Digital Transformation of Banking with MicroStrategy
The challenge
This is an era of unprecedented economic, regulatory, and technological challenges in the banking industry. Economic conditions are volatile and low interest rates have impacted profitability. Regulatory requirements continue to increase in scope and complexity and heavily influence bank operating costs associated with compliance. The explosive growth of mobile devices has helped to make financial information and investment tools readily available to consumers, and the competition is capitalizing on new technologies.

The solution
MicroStrategy is an integrated platform upon which banking institutions can deploy customized, data-driven applications that meet their complex and varied needs. These powerful, secure solutions provide banks with insight and agility to help them get a competitive edge in today’s saturated market. Leading banking organizations across the globe rely on MicroStrategy’s analytics and mobility solutions to help reduce costs, drive revenue, enrich the customer experience, and manage risk and regulatory requirements.

MICROSTRATEGY provides banks with a platform to digitally transform their business.
**The challenge**
Banking institutions often struggle to maintain various line-of-business reporting tools and are in need of a financial reporting analytics tool that is secure, consistent, and can handle large, complex data sets. Executives require constant up-to-date financial information to run their businesses.

**The solution**
Financial analysis and accounting is imperative to every bank. MicroStrategy financial analysis solutions help ensure that users from executives to accounting analysts are empowered with the insights they need to efficiently manage their daily business, make better strategic decisions, and effectively collaborate with their colleagues.

These applications integrate data from a wide range of sources and allow users to seamlessly access critical analytics and information for financial reporting such as income statements, balance sheets, rates, and spreads. MicroStrategy’s powerful data visualization capabilities improve the ability of banks to identify and take advantage of business opportunities. Users are provided with a secure, personalized view of the financial information that is most relevant to their role in the organization.

Banks can also deploy MicroStrategy Mobile apps to their executives and board members. These secure apps are designed to ensure data integrity and enable users to identify trends related to profitability, liquidity, and risk. They help reduce costs by replacing large binders of paper, leading to significant time savings for the bank’s internal reporting team.

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**MOBILE APPLICATION:**
ACCOUNTING AND FINANCE

Streamline enterprise performance management and financial reporting processes and enable senior management to have access to the critical data they need to run their business.

Evaluate the financial performance of various lines of business and view information related to balance sheets, funds flow, interest rates, and more

Utilize powerful data visualization and mapping capabilities to identify financial performance trends

Identify financial risks that need immediate attention

Explore how various financial decisions could impact profitability through what-if analysis
MOBILE APPLICATION:
ASSET MANAGEMENT AND SERVICING

The challenge
Financial information and investment tools are now readily available to consumers. Wealth managers must prove their value and deliver superior performance and client service.

The solution
To effectively engage with and serve their clients, wealth managers need to have customer and financial information at their fingertips, integrated in a single, seamless solution. The MicroStrategy Mobile wealth management solution integrates relevant information, analytics, and business processes into one compelling tool. These apps can radically change how and where financial advisors can work with clients, develop financial plans, create proposals, and conduct performance reviews. In addition to client portfolios, wealth managers can view real-time information related to market and business news. Alerts can be generated about key client events, such as significant changes in portfolio valuation or changes to stock prices, so the advisor can take immediate action to address issues. These solutions also incorporate transactional input capabilities which allow wealth managers to rebalance assets, capture key client information, or submit client approval signatures. Advisors are even provided with in-app access to their documents such as prospectuses, research, and training materials.

The MicroStrategy Mobile wealth management solution frees financial advisors from the office, empowers them to more effectively win new business and nurture existing clients, and takes the client-advisor relationship to a new level.

Provide wealth advisors with powerful analytics and real-time insights into markets and portfolios so they can deliver superior performance and service to their clients.
MOBILE APPLICATION: RETAIL BANKING

The challenge
Today, customers have more choices on how, when, and where they bank. Changing banks is easy, and engagement with one specific bank often isn’t long-term. Banks face the challenge of running their retail branches profitably while constantly looking for ways to improve retention through a better customer experience.

The solution
MicroStrategy Mobile apps arm branch managers and employees with real-time insight to help them analyze their business units, customer base, and cross-sell offerings.

App users can quickly access branch, product, and channel performance reporting and analysis. They can view KPIs related to deposits, assets, liabilities, staff, and market penetration. Branch managers can quickly access sales activity information for cross-selling and marketing campaigns as well as compare their branch’s performance against others in the region.

These apps also help branches improve the customer experience by providing them with detailed client insights related to householding, activities, attrition warnings, and profitability. This information helps bank branch managers improve their branch’s business via well-targeted sales and marketing initiatives.

Arm branch managers and employees with real-time insight to help them analyze performance, understand their customer base, and identify cross-sell opportunities to improve profitability.

Maintain constant visibility to branch assets, liabilities, and income
View top and bottom performing banks and benchmark their performance
Access regional, branch, product, and channel performance reporting and analysis

Additional analysis:
Customer insights | Cross-selling | Staff
MOBILE APPLICATION:
COMMERCIAL AND BUSINESS BANKING

The challenge
Commercial and business bankers struggle to get a comprehensive view of customer interactions and investments. Business banking customers often lack the analytics needed to effectively manage their organizations.

The solution
MicroStrategy Mobile solutions for commercial and business banking provide bankers with a comprehensive, up-to-date view of customer investments and financial information. These sales enablement apps give bankers the ability to provide their clients instant answers and initiate transactions anytime, anywhere.

MicroStrategy Mobile enables banks to use transaction data to deliver tailored analytics to their business customers—sometimes for the first time. These high-performance apps provide users with powerful visualizations that enable them to easily understand data and act upon it. These apps can be customized—both in workflow and look-and-feel—so they fit with the brand of the bank.

These apps help business banking customers manage their cash flow, gain a comprehensive understanding of their daily business activities, and access detailed insights on their customers and targets. Additionally, banks that provide this type of application to their customers can gain a critical competitive edge that helps them win new business and better serve their existing customers.

Provide commercial bankers with a comprehensive view of customer investments and deliver valuable analytics to business banking customers.

Quickly understand where and when sales are occurring for your business
Pinpoint spending trends by sales turnover and volumes, average transaction size, and average daily transactions
Identify spending patterns across numerous time periods
Identify top performing markets by state and suburb

Additional analysis and capabilities:
Customer insights | Cash flow analysis | Working capital calculator
The challenge
Banks must comply with numerous regulatory exams each year, sourced from multiple agencies. Complicating matters, the scope and scale of regulations frequently change and are difficult to manage. Internally, banks face surging data and transaction volumes, the proliferation of data systems, and 3rd-party interactions. All of these moving parts increase exposure to — and magnitude of — credit, market, and fraud risk.

The solution
MicroStrategy is the only solution that can deliver the scale, performance, and flexibility needed for efficient regulatory reporting while also providing the self-service data discovery capabilities required for successful risk management investigation. Our solution allows banks to efficiently produce analytical reporting across huge volumes of data, distributed across multiple systems and domains. At the same time, risk managers are provided with sophisticated tools and analytical autonomy to uncover suspicious trends and behaviors before they become problems. Our platform enables banks to replace multiple, disparate point solutions with a single, common analytics platform—so they can maintain a governed and consistent enterprise data environment. Banks are able to satisfy regulatory requirements (such as Basel III, OCC, etc.) with confidence knowing that their data is unified and consistent across all regions and jurisdictions.

With the MicroStrategy platform, banks can address burdensome and unpredictable regulatory challenges faster and more efficiently. That means they can spend more time running the business and less time reporting on it.

Enable risk managers to effectively manage the demanding and evolving requirements associated with regulatory and internal risk mitigation.

ANALYTICS APPLICATION:
RISK MANAGEMENT

Provide at-a-glance visibility to key risk indicators
Quickly understand credit risk issues and trends across various regulatory parameters
Access analysis about products, regions, delinquencies, and asset liabilities
View data related to exposure by credit rating

Exposure by Credit Rating
Key Risk Indicators
4.3%
$186 B
41.2%
$3 B

RISK MANAGEMENT ANALYTICS APPLICATION:
iPad
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12:30 PM
100%

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The challenge
Only 41% of banks use predictive analytics and visualizations to turn their big data into actionable insights.*

The solution
MicroStrategy helps banks quickly analyze and act upon massive amounts of structured and unstructured data by arming them with sophisticated analytics and easy-to-understand visualizations.

One such example is our solution for banking capital markets departments. These applications blend together structured and unstructured data from various sources and incorporate powerful visualizations that help analysts quickly analyze, understand, and act on their information. Users can view current economic and political news via videos and RSS feeds. They are also provided with easy access to comprehensive market data related to interest rates, foreign exchange rates, commodity prices, and more. The best and worst performing market indicators for the day are highlighted along with the most quoted indices. These applications also include features such as economic calendars so that capital markets analysts can effortlessly keep track of key announcements and events in the industry. Podcasts of economic news and discussions can also be included in these applications.

*Source: 2014 Economist Intelligence Unit Survey
The challenge
Banks have to verify data integrity between external and internal financial records to comply with stringent government financial regulations. 60% of U.S. bankers report that regulatory requirements account for upwards of 10% of their operating costs.*

The solution
With MicroStrategy, banks can more confidently navigate these risks by identifying gaps and errors that may have been overlooked in bank statements or other transactional data. Banking institutions must fiercely protect their customers as well as their own reputations. Data discovery gives these groups a direct way to better monitor and investigate suspicious activity through customized thresholds, or easily drag and drop balance sheet data by month and year for automated account matching. Bank leaders can make more informed decisions when asked to take action concerning suspicious activity reports (SARs) or review discrepancies in account balances across disparate data sources. MicroStrategy ensures banks maintain integrity and transparency by making analysis simple. Banks can safeguard their reputations by clarifying their risk management practices. Users can view dashboards to quickly understand core compliance statuses and reduce the complexity of looking at massive datasets for account reconciliations.

*Source: KPMG 2014 Banking Industry Outlook Survey

Increase the effectiveness of compliance and audit teams by enabling them to easily identify and understand questionable activities and trends.
**ANALYTICS APPLICATION:**
**CUSTOMER RELATIONSHIP MANAGEMENT**

**The challenge**
More than 1/3 of bank customers buy a product from a competing bank each year. *

**The solution**
MicroStrategy helps banks effectively utilize customer relationship management (CRM) solutions to acquire new customers, retain existing ones, and maximize customer lifetime value. Banks use our platform’s powerful analytics to comb through large amounts of data and extract actionable insights about how to increase the profitability of their customers. Our software enables them to maintain a holistic view of individual customers’ profiles and activities.

These applications provide banks with information related to customer segments, attrition predictions, and marketing offer responsiveness. Users can employ these solutions to identify which individuals are most likely to default on credit cards and better understand the risks associated with individual loan applicants. They can use CRM data to keep track of their customers’ life stages so they can effectively market products like mortgages and IRAs at appropriate times. MicroStrategy CRM applications enable banks to identify their most profitable customers so they can focus on expanding their relationships with those clients through personalized marketing and customer service.

*Source: Bain & Company: 2014 Customer Loyalty in Retail Banking*

**Use powerful analytics to better serve and engage with customers, build loyalty, and drive revenue.**

- Monitor customer activities and identify attrition and loan default risks
- Track personal information such as life stages to more effectively interact with and market to customers
- View comprehensive financial profile analysis to identify your most profitable customers
The challenge
Banks need a way to differentiate their customer experience and reduce fraudulent transactions, without placing unnecessary demands on users or sacrificing convenience. Thanks to multiple independent data stores, banks have multiple versions of customer identity and lack visibility into customer behavior and engagement across different channels. Banking professionals need a unified platform for identity and analytics to get insights across all sales and services channels and provide a consistent and differentiated customer experience.

The solution
Usher provides banks with a single unified view of each customer which can be tied across touchpoints by integrating data from sales, services, marketing, and enterprise systems. This enables banks to build an exceptional and consistent digital customer experience through personalized and trusted customer interactions across channels.

Usher users can easily and securely log into online systems, remotely verify customers with a secure one-time passcode, or log into kiosks to access sensitive information and applications. This facilitates a trusted and customizable banking experience by leveraging Bluetooth technology to help avoid customer fraud, mitigate risk, and meet compliance requirements.

Usher’s analytical capabilities make it easy for banks to build dashboards providing real-time insights into user preferences.

Transform customer experience and security across all channels of a digital bank.
The challenge

Banks use separate forms of credentials for their facilities and IT systems, and rely on different badges for their employees and vendors—leading to a fragmented approach to identity management and access control. Access cards, passwords, and hardware tokens are difficult to personalize, issue, manage, and revoke. Providing secure access to employees and vendors is key to avoiding breaches and improving productivity.

The solution

Usher’s digital badges enable authorized banking personnel and partners to securely and seamlessly access corporate bank offices, branches, and critical information systems by leveraging their smartphones. With Usher, banking institutions have a variety of options to protect enterprise information through strong, flexible, multi-factor authentication, including push notifications, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. Usher helps provide visibility into user behavior and actionable intelligence across multiple enterprise systems, enabling banking organizations to optimize asset utilization, improve productivity, reduce risk, and digitally transform their business operations. Usher is compatible with existing applications and can be integrated using API.

Secure access to information systems, facilities, and sensitive information with digital identity badges.
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
NOVO BANCO: REAL ESTATE ASSET MANAGEMENT

Application
Following Portugal’s recent sovereign debt crisis, which resulted in a rise in foreclosures and the bankruptcies of numerous companies, Novo Banco began to acquire a large volume of real estate assets. Real estate was a new business for Novo Banco, and they needed an innovative way to manage their real estate and put new properties on the market. Prior to MicroStrategy Mobile, field sales managers had to use a laptop to see pictures of the property in one place, details in another, and excel spreadsheets with profit limits and commissions in yet another location. Novo Banco decided to use the MicroStrategy Mobile platform to create a mobile app that would manage these new real estate assets in a centralized, workflow-like style.

Novo Banco worked with MicroStrategy to develop a transactional app that would help managers monitor real estate assets. Novo Banco uses the app not only as a BI tool, but also to interact with information; end users can now input and change information directly from the field. The app allows end users to be more independent and allows managers to work remotely, as they can get the information they need from their tablet. The main components of the app include a portfolio section, contact section, an agenda for scheduling visits and negotiations, portfolio workflow management section, to-do lists, and dashboards. The app allows users to create new contacts, create and schedule tasks in a personal agenda, provide meeting feedback, and present proposals to supervisors for approval. The photo widget included in the app allows managers to browse pictures of real estate properties. Most importantly, the end user gains mobility—managers are able to complete deals on the go, which saves time and money.

PROFILE
Industry specifics: Banking - All other non-depository credit intermediation
Location: Portugal
Products: Architect, Desktop, Mobile, Web
Core capabilities: Enterprise Analytics, Mobile Productivity Apps
HUNTINGTON NATIONAL BANK: ENTERPRISE REPORTING

PROFILE
Industry Specifics: Banking - Retail and commercial banking
Location: United States
Products: Cloud, Mobile, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps

Application
Huntington National Bank has a small IT department staffed by only three people. For them, business intelligence meant digging through an array of Excel reports. This Excel-based system required a week per month to produce reports. Changes frequently required re-working previous month's reports to conform to changes in procedure or hierarchy. Huntington employed the use of other business intelligence tools, but lacked the funds to support a more extensive business intelligence operation. Huntington was faced with very strict data security rules and regulatory requirements, and the IT department had a limited amount of time for development and testing of new solutions. Adding to the challenge, the bank was burdened with legacy systems and had no means of presenting background data on the fly in the field. In addition to archaic legacy systems, Huntington had a collection of rogue Access databases located on the desktop machines of individual users that were not part of the IT group. There was no single source of data for any specific function. As a result, the bank had unrelated dashboards using different data from a variety of databases. MicroStrategy was the only business intelligence solution that could meet Huntington's needs while remaining cost-effective. With the help of MicroStrategy Professional Services, implementation was fast and easy. Different departments in the company wanted to review the same data, but with different views and at different levels of aggregation, all with security specific to individual levels and roles. MicroStrategy applications were the ideal solution for these on-the-go professionals. Huntington has built more than 13 applications—all delivered on both Web and Mobile—targeted at different audiences. Sales, commercial banking, retail banking, business banking, and auto finance departments all have their own applications. The executive team uses a MicroStrategy mobile app to monitor KPIs in real time across product lines and segments. The MicroStrategy implementation allows Huntington National Bank to empower its business users with the data and tools they need to make better, more informed decisions.
OCBC NISP: FINANCIAL AND OPERATIONAL PERFORMANCE

Application
Monitoring the bank’s business was of paramount importance for OCBC NISP’s Board of Directors and regional coordinators. Management needed insights into the bank’s financial and operational performance to help sharpen its competitive edge and ensure regulatory compliance. Business users wanted to know how the bank was performing at any given moment, as well as having the flexibility to review reports on the go.

A lack of real-time access to operations information was one of the biggest challenges facing the bank. The finance department relied on traditional consolidation and reporting tools, often depending on manual queries of the bank’s disparate databases to extract the necessary information. This process was time-consuming and often left management reviewing outdated reports.

OCBC NISP deployed MicroStrategy in 2011. The deployment has allowed OCBC NISP to enjoy the advantages of real-time insight into its business. MicroStrategy’s technology has empowered its management to make informed, fact-based business decisions by harnessing the power of their data.

The insights gathered from their analysis allows management to monitor branch operations and product sales more efficiently and cost-effectively. MicroStrategy enables management to act quickly to keep the bank on track to hit its revenue targets and maintain regulatory compliance. Reliable information is now available without incurring the hefty costs associated with gathering, formatting, and distributing reports to various parties.

PROFILE
Industry Specifics: Banking and financial services
Location: Indonesia
Products: Architect, Desktop, Mobile, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps
UniCredit needed an analytics solution that offered timely insights in response to ever-changing market conditions. The MicroStrategy-powered BI4Sales application and its related dashboards have greatly improved UniCredit’s ability to monitor business trends and client portfolio performance. The app helps the sales team single out critical areas, supplies management with both an overall and detailed view of their client base, and drastically reduces analysis time.

UniCredit has created a strong and flexible tool for the analysis of market data that’s available for all the 22 networks in which the group is present and also for the top management in the home office. BI4Sales provides a summary of important information and enables users to drill down into the data in order to tailor their analyses and better understand market dynamics.

Currently, data related to the market and clients are used across various levels of analysis (i.e. time, region, and currency); BI4Sales also gives a precise idea of the value, volume, and market share of every product for each region and country. Data harmonization has brought about a better understanding of the dynamics and performance related to targets established across different products and markets.

A UniCredit transactional sales manager states, “the business intelligence of BI4Sales supplies immediate feedback on volume, value, and market share. It is a user-friendly web application and it has remarkably improved our access to market indicators. Its flexibility allows sales and management to quickly understand market trends. Furthermore, it eases cross-selling operations between different geographical areas thanks to the integration of data coming from different sources.”