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Access Canada

Business Development  
Team



**Access Canada**

# **[REDEFINING CORPORATE BUSINESS INTELLIGENCE IN THE FINANCIAL SECTOR]**

Analyzing the cost and benefit structure of migrating to a Service Oriented Architecture in the Global Financial Services space

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## Customer Information Management: Is It Worth the Investment?



While it may seem obvious in general terms that a managed information environment would provide significant benefit, confirming justification in a clear cut financial and competitive terms is not as clear. Further compounding this for the small to mid-sized business (SMB) sectors in particular is the huge investment in technology perceived to be required to make this effective. The result has been many corporations have avoided this exercise entirely or in large part and forced their businesses to become less efficient in doing so.

New challenges in today's business environment require new approaches. Global Markets, Emergency Preparedness and Disaster Planning, ISO Requirements, Data Security, Online Real Time Accessibility to name a few issues, demand we change our thought process in managing information and communicating with staff and customers. In today's Information Economy, organizations need the ability to find the data they need, when they need it to service customer needs. Paper-based solutions and even I.T. systems based on separate applications and remote VPN structures cannot meet this need adequately. The answer is to bring all of a financial services organization's data together into one collaborative system that supports complete Business Intelligence and a more effective decisioning environment in a securely encrypted environment that can be accessed effectively. By doing so an organization's data becomes an asset, the value of which will only grow over time.

Axcess Canada together with our global partners at Axcess Consulting Pty Ltd., and Axcess Americas we developed ARMnet Integrated Financial Product Management Solution, the true Business Intelligence solution designed to address these needs and today's changing market demands. Whether you are a bank, trust company or credit union, a mortgage origination or leasing firm, a Business Process Outsourcing (BPO) firm representing a wide variety of financial services institutions or Private Equity firms our solution can meet your needs effectively.

In the past, when IT professionals and executive leaders discussed the ROI of a technology investment, they were primarily thinking of financial benefits. Today, business and technology leaders need to take into account the non-financial benefits of IT investments such as how information management will facilitate the achievement of broader corporate goals.

### The Case for Information Management

Everyone has experienced the frustration of not being able to find that piece of paper or file with the answer to that important pending question or the pain of having to go into multiple programs to access data to address one question for one client "IDC has estimated that the typical enterprise with 1,000 knowledge workers wastes \$2.5 million to \$3.5 million per year searching for nonexistent information, failing to find existing information, or recreating information that can't be found."<sup>1</sup>

<sup>1</sup> Source: IDC

## Redefining Corporate Business Intelligence in the Financial Sector

BAE Systems conducted a study that discovered 80% of employees waste an average of half an hour per day retrieving information, while 60% are spending an hour or more duplicating work of others.<sup>2</sup> More statistics supporting the need for information management comes from Coopers & Lybrand.<sup>3</sup>

- 90% of corporate memory exists on paper.
- Of all the pages that get handled each day in an office, 90% are merely shuffled.
- The average document gets copied 19 times.
- Companies spend \$20 in labour to file a document, \$120 in labour to find a misfiled document, and \$220 in labour to reproduce a lost document.
- 7.5% of all documents get lost, 3% of the remainder get misfiled.
- Professionals spend 5% - 15% of their time reading information, but up to 50% looking for it.
- There are over 4 trillion paper documents in the US alone – growing at a rate of 22% a year.

These statistics easily support the fact that most businesses will benefit from a well-deployed information management system. It is not an issue of “if”; it is simply an issue of “when.” From Accounting and Marketing to Product Development and Customer Service, every department in a financial services environment can achieve productivity improvements from implementing a customer centric solution. The sooner an information management solution is in place, the sooner the benefits can begin to affect the bottom-line and become the basis for efficiently managing every business process.

### Understanding and Calculating the ROI of Customer Information Management



Although ROI may be expressed as a simple number or percent, calculating it is not so simple. To begin, a clear comprehension of costs must be undertaken. “The financial benefit of an information management solution must be clearly recognizable. Without a business case and without the knowledge of the actual documentation costs before and after the implementation, a successful project won’t demonstrate its success and justify further investment.”<sup>4</sup>

It is also important to assess ROI potential – the broader the scope, the greater the potential ROI. Common applications that are used to frequently by many people will result in greater return on investment.

### Getting Started

This involves two parts:

1. Knowing what to measure and
2. Understanding how to quantify the value of those measurements into actual dollars.

<sup>2</sup> Source: “Show Me the Money, Measuring the Return on KM” Knowledge Management

<sup>3</sup> Source: Imersion Technologies Inc.

<sup>4</sup> Source: Price Waterhouse

## Redefining Corporate Business Intelligence in the Financial Sector

The first step is estimating your customer relationship handling costs as a financial institution. This analysis might include the following:

- Time taken to respond to customer inquiries. What is your turnaround time on a standard support request for a loan or wealth management product?
- How many applications are you currently storing customer data in and what is required to collect and mine data on your existing customer base to improve retention and increase sales?
- How effectively can your sales team access data to support and respond to customer needs and inquiries?
- Storage costs for documents such as off-site expenses, on-site space and hard drive usage, current archiving system and filing supplies
- Have you been able to automate large portions of the document creation requirements for loan, mortgage or wealth management related products or is the process primarily manual in nature.
- How many documents are routinely forwarded to multiple users within the corporate environment as cc or bcc clogging router and bandwidth traffic and resulting in increased drive space being wasted storing multiple copies of the same document on server and laptop drives creating potential conflict in revision control.
- Copying or scanning costs
- Labour cost estimates for document search, retrieval and filing in both a digital and paper environment
- Document distribution expenses – overnight shipping and mailing.

Answering some of the questions outlined should point to the need to centralize for customer relationship management all contact information including products into a cohesive structure which will allow sound collaboration. At Axxess, we developed ARMnet Integrated Financial Product Management Solution, a complete business intelligence solution for the financial services sector to answer that demand in a cost effective and logical process. The objective was create a robust application that requires minimal server side applications and one complete independent application to run on the desktop which can allow users to create customer information in one area and manage every financial product or service associated with that customer from that space. The unique workflow development toolset in the solution allow the any institution to create manage and update financial product workflows without any programmer intervention using the expertise of a financial business analyst.

ARMnet Integrated Financial Product Management Solution answers these demands on many levels. It is designed to allow full online integration within your team through a unique synchronization structure using MS SQL Server. The application allows local desktop machines to synchronize with a centralized SQL Server allowing for **full collaboration** of all data between internal team members and external clients and/or brokers based on their access permissions within the security structure including:

- Core Customer Relationship Manager (CRM) functionality includes templates for:
  - Clients
  - Financial Product Origination and Servicing Workflows Can Be Created and Managed to include:
    - Mortgage Loans
    - Deposits
    - Investments
    - Leasing
    - Personal Loans
    - Managed Funds

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- Workflow Management and Automation capability catering for:
  - Multiple branching (As many “yes” & “no” paths as you like)
  - Rules based decisioning
  - Complete Integration with Microsoft Word, Outlook and Other Microsoft Office Applications as well as Adobe Acrobat Professional for PDF.
  - Report authoring in both text and graphical structures.

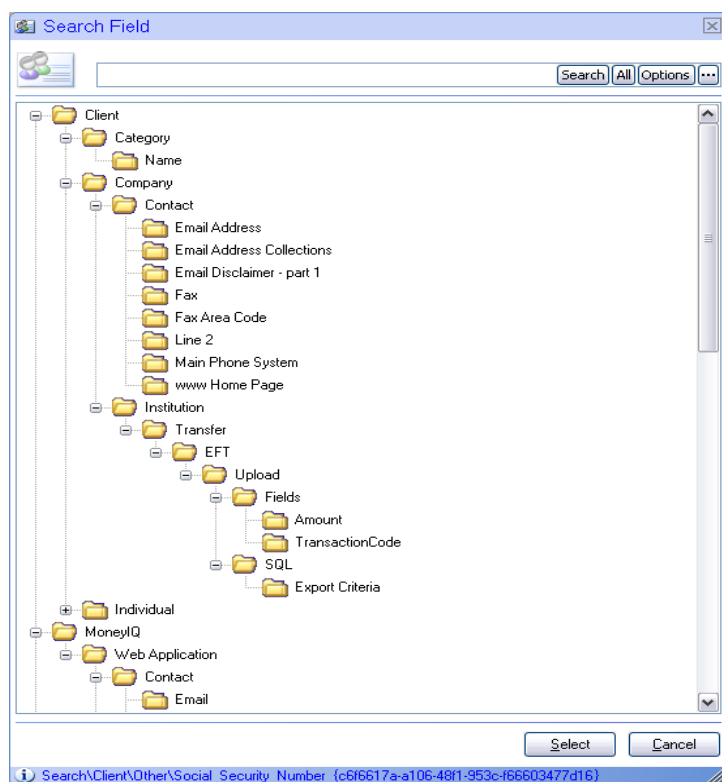
The application centralizes all documentation, communication and information related to a specific customer (retail, commercial or agricultural), or supplier in a structure whereby anything maintained in this structure is automatically indexed and completely searchable. This allows complete collaboration between team members on issues without the need to send multiple emails on items of importance to notify others.

### Why Integrated Business Intelligence is Vital to Your Financial Service Business Success

- Efficiently enforce quality, traceability, and improve client support.
- Eliminate time wasted inputting the same data into different applications to support client needs. By centralizing data response time to client needs dramatically improves.
- Reduce operational costs through the reduction or elimination of desktop and server license fees from running multiple applications as well as management costs to maintain continuity on the network.
- Protection from unauthorized access or alteration locally or remotely through our highly encrypted database structure.
- Provide real time data access online to all corporate staff including mobile team members in a completely secure collaborative environment.

### Highlights of the ARMnet Integrated Financial Product Management Solution

- Solution provides total collaboration under client space for email, tasks, documents, and scanned images. This data is also tied directly to client lending management providing one seamless space for all client communications.
- Solution uses the latest .NET toolsets integrated into the application to provide unparalleled functionality.
- Server requirement for total functionality and complete collaboration in all areas of financial product management is only Microsoft SQL Server to manage the secure database architecture. The solution completely integrates with Microsoft Outlook, Lotus Notes and Microsoft Office 2003 or 2007.
- System written on Microsoft .NET framework and uses LIXI ([www.lixixi.org.au](http://www.lixixi.org.au)) XML standards for data exchange. This system allows the client to flexibly alter any lending or financial product management criteria within their institution as market forces change without requiring any expensive programming intervention like many other financial product systems require.
- Incredible security model is totally permissions based to a granular level.
- Users are able to update their own data and content in ARMnet Integrated Financial Product Management Software, and update every other user who has access to that client based on their security permissions



- The Search Engine in ARMnet is a very powerful tool; it allows you to quickly locate information anywhere within the solution on any field in the database.
- Custom searches can also be created easily so that advisors can search quickly standard types of referenced searches without having to manually key them in every time. All documents, emails, tasks, client notes are all fully searchable by word, phrase or part number without any manual meta-tagging.
- ARMnet has been designed to run on comparatively modest hardware minimizing or eliminating the need for investment in this area. (Windows XP OS. 1GB RAM, Pentium 2.4 GHz)
- ARMnet Form builder within the solution allows the user to customize template forms (i.e. applications, supplemental documents, and notification letters) to the financial institution's needs.
- Using SMTP integration we can automate email notification on any workflow process from campaign marketing to servicing and collections.

## Broker Management

ARMnet Integrated Banking Solution allows for complete collaboration on the web through our integrated web portal. This dynamic application allows internal team members to collaborate with broker or dealer networks effectively.

This allows you to achieve a number of key objectives.

1. All communication on clients can now be posted to the web including status of applications, full contract data, transaction history, application or renewal documentation, task generation on issues within the sales or renewal process.
2. Internal members including outside brokers or dealers can be added to the system easily.
3. Schedules and timelines can be established within a CIF collaboratively allowing internal users to brokers or dealers on sales or renewal processes. Using the portal we can also invite external users to the portal to confirm acceptance, decline, or alternates on tasks or appointments.
4. Documents can be completely stored and revised within the portal providing total revision control including date and time stamping. From within Axxess Pro, all documentation can be downloaded, launched, updated and back into the client space easily.
5. All communications directly related to a specific customer or account within a customer space can now be archived within the CIF.
6. Remote users collaborating on the customers who are working with of the internal corporate team will have direct access to all documentation based on their security permission level.
7. The moment a change is made to the CIF team members get notified to verify through task generation. Given the fact the process is automated this improves internal efficiencies on customer management.
8. By archiving all the financial products within the customer space we create a structured environment for review at a later date. Team members can go back and review all communication associated with that specific product. Further to that, given the fact that all documentation in the CIF is fully indexed and key word searchable accessing that data in a timely manner is not an issue.

In looking at complete Customer Relationship Management in an effective financial services environment we can obviously make the business case for this type of customer centric solution however cost is consistently the number one point that immediately comes to mind. Yes there are benefits to this and ROI is visible BUT costs in installation, training and initial application purchasing can create a reaction to retain status quo instead of moving forward, particularly in the small to medium (SMB) financial services business environment. At Access Canada we have designed programs for clients who are in this area which are competitive and are designed to help these institutions react to market changes and introduce innovative products and solutions in a cost effective structure.

Should you wish to discuss the benefits of our solution in your financial institution or receive a demonstration please do not hesitate to contact us today

## Contact Us



## ARMnet Integrated Financial Product Management Solution

Tomorrow's Financial Product Management Solutions, Here Today.

### Canadian Sales and Marketing

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