

Database Answers

A Marketing Pack for Investment Banking



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A Marketing Pack for Investment Banking

The Purpose of this document

The purpose of this marketing Pack is to support marketing of the Industry Model for Investment Banks which is on this page of our Web Site :-

- http://www.databasanswers.org/data_models/enterprise_data_model_for_investment_banks/index.htm

Step 1 - Start by creating a Statement of Business Objectives

We start by agreeing a Statement of Business Objectives to establish the scope of the Enterprise Data Model.

Once we have agreed the Statement of Business Objectives we can create a draft Top-Level Model with associated Subject Areas, each of which is shown in its own Model.

This is an example of a Statement of Business Objectives for an Investment Bank :-

"Our Business objectives are to offer a range of Services to Clients, which can be either organizations or **High-Net-Worth Individuals**.

These Services will involve completing Deals for our Clients in which our Staff will participate with the purpose of achieving acceptable returns on investment.

Brokers may participate in these Deals, which will all be completed by Settlements.

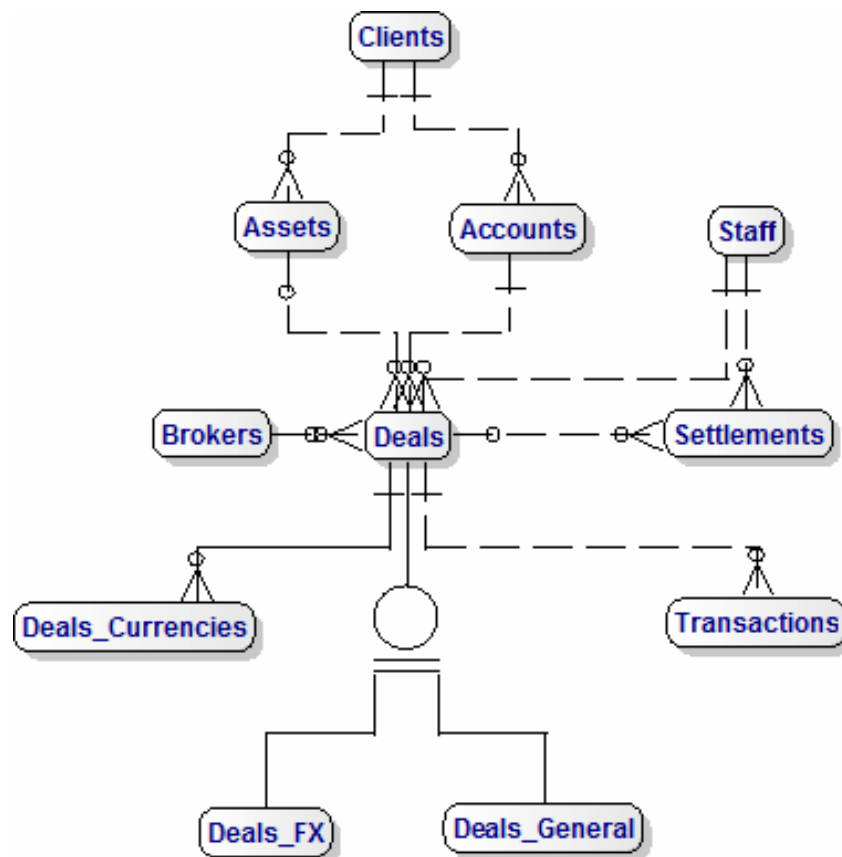
Deals may involve multiple Currencies and incur subsequent Transactions, such as adjustments.

Step 2 - Review the Enterprise Data Model

After we have agreed the Statement of Business Objectives with the business we can review our Enterprise Data Model.

This establishes the data available for a Data Warehouse to meet BI requirements.

We can adopt an approach geared to a Product Lifecycle (Buy and Sell) or to a Customer (Engage, Service, Disengage) or KPI-related, or some combination of these.



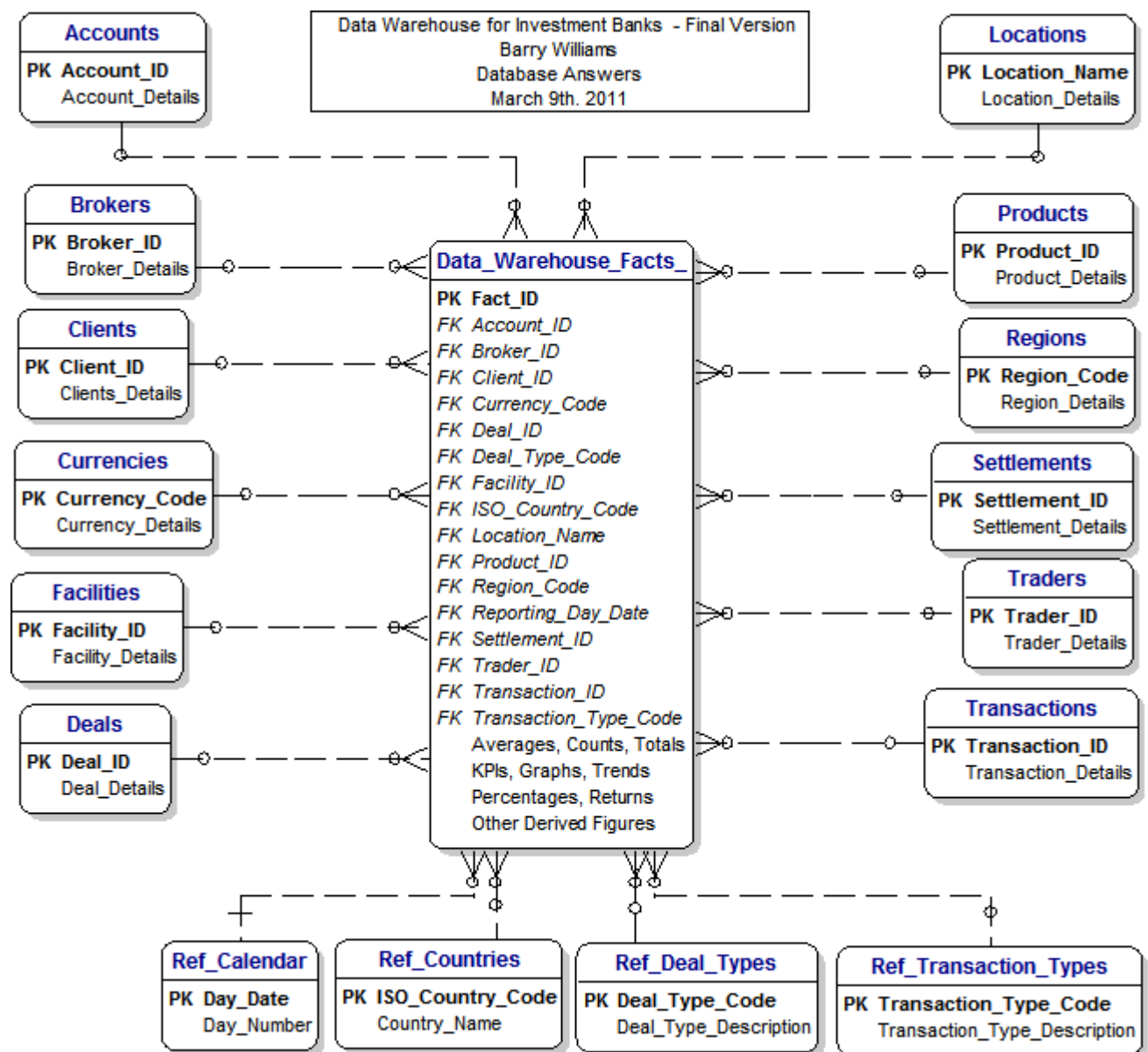
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Step 3 - Adapt Subject Area Models

We have also created Data Models for these **Subject Areas** :-

- [Accounts](#)
- [Brokers](#)
- [Customers/Clients](#)
- [Deals](#)
- [Deals FX](#)
- [Deals \(General\)](#)
- [Settlements](#)
- [Staff](#)
- [Transactions](#)
- [Other Subject Areas](#)

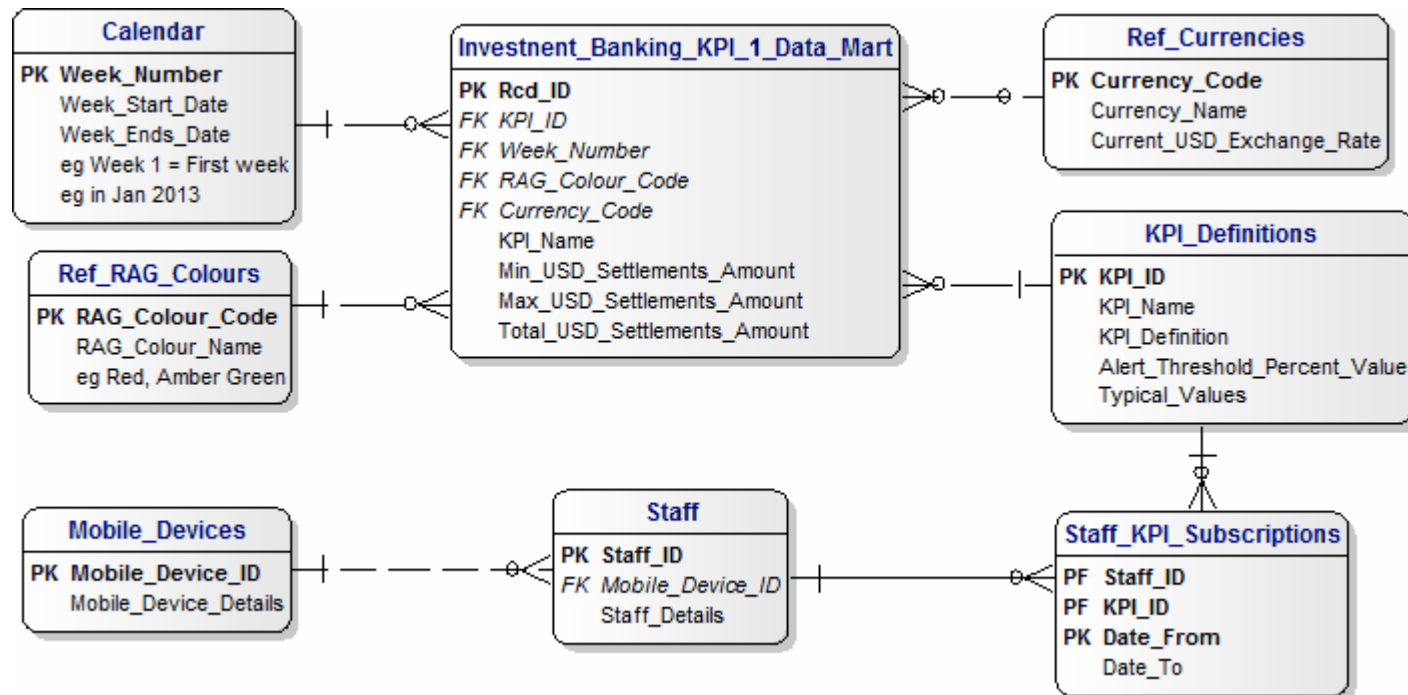
Step 4 - Review Generic Investment Banking Data Warehouse



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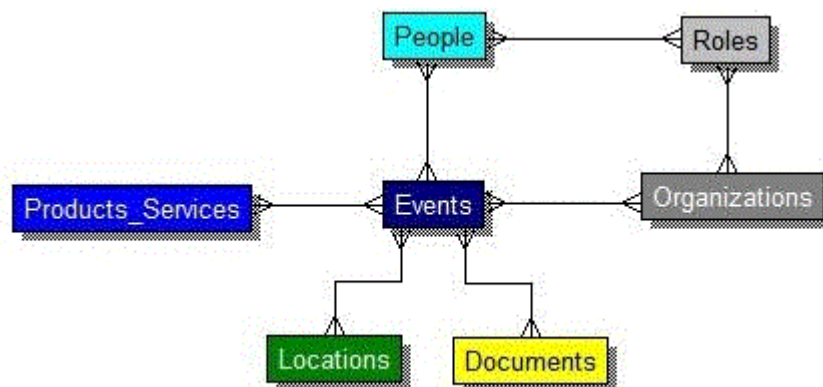
Step 5 - Review Draft BI KPI Model

KPI 1 is the Total Settlements Amounts by Currencies.



Step 6 - Validation of the Canonical Data Model (CDM)

This shows the CDM



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Step 7 - Review of a Source Document

This is an example of an Client Asset Holding Weekly Report.

Monthly Asset Allocation Report - November 2010

ISIN	Counterpart Name	Assets Type	Security Name	Security Code	Quantity	Currency	Accrued interest
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	ACERGY	LU0075646355	151,243.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	AGR GROUP	NO0010277171	405,257.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	AKER SAS CL.A	NO0010234552	18,081.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	AKER SOLUTIONS	NO0010215684	135,197.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	AP MOELLER MAERSK S.B	DK0010244508	25.000	DKK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	BAKER HUGHES ORD.	US0572241075	29,346.000	USD	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	BERGEN GROUP	NO0010379779	251,296.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	CAMILLO EITZEN	NO0010227036	106,916.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	COCKWISE	BMG2786A1062	34,714.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	EITZEN CHEMICAL	NO0010327620	3,541,630.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	ELECTROMAG GEOS	NO0010350494	744,849.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	FAIRSTAR HEAVY TRANSPORT	NL0000026292	242,925.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	FRED.CLSEN ENERGY	NO0003089005	42,173.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	GOLDEN OCEAN GROUP	BMG4032A1045	1,110,956.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	HALLIBURTON	US4062161017	27,044.000	USD	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	JINHUI SHIPPING TRANSPORTATION	BMG5137R1088	191,975.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	NOBLE	CH0033347318	19,646.000	USD	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	NORWEGIAN CAR CARRIERS	NO0003146904	1,111,890.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	ODFJELL S.A	NO0003399909	219,761.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	ODFJELL S.B	NO0003399917	27,205.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	PETROLEUM GEO-SERVICES	NO0010199151	199,645.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	POLARCUS	KYG7153K1085	326,217.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	PRIDE INTERNATIONAL	US74153Q1022	11,060.000	USD	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	PROSAFE	CY0100470919	51,009.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	ROWAN COS	US7793821007	16,227.000	USD	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SAGA TANKERS	NO0010572589	179,841.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SCHLUMBERGER	AN8068571086	13,400.000	USD	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SEABIRD EXPLOITATION	CY0101162119	662,292.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SEADRILL	BMG7945E1057	143,932.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SEAWELL	BMG795601019	52,059.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SEVAN MARINE	NO0010187032	153,639.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SIEM OFFSHORE	KYG813131011	195,993.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SONGA OFFSHORE	CY0100962113	265,555.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	STAR REEFERS	KYG8557Q1055	2,913.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	STOLT-NIELSEN	BMG850901025	229,033.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	SUBSEA 7 CL USD	KYG8549P1081	95,787.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	TGS-NOPEC GEOPHYSICAL COMP.	NO0003078800	73,868.000	NOK	0.000
LU0269355474	CARLSON FUND - DNB NOR NAVIGATOR	Equities	THE CONTAINERSHIP COMPANY	NO0010566367	57,898.000	NOK	0.000

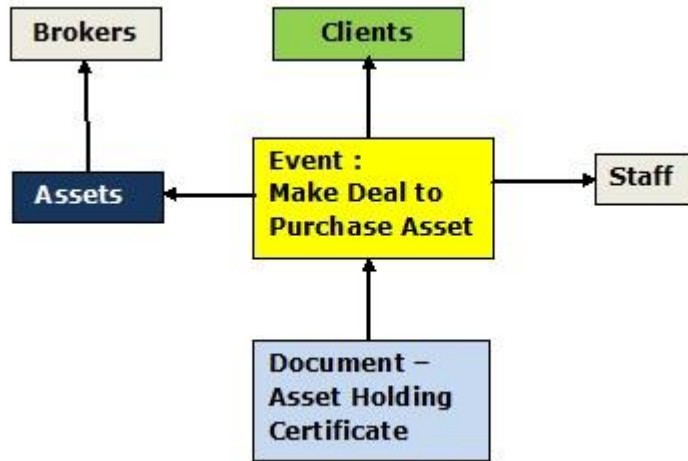
Step 8 - Definition of Data in a Source Document

This is an example of an Operational Data Store.

ODS
PK Rcd_ID
Report_Date
Client_Name
Asset_Type
Asset_Code
Asset_Name
Holding
Holding_Value
Other_Details

Step 9 - Map to Canonical Data Model

This is an example of mapping to the Canonical Data Model.



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