

Information Builders' WebFOCUS business intelligence and iWay Software integration technologies provide an end-to-end information management strategy, combining performance management, data governance, business intelligence, and analytics to help organizations make smarter decisions.

Information Management for Financial Services



Cleanse, Consolidate, and Control Financial Data With iWay's EIM Suite

After years of struggling to integrate the disparate technology environments inherited through mergers and acquisitions, financial services firms now face problems with the quality of their data. This impacts nearly all facets of their operations, as many firms have lost faith in the integrity of their own data and have yet to deploy effective information management techniques.

Data quality is crucial for success. Rising customer churn is forcing firms to be smarter about acquiring new clients and retaining existing ones. Increasing rates of identity theft and other fraud make risk management an urgent endeavor. More stringent regulatory requirements make data accuracy a vital requirement. Without access to timely, consistent, and complete information from across the enterprise, meeting all these demands can be nearly impossible.

iWay Software information management solutions from Information Builders help financial services firms:

- Ensure consistency across all accounting, customer, product, market, and other systems
- Improve service delivery by unifying, validating, and enhancing customer details across multiple product lines
- Improve the detection of identity theft, money laundering, and other fraudulent activities
- Define and enforce data-handling and management standards
- Enhance up-sell, cross-sell, and other sales initiatives through more accurate customer profiling and segmentation

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

- Minimize the high costs associated with manual information management
- Facilitate full compliance with the Basel Accords, Sarbanes-Oxley, and other regulations

Implementing and Enforcing Formal Data Management Policies

Countless studies show financial services firms to be behind the curve when it comes to data governance. Given the nature of the industry, even the slightest error or inconsistency can result in lost revenue. Because data integrity is crucial to day-to-day decision-making – and, ultimately, profitability – financial services firms must implement the formal rules and policies required to standardize and control the way information is generated, handled, stored, and maintained. They also need to deploy the right technology tools to support and enforce those rules.

Eliminating Invalid or Redundant Data

Financial firms manage data not only from their diverse set of internal systems, but also from external ones. For example, security and currency data is collected from various exchanges. If this data is incorrect, incomplete, or redundant it can hinder everything from marketing and account management to risk mitigation. Inconsistent information can also create compliance issues with regard to the Basel Accords, Sarbanes-Oxley, and other regulatory guidelines.

Creating a Single, Consistent View of Customers and Products

The majority of today's financial services companies were born from mergers and acquisitions. As a result, important product and customer information typically resides in countless siloed systems, each maintained by a different line of business. These systems often contain conflicting data, which can hinder sales, marketing, and customer service efforts. With a comprehensive information management strategy in place, users can achieve enterprise-wide visibility into account holders, products, and more.

Powerful Solutions to Meet Evolving Information Management Needs

Only iWay Software's Enterprise Information Management (EIM) Suite offers a comprehensive, fully integrated platform that provides:

- **Data Governance.** Financial services firms can achieve complete visibility into quality issues and more rapidly identify and cleanse corrupt, invalid, or incomplete data. Data stewards will be empowered to proactively capture and detect bad information, define how certain problems will be handled, and closely track those issues that require manual intervention.
- **Data Quality Management.** Our powerful information management tools evaluate, monitor, and manage data quality across different information systems, while preventing incorrect data from entering these systems in the first place.
- **Master Data Management.** iWay can efficiently consolidate millions of records according to easily defined business rules, resulting in unified and validated master data that is instantly available to a wide range of internal applications as well as the external systems maintained by partners.