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consilium1

## Data Management: Master Data Management Project

An antiquated customer **information system (CIS)** became a **roadblock** for our national banking client. We paved the way to progress with a **Master Data Management (MDM)** system that **enhanced functionality, reduced** overhead, and **delivers consistent customer data** across business channels. | **Problem solved.**

Our client is a diversified financial services company headquartered in the Midwest with 16 affiliates and over 1,300 full-service banking centers, operating four main business divisions including Commercial Banking, Branch Banking, Consumer Lending, and Investment Advising. With more than 2,390 ATMs, over \$112 billion in assets, and over \$190 billion in assets under care, our client is among the largest money managers in the Midwest.

### PROBLEM

Our client came to us with a number of challenges:

- **Antiquated Customer Information Application.** Customer information was housed within an obsolete application with limited access and functionality.
- **Integration and communication challenges.** Customer application was difficult to update and did not consistently deliver customer data to disparate systems throughout the company, resulting in decreased productivity and lost or ineffective cross-promotional opportunities.

### SOLUTION

The c1 team used a three-part solution to solve our client's challenge:

- **Initial assessment and installation of web-based Enterprise Customer Information File (ECIF) portal.** Used a flexible, powerful Master Data Management (MDM) application and internet service portal to bridge gaps between existing ECIF applications and other key Line-of-Business (LOB) applications.
- **Phase 2 re-design.** After a successful initial implementation, c1 re-architected and reloaded ECIF information into a new, streamlined instance of the system to improve the interface, boost speed, enhance functionality, allow for easier maintenance, and provide a more consistent view of the customer within key LOB applications.
- **Investment Advisor Group integration.** Integration into the MDM system provided consistent data and seamless communication between operating divisions.

### RESULTS

The c1 team delivered impressive results for our client:

- **10% reduction in overhead and operating costs.** System will continue to provide additional cost savings with further integration into remaining operating divisions.
- **Enhanced user and customer experience.** Web interface and consistent data visibility across divisions allows bank employees to be more productive and better serve customers through intelligent decisions and service recommendations. This functionality enhances the customer experience and drives profitable interactions for both groups.
- **Increased cross-promotional opportunities.** Consistent data sets and visibility allow disparate divisions to work seamlessly together and drive profitability through more intelligent marketing, service, and cross-promotional opportunities.

### PARTNERS



For more information about c1, visit [consilium1.com](http://consilium1.com), call us 1-866-631-5494, or contact us at [sales@consilium1.com](mailto:sales@consilium1.com).