



HP Neoview and MicroStrategy 8 in financial services

Enhancing business analytics to accelerate growth
and mitigate risk

Are you capitalizing fully on your business information?

The evolution of product lines, mergers, acquisitions and rapid growth have left many financial services companies with data greatly distributed across many transactional systems. This set of circumstances has created steep challenges for business intelligence (BI).

If your data is spread across disparate systems, it's tough to track trends, identify opportunities for profitable growth and prevent fraud. It's also difficult to comply with new regulatory requirements, including mandates

to monitor systems for illegal activities and to provide regular, transparent and accurate financial reporting. And then there's the ever-present challenge of managing overwhelming amounts of data from various sources—and turning it into reliable business intelligence that enables better business outcomes.

If your financial services company is facing challenges like these, it's time to take a look at the combined capabilities of the HP Neoview data warehouse and MicroStrategy 8™ business intelligence solutions. Together, HP and MicroStrategy® offer a simplified and integrated solution that unifies your business intelligence environment.

Simplify business intelligence with HP and MicroStrategy

When your company deploys MicroStrategy 8 solutions on the HP Neoview data warehouse platform, you're positioned to simplify business intelligence across your financial services enterprise.

The HP Neoview and MicroStrategy combination consolidates your BI capabilities into a single integrated system that you can manage from one easy-to-use application. You can seamlessly integrate standards-based HP servers into your heterogeneous environment to consolidate data and services and reduce management and maintenance.

The combined power of HP and MicroStrategy helps you achieve important advances in your business intelligence environment:

- Efficiently capture and analyze organizational data.
- Enhance the shift to near real-time operational business intelligence.
- Gain new insights into processes, events, environments, products and customers across your enterprise.
- Deploy an integrated system that supports and improves the decision-making process.
- Implement a system that evolves as your requirements change.
- Become more efficient in querying and reporting, forecasting, analytics and scorecarding.

These are the types of benefits driven by the HP Neoview and MicroStrategy 8—a combination that enables breakthroughs in business analytics.

Solution components

HP Neoview: next-generation data warehouse platform

With HP Neoview, HP has simplified the process of implementing an enterprise data warehouse (EDW). This next-generation data warehousing platform integrates information at rest with information in motion to empower everyone in your enterprise. In addition to best-of-breed technology, your HP Neoview platform includes setup and deployment services that enable you to begin to load data as soon as the system is powered up.

Accelerate growth with rapid time to benefit

When you deploy HP Neoview platforms for large-scale data marts and enterprise data warehousing, you can start reaping the benefits of the new platform almost immediately. Production can begin in a fraction of the time that was necessary for previous approaches. The complete hardware and software stack and parallel database management system (DBMS) are preconfigured and tested before delivery. Once the Neoview platform is up and running, Neoview provides fast integration into the leading data integration environments and can load terabytes of data in a single day.

Standards-based components for reduced cost

HP has brought together outstanding hardware and software components to create a superior combination of performance, reliability, scale and cost for enterprise data warehousing. Hundreds of high-performance Intel® Itanium® 2 processor-based servers are transparently clustered within the Neoview platform. The servers and storage hardware are standard components, produced in high volume. As a result, the Neoview platform delivers enterprise-class data warehousing at a significantly lower cost than legacy EDW systems.

A lifecycle approach for reduced risk

Even though the HP Neoview platform's inherent self-healing capabilities and simplicity greatly reduce the need for technical support, HP monitors, upgrades and repairs Neoview platform installations wherever they may be. The HP lifecycle approach can help you establish or fine-tune your vision for business intelligence in your corporation, and it gives you the confidence that your mission-critical Neoview platform will be up and running when you need it—and when your customers demand it.

Coupled with HP Information Management Practice

Deployment of HP Neoview systems has been coupled with the industry-leading HP Information Management practice to enable companies to quickly address data provisioning for their business intelligence systems. Specializing in data sourcing, governance and management of large-scale data projects, the HP Information Management practice helps your company gain better business outcomes from your business intelligence projects.

HP Services

To complete your solution, HP provides integrated hardware and software support services—from 24x7 proactive support to mission-critical support. In addition to specific HP Neoview Platform Foundation Services that provide quick installation and configuration, HP provides a comprehensive set of business intelligence services as well as HP Neoview Platform Expert Services for performance optimization, growth management, disaster recovery planning and security review.

Figure 1. CEO view of capital allocation and RORAC (return on risk adjusted capital) by product line

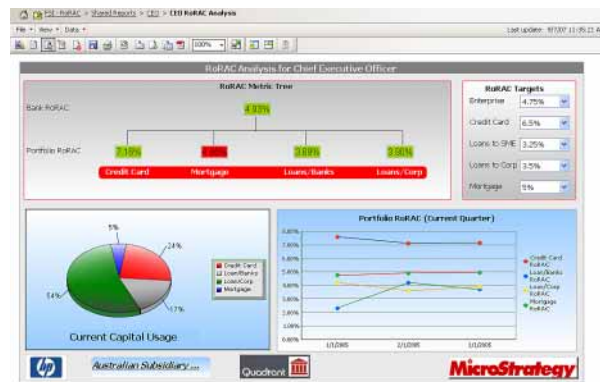


Figure 2. Portfolio exposures at a glance



MicroStrategy 8: business intelligence for financial services

The MicroStrategy Business Intelligence Platform™ helps your company make more effective business decisions. It provides analytics and dashboards that combine data from the distributed and diverse systems across your enterprise. The zero-footprint web interface allows you to give your users access to their personalized data and immediately perform any ad hoc analysis they desire—wherever they are.

To enhance the security of very private customer information, the MicroStrategy 8 platform provides security at the row level (what data you can see) and object level (what functions and calculations you have access to) within a report or a dashboard. With superior data and user scalability and self-service BI capability, the MicroStrategy platform allows users to leverage the full potential of BI to achieve high levels of performance.

Drawing on capabilities like these, the MicroStrategy platform delivers benefits across your enterprise, especially in the following business areas:

Customer analysis

- Improve customer satisfaction by analyzing the usage of the service channels available to a customer and improving those that are preferred while divesting in those that are under-used.
- Analyze customer attrition, by expanding what attrition actually means and focusing on the entire product portfolio of a customer, instead of individual products that customers may buy or sell at any time.
- Improve product cross-selling by recognizing key customer trends and gaining an understanding of customer behavior.

Operations and financial analysis

- Analyze internal transactions to identify instances of governance and control failure, excessive control risk and employee misappropriation of funds.
- Analyze existing physical and real estate assets to identify those that are suitable for sale and lease-back, increasing capital base and leading to increased transparency.
- Correlate operational events with key risk and performance metrics and turn them into business opportunities.

Sales and marketing analysis

- Promote multi-generational customer optimization by timing the marketing sent to the children of existing profitable customers.
- Eliminate poor sales campaigns by enabling all marketing to take into account the full portfolio of a customer rather than inappropriately targeting (or not targeting) the best potential customers.

Product analysis

- Identify behaviors predictive in nature that lead more accurately to products and services most likely to have the highest adoption for existing customers, and those that will most likely be purchased by new customers.
- Identify the financial impacts of specific life events, such as marriage, children, housing, college and the specific products that appropriately fill the customer's associated financial needs.

Risk and fraud analysis

- Identify and analyze issues and events in customer accounts, retail, corporate or capital markets, to identify them as mistakes, potential risks or possible identity theft problems.
- Understand risk exposure at all levels, including the enterprise level, through aggregation and correlation of financial data, operational data, portfolio data and customer data.

The MicroStrategy 8 product platform—at a glance

MicroStrategy component	Function
Intelligence Server	Provides all 5 Styles of BI on a single, unified platform using a services-oriented architecture
Narrowcast Server	Distributes personalized business information to users via e-mail, printers, file services, SMS and mobile devices
Service modules	
OLAP Services	Allows MicroStrategy Desktop, Office and Web users to manipulate Intelligent Cubes
Report Services	Delivers the entire range of enterprise reports
Data Mining Services	Delivers data mining predictive models to all users
SAP Services	Provides SAP-certified NetWeaver integration with SAP BW, SAP WAS and SAP Enterprise Portal
User interfaces	
Desktop	Provides integrated query and reporting, powerful analytics and decision support workflow on the personal computing desktop
Mobile	Lets business users access MicroStrategy reports and dashboards from BlackBerry devices
Office	Gives business users open and straightforward access to the full functionality of the MicroStrategy platform—all from familiar Microsoft® Office applications
Web	Provides a highly interactive, easy-to-use interface for monitoring, reporting and analysis
Development tools	
Administrator	Provides the most comprehensive systems management environment for business intelligence
Architect	Maps the physical structure of the database into a logical business model and stores it in a centralized metadata repository
BI Developer Kit	Lets business users immediately start reporting, analyzing and monitoring corporate performance
Integrity Manager	Automatically compares and verifies the consistency of reports as changes are made within your BI system
SDK	Enables quick and easy customization and integration of the MicroStrategy platform into any application on any platform

Leap ahead with HP and MicroStrategy

With HP Neoview and MicroStrategy, you can standardize on one world-class business intelligence platform that leverages open, standards-based hardware and software components—and helps your company leap ahead of the competition.

This solution is the result of a close partnership between the two companies. HP and MicroStrategy work together on joint research and development efforts, and MicroStrategy certifies and optimizes its products to run on HP platforms. These collaborative efforts yield business intelligence solutions that deliver enterprise-class performance, the simplicity of pre-integrated hardware and software, and the affordability of standards-based computing components.

Ultimately, with the combined resources of HP Neoview and MicroStrategy, you can enhance business analytics to accelerate growth, mitigate risk and enable better business outcomes.

The sooner we start, the better the business outcomes.

Are you ready to accelerate business growth with better business intelligence? Call your HP representative today to arrange for an assessment of your business environment. Discover how you can accelerate business growth, lower costs and mitigate risks with a next-generation enterprise data integration solution built on HP Neoview and MicroStrategy platforms.

To learn more, visit www.hp.com/go/neoview and www.microstrategy.com.

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