



## Company:

Unicredit

## Applications:

Analysis and management of swift data.



*"The MicroStrategy platform has allowed us to rapidly show top management the potential of business intelligence. In just a few weeks we have been able to create the first four dashboards that immediately convinced business people both from an efficiency and cost point of view."*

– Enrica Daolio  
Special Project Manager  
Global Transaction Banking of  
UniCredit (BL TS&TS)



**The Unicredit** group dates back to 1472 with the birth of Rolo Banca. Since then, much time has passed and after the merger with nine of the largest Italian banks, the UniCredit group is one of the main European financial groups. UniCredit currently has 9500 branches in 22 countries with 160,000 employees. The foundations on which the group strategy is based are customer centrality, multiple premise approach and at the same time the availability of a line of global products and services. It is also due to this efficient mixture of territorial globality and specificity that UniCredit has achieved financial holdings worth over 52 billion euros.

## The spell of BI bewitches bankers

Internal monitoring and distribution of Swift data (acronym for Society for Worldwide Interbank Financial Telecommunication) extracted from the application provides value for the analysts needing accessibility and analysis ability. Furthermore, the data which represents the competitive situation of the banking sector (country by country) arrives too late for the needs of the market. The monthly information only becomes available three weeks after the closure of the period. "We needed a system that offered quick response and analysis ability fit for the ever changing market conditions" said Enrica Daolio Special Project Manager Global Transaction Banking of UniCredit, "so we involved MicroStrategy in the study for a new solution."

UBIS (UniCredit Business Integrated Solutions) is the company responsible for all IT activity within the group, and MicroStrategy demonstrated the benefits that Business Intelligence can bring to the flexible and intuitive analysis of large amounts of data. "The previous solution" continues Daolio, "allowed us to send massive reports and query the system accurately without being able to surf through data, without having information in an aggregate and immediate form and, above all, with being able to obtain the most significant KPI trends".

In just a few weeks, UniCredit experts alongside MicroStrategy consultants, developed the first set of dashboards, using the powerful functions of MicroStrategy 9. The presentation to top management was a success.

The BI4Sales application and its relative dashboard have enormously increased our ability to monitor the business trend and our clients portfolio performance, helping the sales department to single out the critical areas and supplying our management with both an overall and detailed view that allow a better understanding of the client base. BI4Sales has drastically reduced analysis time". Furthermore "the dashboards allow us to consolidate numbers, metrics and performance scorecards in a single window: they can be designed for a specific function and visualize metric templates



*“The collection, analysis and interpretation of Swift data has always been a slow and heavy going process as it is an essentially manual operation, although data has always been available in electronic form. Now it is not only possible to obtain data automatically and instantly, but with BI a new level of quality has been added. We can extract absolute and also relative data, both useful when planning commercial action. In conclusion, we have an incredibly useful tool that allows us to add value to the process of product and sales development. Thanks!”*

– Global Transaction Banking of UniCredit (BL TS&TS)

*“The adoption of Business Intelligence has not only given us a far more efficient and competitive system, but it has also made us change our viewpoint, and grow on organizational and methodological fronts. From this point of view, MicroStrategy’s technological and consulting contribution has been fundamental: in order to build these important dashboards we have had to invest in knowledge, learn to read data in a different way and enable a smoother flow of information within the company. The same information which is important for the sales department is also essential for marketing managers who now, for example, can define client clusters and analyze the efficiency of marketing campaigns.”*

– Enrica Daolio  
Special Project Manager  
Global Transaction Banking of UniCredit (BL TS&TS)

that favour a single point of view. As they are extremely efficient, the BI dashboards allow the extraction of data from heterogeneous sources and the tailoring of the interface”.

Business intelligence has therefore allowed the creation of a strong and flexible tool for the analysis of market data, useful both for sales and for marketing, immediately available for all the 22 networks in which the group is present and also for the top management in the home office. BI4Sales allows for a summary of the most important information so that it is immediately understandable and also to drill deeply in order to tailor analysis and understand market dynamics.

The proof that the application developed with MicroStrategy has supplied a useful tool for business is confirmed by a Transactional sales manager “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 the 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.”

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

### **The never ending magic of BI**

The conclusion of the first stage of the project produced dynamic dashboards and interactive reports which are also accessible via web. UniCredit was encouraged by the sustained costs and they are already thinking about the next steps. The goal will be to implement even more sophisticated and intuitive analysis and further innovated technology.

In this sense a pilot project that uses dashboards on ipads has already been carried out at top management levels (in which BI has definitely earned itself the necessary credibility) but the adoption of cloud and mobile technology will be even more pervading.

Vincenzo Adduci, special project transactional sales and trade sales states “Thanks to MicroStrategy’s object oriented structure, one can immediately create filters, selectors and interactive graphs with the click of a mouse. The adjustable graphic mode allows us to show all we want with an efficient and striking layout.”