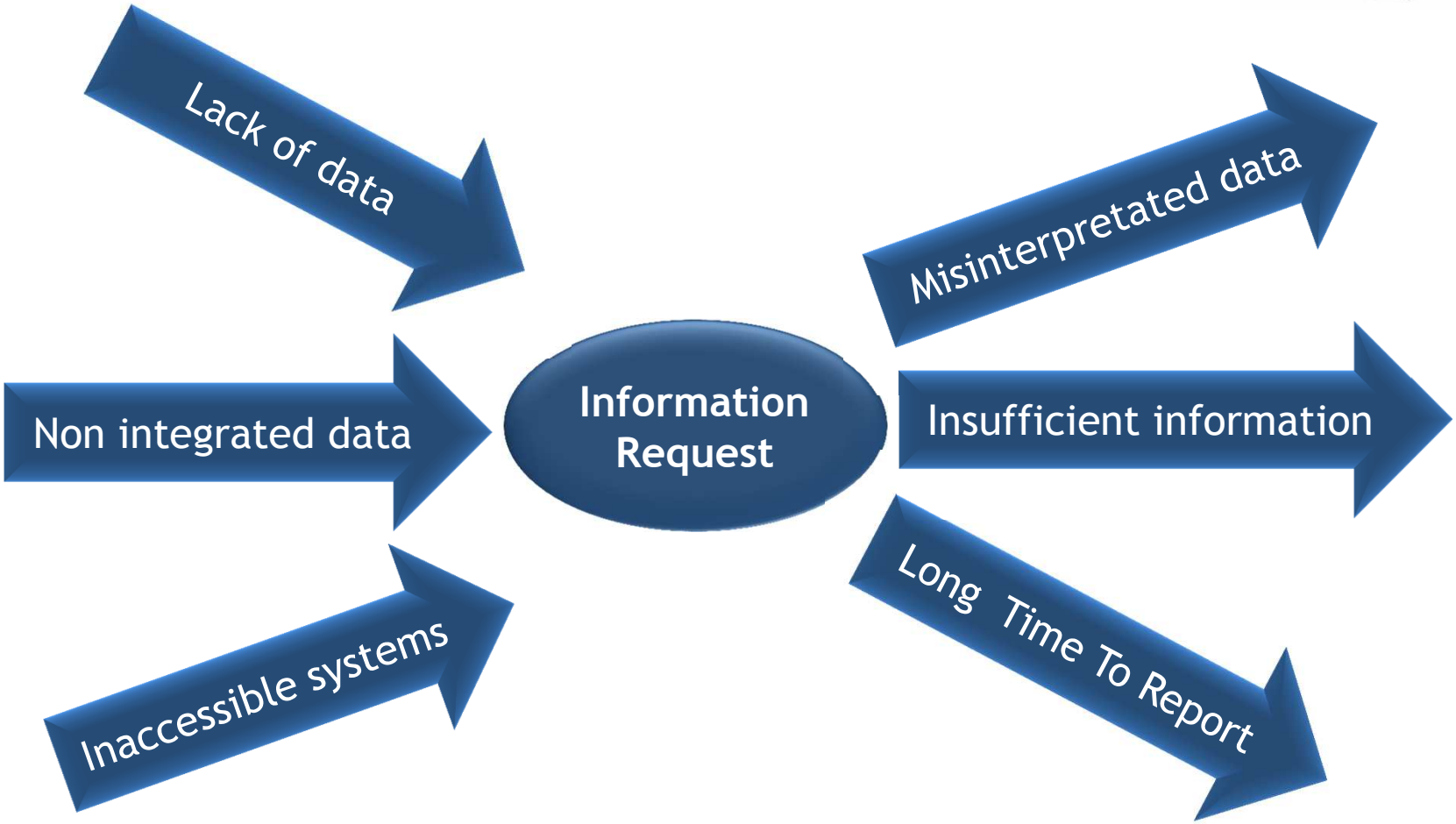
Solvency II Challenges

- No centralised management of business master data
- No centrally deployed strategic data quality tools or enablers
- No standard policies and procedures relating to data management
- Inconsistent data models, data structures and data definitions
- No common view of the material datasets required to support Solvency II
- No "single version of the truth" or "golden source" for key datasets
- Data not demonstrably complete, accurate or appropriate
- Data not available in timescales aligned with new reporting requirements
- Current data quality activities are tactical, manual & reliant on EUC tools
- Inconsistent approach to data cleansing across the business
- No coherent or centrally managed approach to data remediation
- Focus on manual adjustments to data rather than resolution of root-cause issues in underlying processes and controls
- End-to-end data architecture, including key dataflows, systems and control points, is extremely complex & not currently documented or demonstrable
- Liabilities data is subject to iterations of poorly controlled manual processing and amendment, and may touch multiple systems and EUCs, restricting traceability of data used in model
- Asset data poses significant sourcing challenges due to reliance on third party asset managers

Reporting Challenges

- Maximize data quality in order to minimize risk management issues
- Implement a definition glossary ('master data management') to exclude the risk of inaccurate reporting and create a Single Point of Truth
- Define an external reporting mechanism, and thus staying DNB ahead in communicating to the markets
- Reducing costs by centralizing regulatory reporting
- Choose and implement a strategic data quality tool to monitor and correct upon data quality issues
- Create a digital archive (together with business rules) for recording business data and source documents.
- Facilitate the creation and monitoring in audit trails
- Minimize systems for the various types of data, so minimizing defaults and creating golden sources for key datasets
- Focus on manual adjustments to data rather than resolution of root-cause issues in underlying processes and controls

Issues regarding Information Requests



Issues regarding Information Strategy

- How can we make business goals measurable?
- Which KPI’s are right for our business?
- How can we divide them for our business functions?
- How do we measure and evaluate?
- Are we capable of disclosing our data uniformly?

Information Strategy – What is it

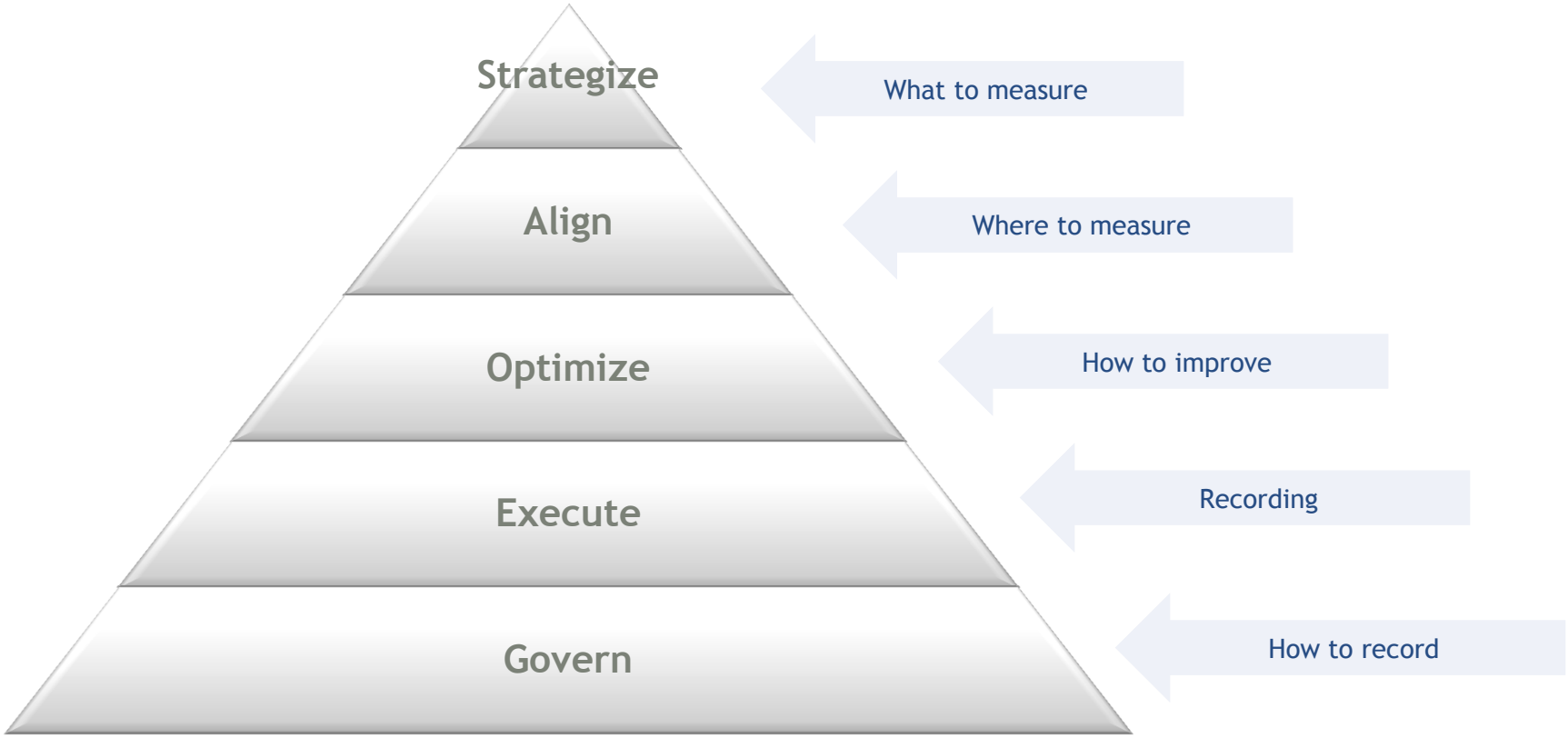
Information Strategy

An *information strategy* defines how a company will use the data it collects to achieve a competitive advantage.

It is a comprehensive, constantly evolving plan that encompasses five distinct actions: strategize, align, govern, execute, and optimize. When working in harmony, these actions improve processes, increase productivity, and enhance decision-making. Information strategy permeates every level of the business, from the CEO's office down to frontline workers and out to customers and partners.

By introducing or refining an Information Strategy you will gain more insight in your processes, you are aware of your results quickly and you will reduce your data collection time. As a result you will work more cost effectively, your time to act will increase and you will be a step ahead of your competitors. And you will be able to comply faster with regulatory reporting (such as to stock holders and government).

Information Strategy – Approach



Information Strategy – Approach (cont'd)

Strategize

Based on the business goals, the KPI's will be set up. Also it is decided upon which data these KPI's will be measured

Align

The KPI's will be itemized to function and process and it is decided which company function had to deliver which data

Govern

The various company functions will be inspected and based on that definitions will be made how the various systems will deliver the data

Execute

After the settlement of the various functions, the processes can do their work and the data will be generated

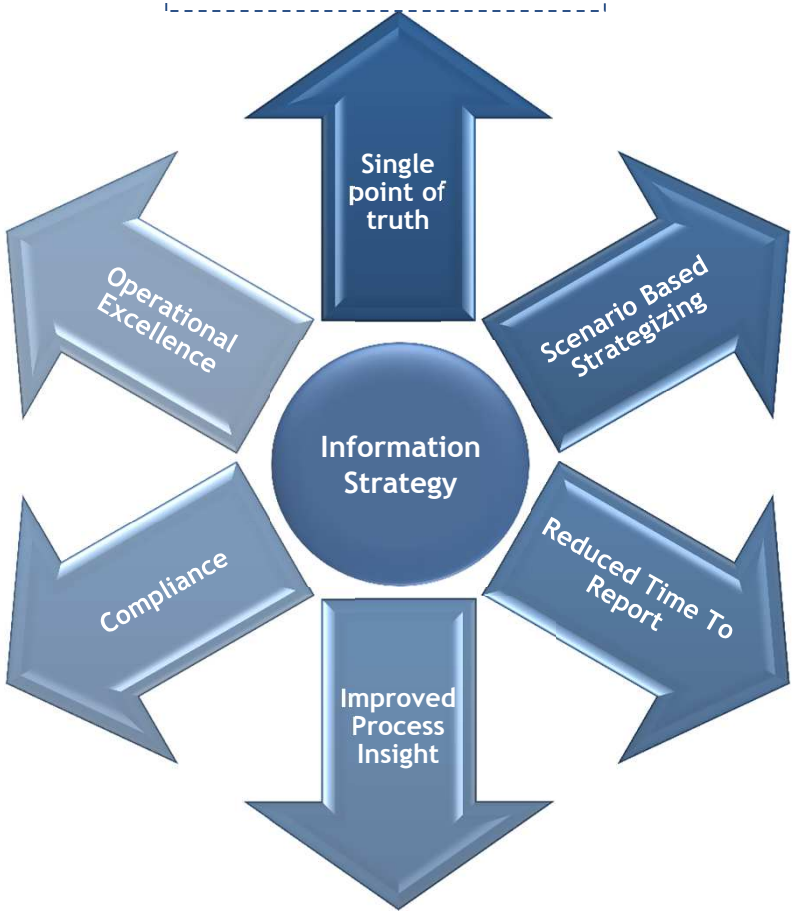
Optimize

The various KPI's as well as the results will be analysed with different tools and techniques. Ways of improving the data flow will be examined

Added value of Information Strategy

By having one definitions repository linked to data components to all source systems .

Improved data quality, SPOT and TTR together with the increased insights of the processes will lead to a decreased cost level associated with collecting, structuring, publishing and interpreting combined information. Besides that, the hidden cost of misinterpreting data will diminish as well.



Because of the integrated data approach combined with the MDM, making and evaluating business strategies becomes possible with enterprise analytics. The data warehouse will collect, structure and integrate all the information into a data mart, which can be published to the BI-tool for dashboarding, forecasting and scenario planning – and enabkes Customer Intimacy business models.

Since the accountability of all information components is recorded and a constant process of data quality improvement is not only identified but also constantly evolving (information based (SPOT), record based (cleansing) and data based (density of fill)), CIA – and thus compliance – can be demenstrated to the regulator as well as to the other stakeholders.

From the perspective of having a definitions repository as well as having an organised set of data in the datawarehouse, with the correct BI tool publishing (different sets of) information on a one-stop-shop reporting tool – even on a real-time basis.

By the SPOT and TTR, a real-time insight of the operational and tactical processes will be realized and it will be possible to act continuously on the monitored processes. Evaluating and improving of processes can be made on the fly.

Plateau 1: Data Governance

Data Governance

Data Governance covers the set of rules, definitions and frameworks concerning collection, maintenance, checking and correcting the data present within an organisation as well as the management of these processes

What is covered by Data Governance

Master Data Management: Define and document all information components within the target area

Data Integration: The minimization of the source systems in which (indirect definitions of) data is held

Data Quality: The effort to collect, structure and maintain the necessary data in the various systems, in such a way that the lnformation density is maximized.

Data Profiling: The analysis of the instances of the various data components on such a level that an unbiased level of data quality can be shown, and that can be identified which steps can be made to cleanse the data

Data Architecture: The system landscape which facilitates the data flow in the organisation

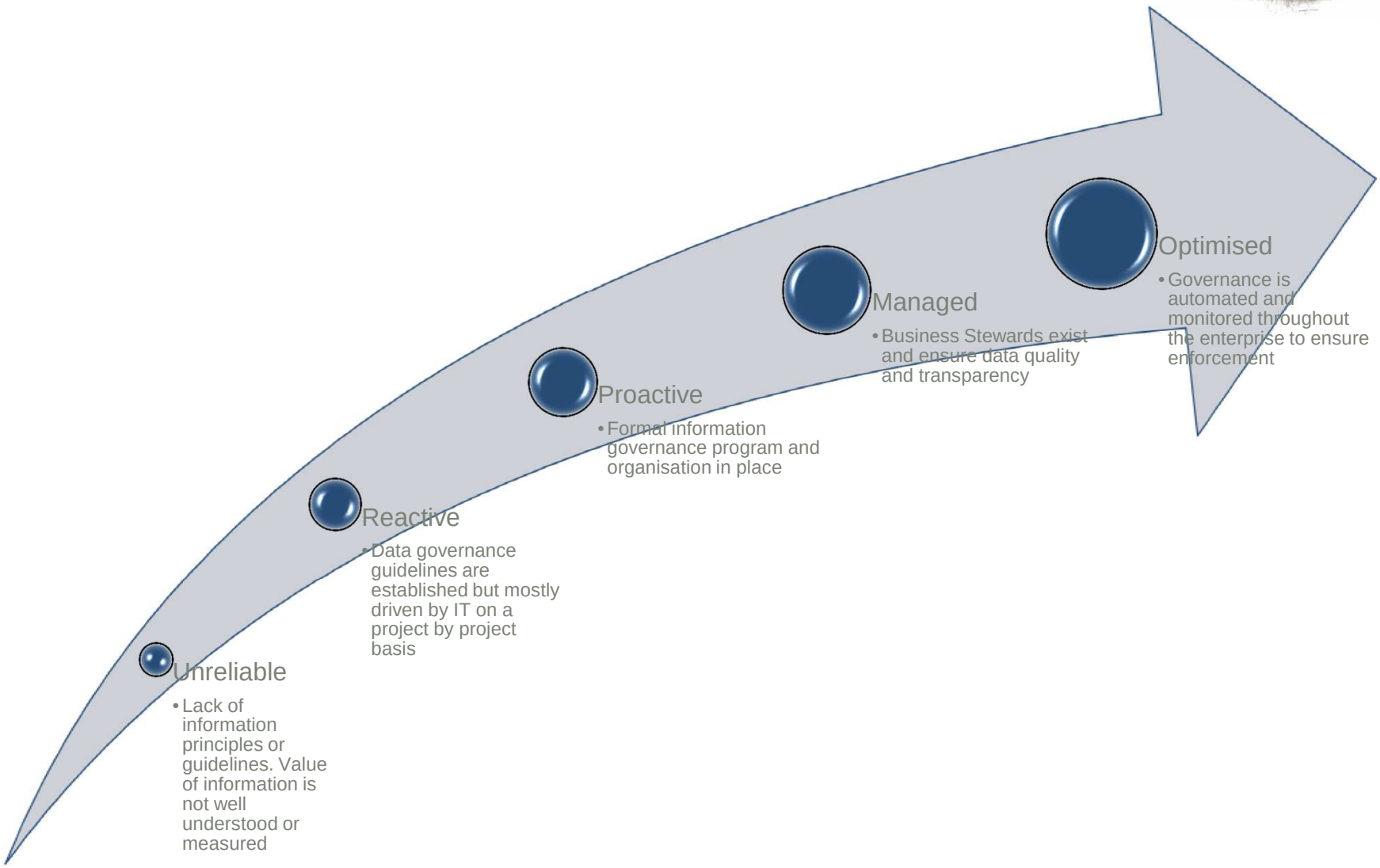
Information extricated

Confidentiality	• Defines the privacy and secrecy of the data. Different types of information have different levels of confidentiality. These levels can further be split up to the various users and/or user groups as well as to the system environments.

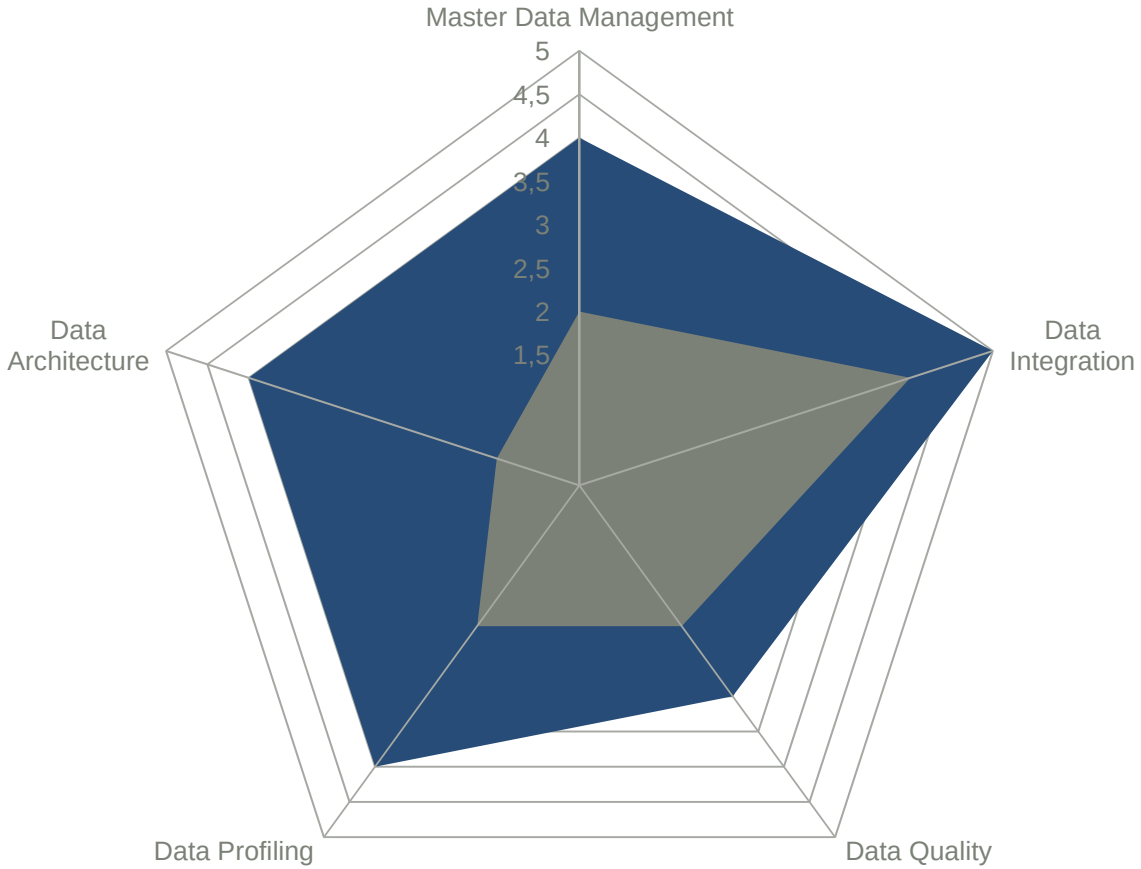
Integrity	• Can be split up into two components:
	  • Reliability: Defines the confidence level of the information component to be true
	  • Completeness: Defines to which extent the information given gives a full picture of the reality

Actuality	• Defines the timeliness of the information component. Accuracy of the data – thus reflecting the value at present in the 'real world' plays a part of it, as well as the punctuality of the data loaded.

Data Governance Maturity Model

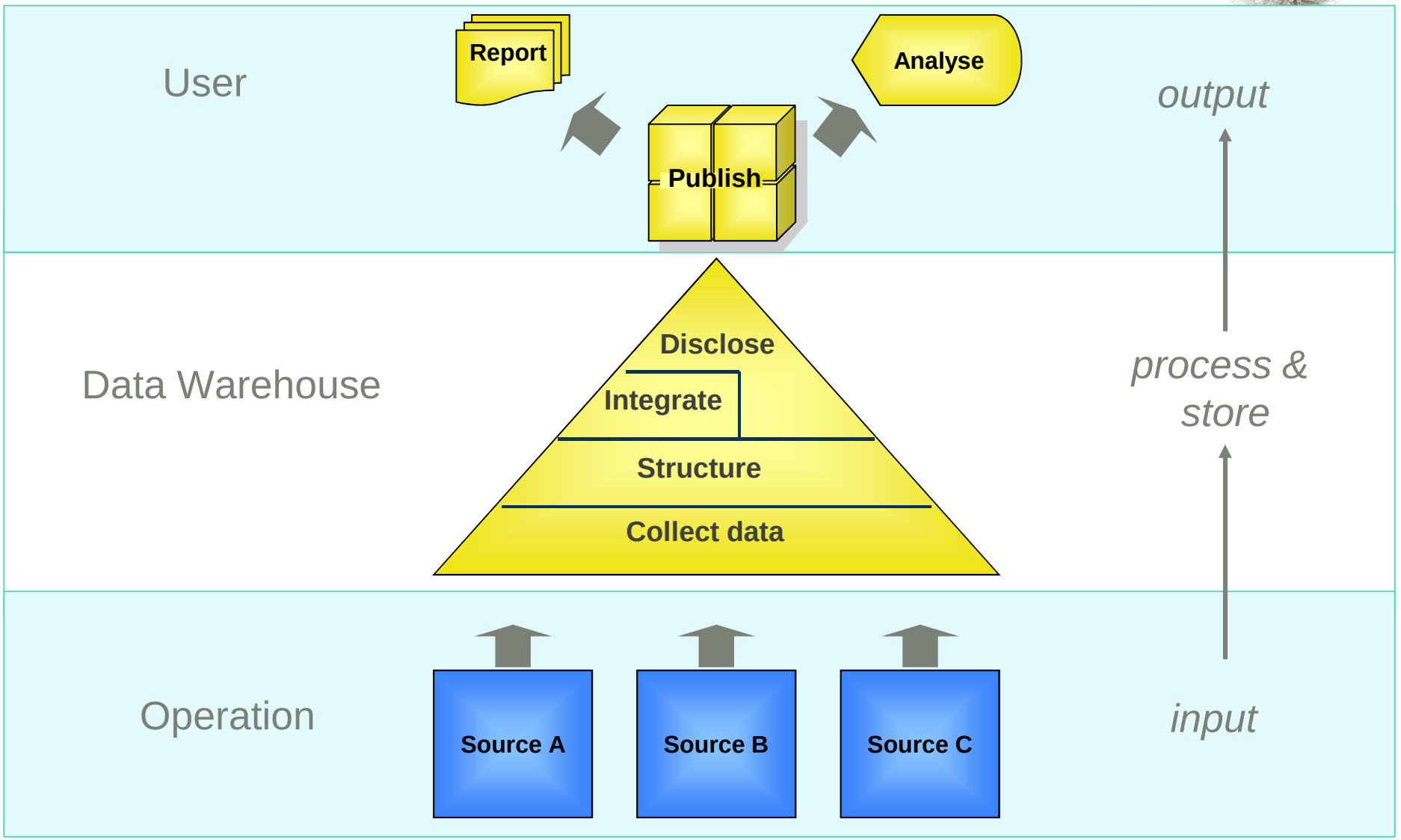


The Data Governance Spider



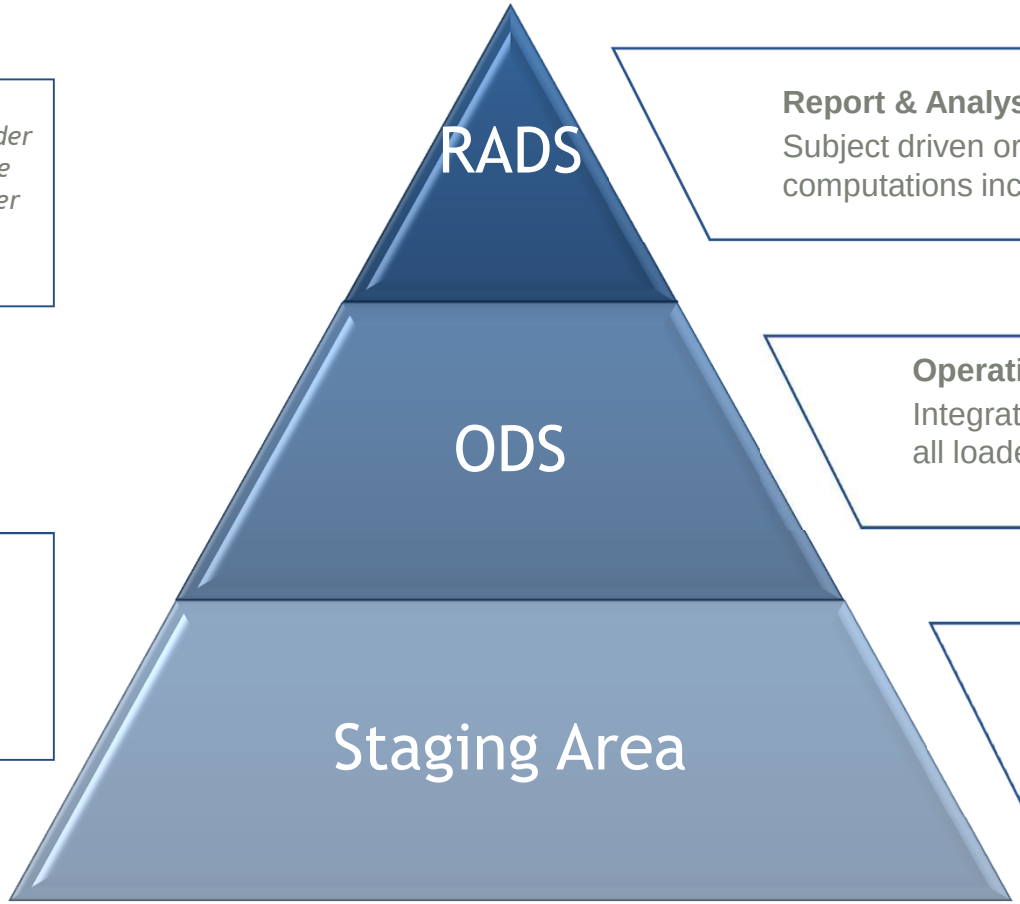
Examples tooling
- *SAS Data Integration*
- *InfoSphere*
- *Oracle MDM Suite*
- *iWay DQC Portal*
- *Talend*
- *Data Cleaner*
- *Collaborative Info Manager*

Plateau 2-4: Reporting & Analysis Environment



Plateau 2: Datawarehousing

Examples tooling
- *Oracle Warehouse Builder*
- *SAP Business Warehouse*
- *Informatica Powercenter*
- *Pentaho ETL*



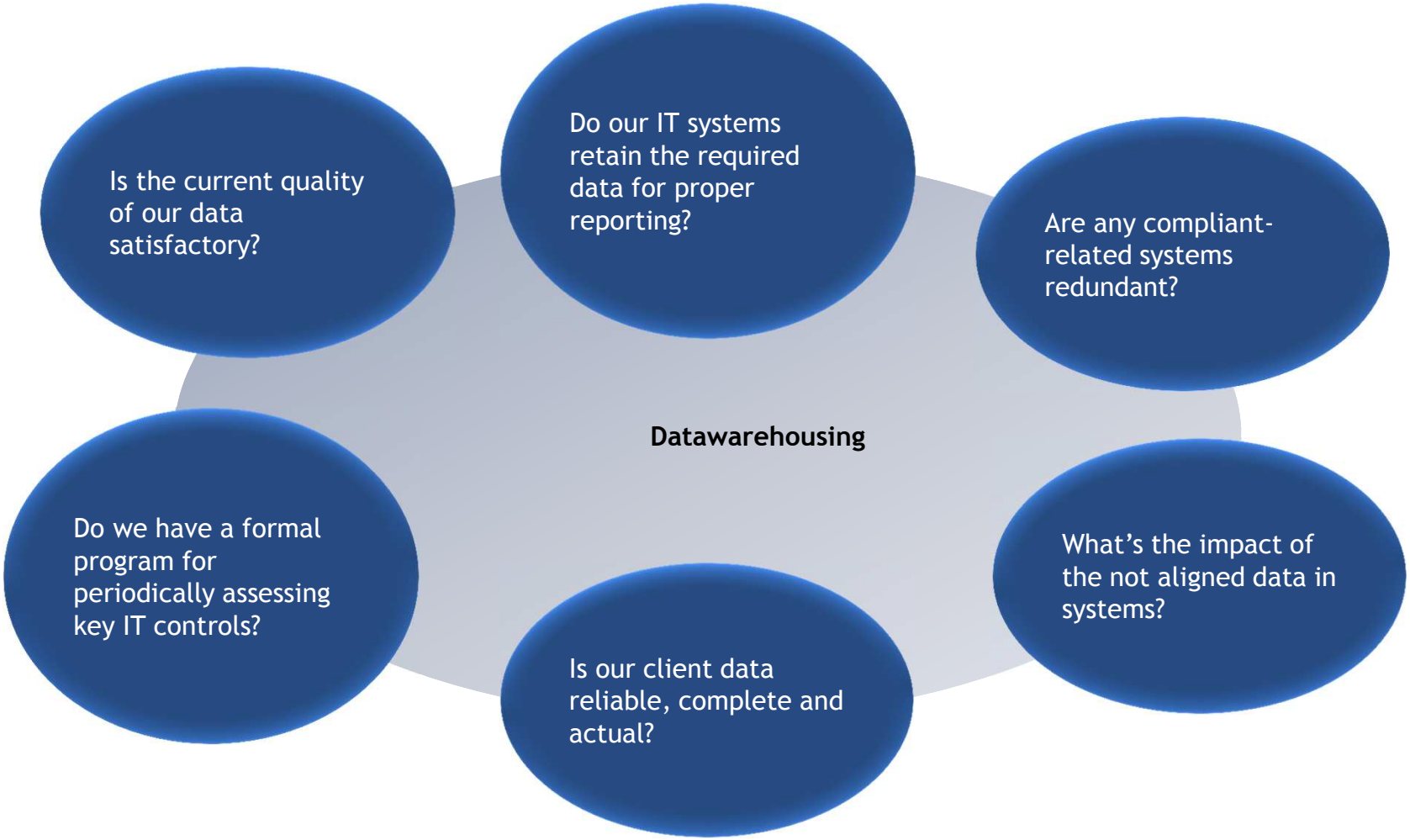
Report & Analysis Data Store
Subject driven organised data (preliminary computations included)

Operational Data Store
Integrated (historical) datamodel of all loaded data

Staging Area
Loading the data from the various sources

Possible architectures
- *Kimball*
- *Inmon*
- *DataVault*
- *Hybrid*

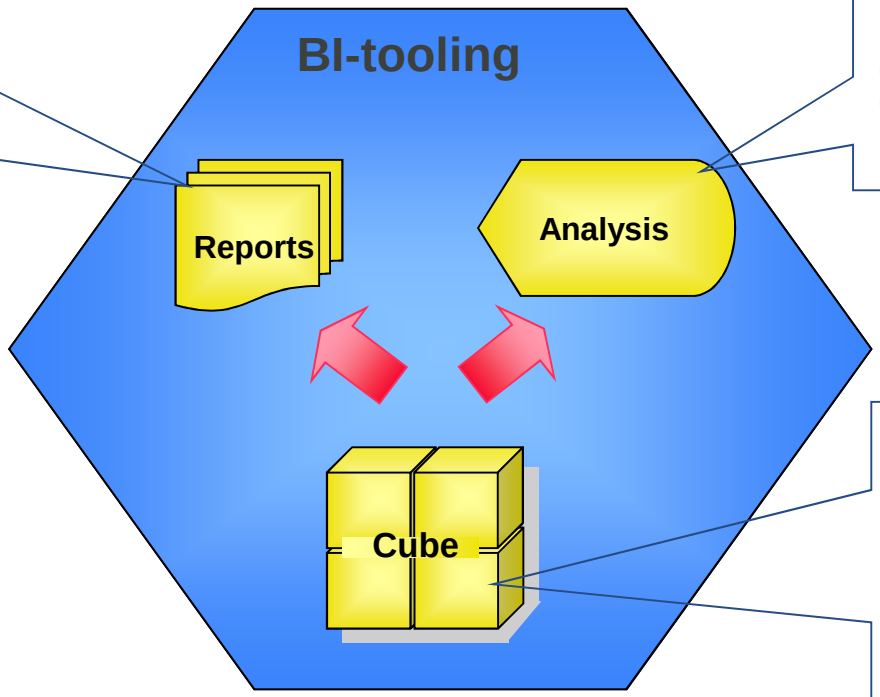
Issues regarding data



Plateau 3-4: Business Intelligence

- *Standard reports*
  examples:
- Daily P&L Oil
- Balance Sheet
- Commission Results

- Ad-hoc / user defined reports



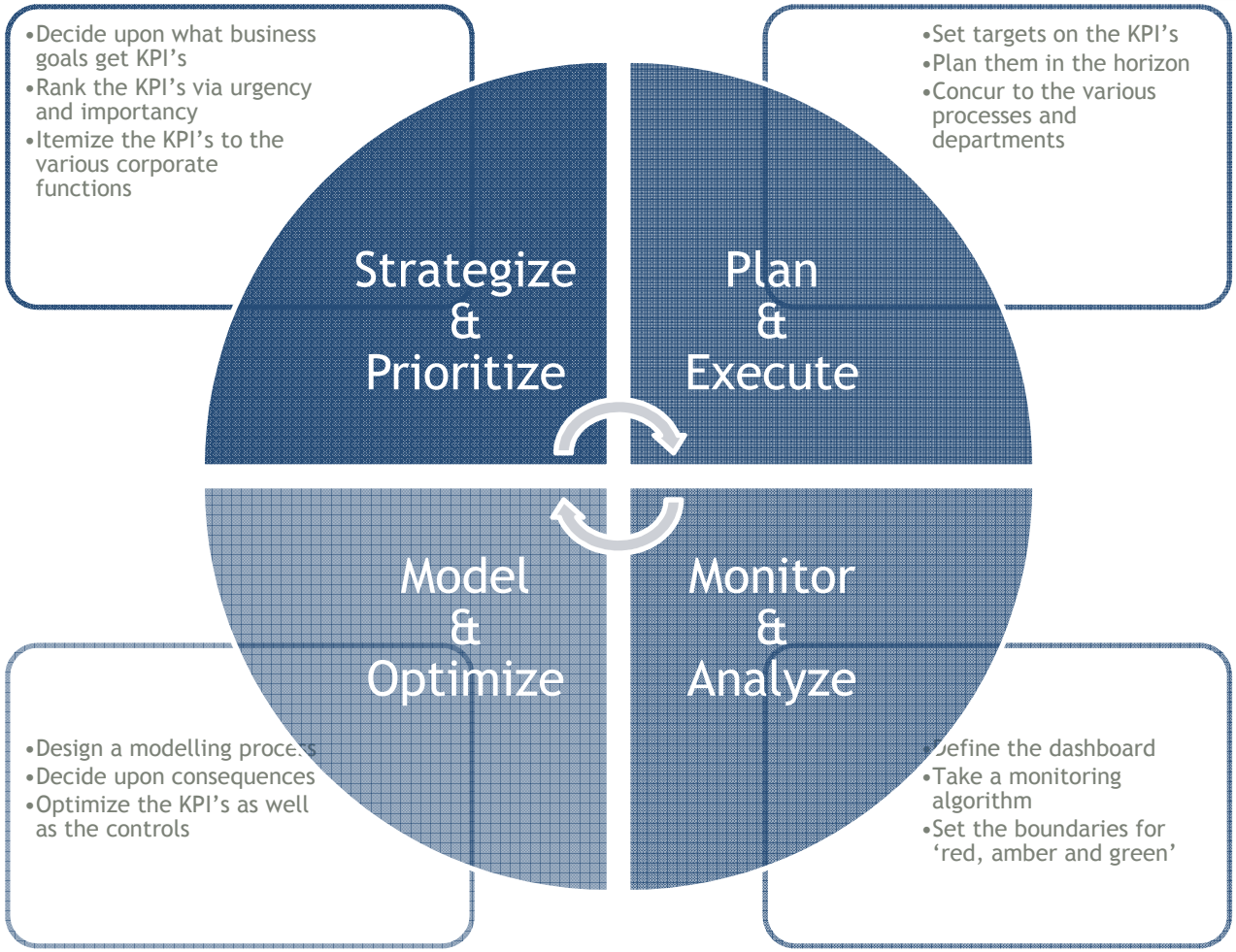
- *Analysis*
  examples:
- *Investigate suspect amount*
- *Look-up number of trades per client*
- *Data mining*
- *Ad-hoc querying*

Examples tooling
- *Business Objects*
- *Cognos*
- *Hyperion*
- *Oracle Enterprise Data Suite*
- *Pentaho BI Suite*
- *Spotfire*
- *Trillium*
- *Tableau*

Features
- Explore raw data
- Compose reports
- Detail reports
- Aggregated reports
- Dashboards
- Balanced score cards
- Charts
- Calculations
- Combined Reporting
- Slice & Dice (rearrange view on data)
- Initiate reports on the time you want
- Print, e-mail or pdf reports
- Schedule reports
- Distribute reports to users, groups, …
- Reporting via intranet

Plateau 5: Enterprise Performance Management

Examples tooling
- *Cognos*
- *Hyperion*
- *SAP Outlook Soft*
- *Business Objects*
- *Pentaho BI Suite*
- *Information Builders*



Why Caronne

Network of specialists
Caronne has very experienced employees – and a large network of specialists specialised in all aspects of enterpise information and analytics.

System Independent
Caronne has no liaisons with any system integrator or solutions provider. Our focus is ‘customer only’.

No nonsense, flexible approach
Methods and methodologies are made for making the work easy. Although we are trained in the newest methodologies such as Scrum, Agile and Lean but also in the more established methods such as RUP and Prince II, we look at the most effective way to produce the best result for you.

Clients in many branches
Information is the key in an organisation. That’s our vision. And we implemented this on various ways in many sectors. Including Government, not-for-profit, financial services, publishing and the energy sector.

Our offerings

- **IBA Quick Scan™**

  Photographing the current situation and advising next steps

- **Data Governance Spider**

  Defining a Data Management roadmap

- **Trendnavigator**

  Design and implementation reporting environment

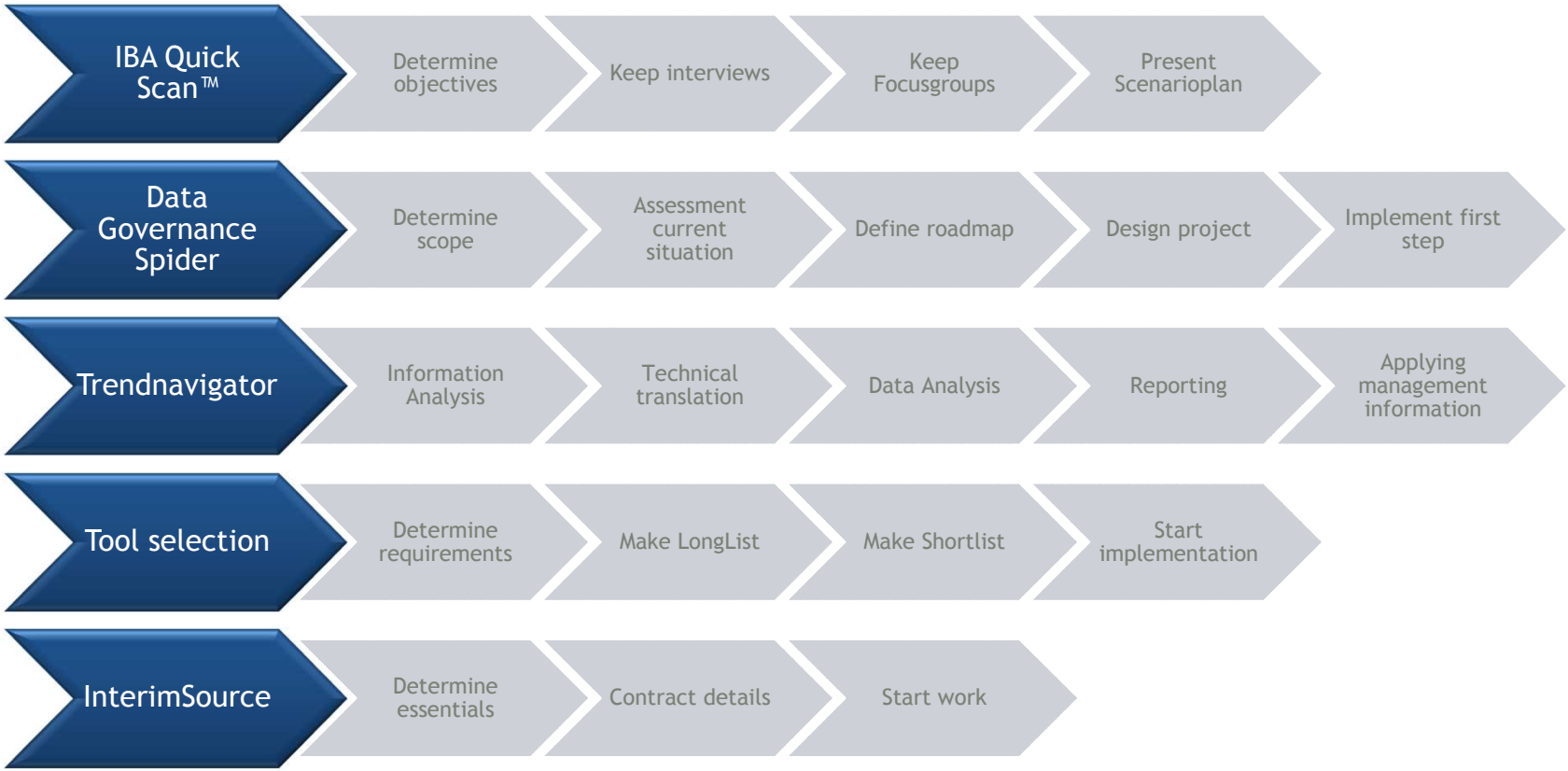
- **Tool selection**

  Selection and implementation of info based systems

- **InterimSource**

  Delivery of specialists for project management, tool selection, business analysis and development

Our Approach



Credentials

- Implemented data warehouse for Merchant banking regarding contract and client information. Creation of clean mtm computation.

ABN AMRO

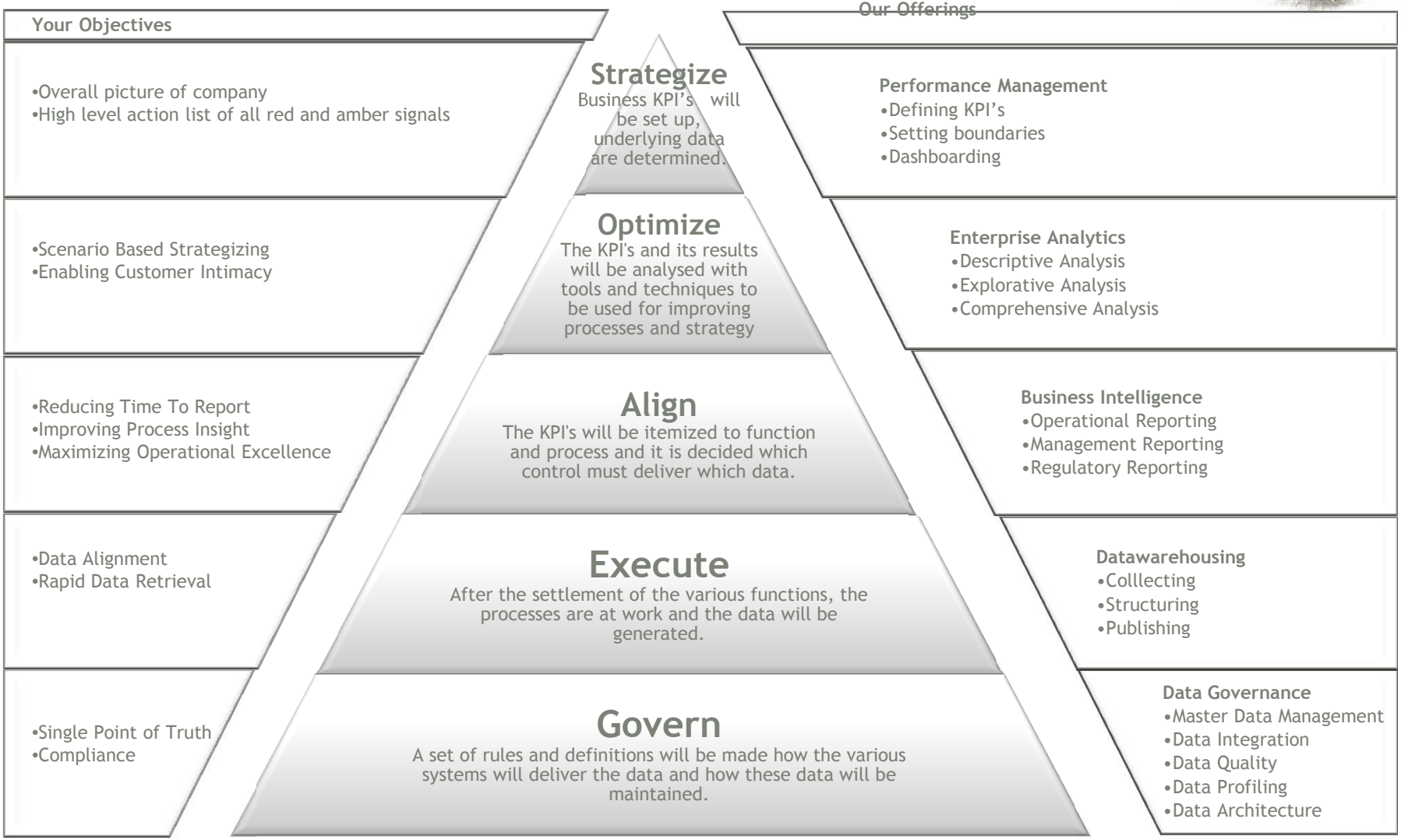
- Redesign of a large data warehouse for receiving regulatory reports from banks (CRD IV) and sending it to SSM

DNB

- Designing a webshop and fulfilment for it; creating reports and making profile analysis of the data

TMG

How we can help to accomplish your objectives



Curriculum Vitae Jan Kamphuis MSc.

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Background

I am a visionary, open minded advisor who determines direction and is solution driven. I want to inspire, to be inspired and to excel for the customer. I'm specialized in "Information", like Datawarehousing, Data Governance, Business Intelligence, Big Data and CRM. I have more than 14 years of professional experience in a wide range of branches, with the accent on financial services, marketing and publishing.

Education

- Masters degree in Econometrics, specialization Business Informatics, in 1996
- Post-University degree in Digital Marketing & Strategy, 2009
- Degree in Big Data Analytics, 2012
- Certified ACI Dealer, 2013
- Certified Prince II Practitioner, 2002
- Publication "Combinatorial Optimization with feed back networks", 1996
- Publication "Intelligent Business Analysis", 2004

Languages

- Dutch (native)
- English (professional)
- German (proficient)
- French (proficient)

Skills

- Fin.services: Basel III, Solvency II, IFRS, FATCA, EMIR
- Marketing: CRM, data mining, game theory, ECM, EDM
- Government: AWBZ, Wmo, Gemeente heeft Antwoord
- Project Management(Prince II, DSDM, IPMA, Scrum)
- Interim Management (ASL, BiSL, WFM, ITIL)
- Management Consultancy (RUP/UML, PDCA, CMMI, XP)
- Big Data (incl. Architecture and Analysis)
- Business Intelligence (incl. Data Modeling & Analysis)
- Data Warehousing (incl. Architecture)
- Data Governance (incl. MDM and Profiling)
- In-depth experience in the field of business analytics and architecture
- Tool selection (a.o. BI, ETL, CRM) and Migration

Experience Project Management

- Project management of implementing Collateral Management Reporting with a datawarehouse as part of an overall ECB project
- Project management of implementing a reporting environment for client and contract information for the Trading room (Front Office) and the PCA-department of an International Bank (worked at NL and B sites)
- Project management of DataHub for an international bank: An environment for Credit and Market Risk, which calculated mtm's for the departments ALM, Collateral, Risk and MA&R
- Project manager of a large publishing company, for reporting and data migration of a large website, including leading the outsourcing engagement. Also project management of Trip accounting and Reporting for Logistics and Controlling
- Project management of the data warehouse for Wmo, including a financial reporting environment for their 443 clients (i.e. municipalities) for a large semi-public undertaking
- Project management of design and implementation of an Internet plaza for a start up, including design and implementation of a web based linked backoffice
- Project management and development of an analysis and reporting environment for an international utility company, including enclosure of 40 backoffice systems
- Project management of a large scale data integration and cleansing project for an international publishing company.
- Project management of a knowledge management project for marketing and sales of a publishing company, in which process wide knowledge as well as documen-tation (incl. campaign management) needed to be secured

Experience Interim Management

- Developing a vision and strategy concerning Business Intelligence and implementing this at a National Central Bank
- Setting up a Business Intelligence Competence Center which would maintain the data warehouse at an international trading bank
- Change manager (changes > 100k) for a large publishing company
- Managed data analysis project focused on fraud reporting, including accuracy, completeness and tracking and tracing illegitimate medical practitioners on an international insurance company.
- Initiating and extending a datawarehouse department at a large utility company
- Setting up and running a Market Intelligence depart-ment for a large publishing company, furthermore facilitating marketing and controlling with a reporting enviroment and recruiting marketeers for 1-1

Experience Management Consulting

- Executing a reporting (database, ETL and BI) tool selection regarding data archiving and warehousing for an international merchant bank
- Performing a Quick Scan Analysis of the Wmo process, advising business improvement and project management of integrating two IT departments at a Dutch municipality
- Developing a roadmap (program management) for the information services for a semi-public organization, taken into account the governmental stakeholders
- Executing an IBA Quick Scan™ and advising to achieve the next step in the marketing and sales process, including investigation possible CRM systems at a printing company
- Tool selection of a companywide CRM system for a large publishing company

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