



Large Private Sector Bank improves customer service with Realtime Analytics

The client is India's largest private sector bank with a network of 4,450 Branches and 13,916 ATM's across India. Their subsidiaries include India's leading private sector insurance companies and among its largest securities brokerage firms, mutual funds and private equity firms. The client's presence currently spans 17 countries.

1. Business Challenge

The client's tremendous business growth was accompanied by big data challenges to be addressed immediately and effectively. They needed to:



Manage explosive data growth effectively without hampering business performance



Re-establish their Analytics Framework and ensure real-time, accurate data analysis



Transfer their critical business data to a stable, reliable and safe warehouse



Automate basic data management functions and adhere to compliance requirements

2. Estuate Solution

Estuate followed a phased approach and built a complete data management and analytics solution for the client.

- **Optimized data modeling** for the client's lead database
- **Migrated 4000+ tables, 1000+ procedures and 400+ ETL tasks** to a new, scalable database
- Integrated client's **big data** with HP Vertica for effective, real-time analytics
- Enabled tracking of **fraudulent transactions** and allowed complete on-demand access to reports

3. Business Impact

The client could not only manage data growth effectively, but could also improve business performance significantly.



Improved customer satisfaction

significantly with internal channel sourcing up to 20%



Mitigated financial risk

from core financial applications with real-time access to reports



Gained valuable business insights and improved decision making with better analytics



Ensured compliance

with business and regulatory requirements

Talk to our experts



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