

Implemented an enterprise-wide platform to increase Customer Engagement for a Bank Holding company Headquartered in Buffalo, New York

Challenges

- Decentralized existing system operating in silos leading to data inconsistencies and operational inefficiencies.
- 45+ diverse source systems (internal/external sources, Legacy mainframes applications, varying latency)
– No single version of truth
- Deposits growth has slowed as the new products introduction took much longer relative to peers
- Consumer data was siloed which impacted newer product / services roll out
- To implement an enterprise wide platform to increase Customer Engagement.

Solution

- To accelerate digital transformation Virtusa defined “comprehensive data strategy” and a clear plan to build out customer 360 platform called EPIC
- EPIC Analytics platform sourced data from EDW, MDM and other sources to build out comprehensive customer 360 which helped offer new products/ services.
- Enabled single source of customer transactions data across various products/ services
- Data governance covering metadata management, data quality, data lineage needs and exception handling; Aligned to the needs of BI Reporting, Advanced Analytics, Campaign Management and Marketing Resource & Asset Management needs
- Created as single view of the customer and enabled a 1-2-1 relationship; Provided Golden Record, Single View of the Customer to operational solutions.

Value delivered

- Our client is now able to store and analyze all its data - structured and unstructured - in one centralized location at low cost and can now:
- Quickly ingest data without needing to force it into a predefined schema, enabling ad-hoc analysis by applying schemas on read, not write.
- Use any tool in the ecosystem thereby increasing the flexibility of the right tool for the job
- Future-proof its architecture. As new use cases and new tools emerge, our client now can plug and play the current best of breed.