



**INDUSTRY**

Financial Services

**PROFILE**

The bank is one of the largest government owned banks in Europe with total assets of over \$160 billion. The bank operates both within Europe and at the international level to meet customer requirements.



## The Leading Financial Services Provider Expands Analytical Use Cases and Self-Service with the Denodo Platform

As one of the leading financial services providers in, the bank needed to stay at the top of the game when it comes to data and analytics. With this in mind, the bank implemented the Denodo Platform to efficiently integrate and deliver its vast amount of data. Read further to learn how this helped the bank to enable self-service data access and modern use cases.

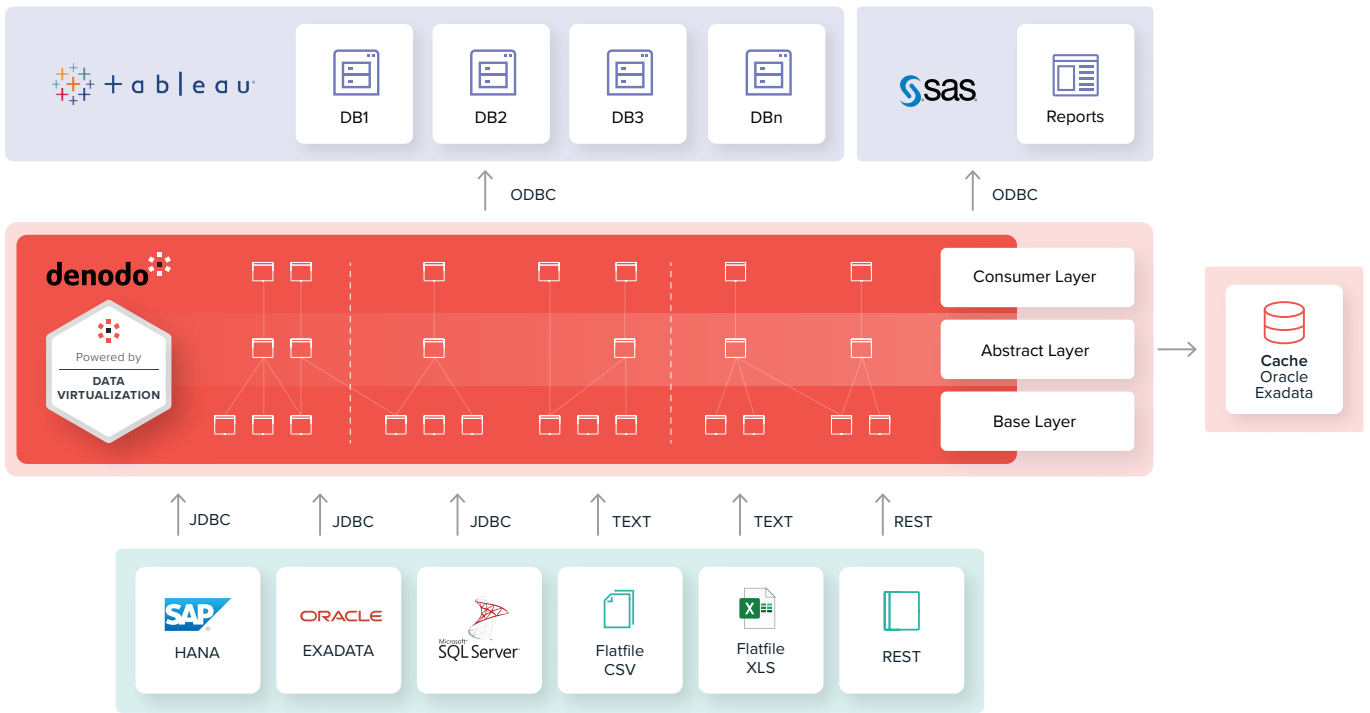
### Business Need

Over the last decade or so, data has become increasingly important at the bank in meeting customer needs, providing better customer experiences, optimizing business processes and developing new products and services. However, the bank found that its enterprise data was not as useful as it could be, as it was not contextualized and did not provide holistic views of entities. The bank realized that most of its data was lying in silos across a variety of heterogeneous sources, making it difficult to exploit. The company’s existing data integration processes and technologies were inefficient and created an unnecessary data sprawl. Therefore, the bank needed a solution that could efficiently knit the company’s existing data together, reduce unnecessary data footprint, and increase the overall resilience of the data infrastructure so it could more easily meet rapidly changing data requirements.

### The Solution

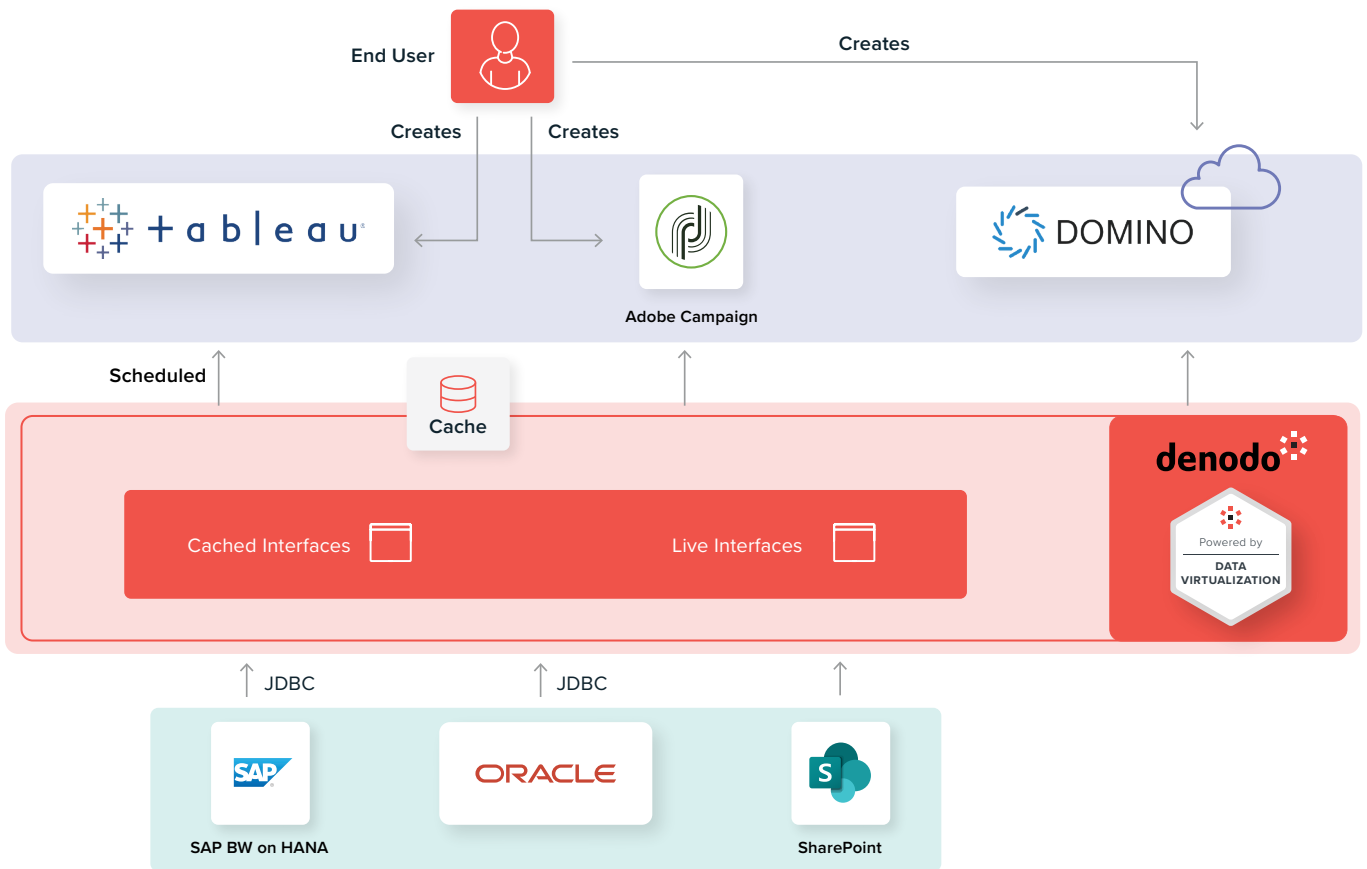
In 2019, the bank implemented the Denodo Platform to address these needs. The Denodo Platform provided business users with vertical access to the various data sources running the standard SQL using the business intelligence (BI) tools of their choice, such as Tableau, SAS, and others. The Denodo Platform serves as the data integration and data access layer, combining data from more than 16 data sources, including SAP HANA, Oracle Exadata, Microsoft SQL Server, flat files, and APIs. When the initial project was concluded, business users at the bank could already access more than 1,400 data tables through the Platform.





**Figure1:** BI Stack at the bank, with the Denodo Platform acting as the data integration and data access layer

One of the major use cases for the Denodo Platform at the bank is the private pension app dashboard. To measure and optimize the success of the app, a Tableau dashboard runs through the Denodo Platform to ingest the integrated data from an SAP warehouse, the oracle databases, and SharePoint files. The bank also leverages the caching capability of the Denodo Platform to relieve the data processing burden from these sources.



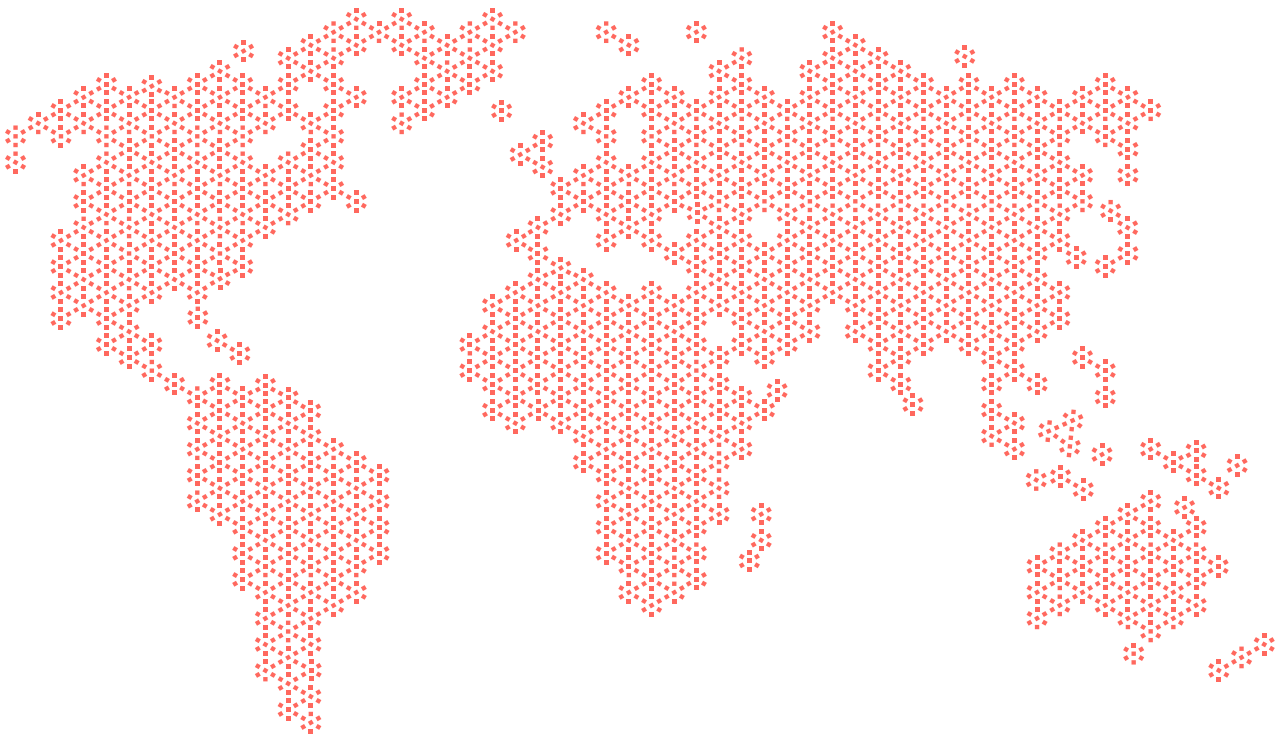
**Figure2:** This architectural diagram illustrates the pension app dashboard. At the bottom, there are data sources and a business data warehouse on SAP HANA. In the middle is the enterprise application integration built on the Denodo Platform, and at the top are some data-consuming applications like Tableau and Adobe Analytics.

Other use cases currently being served using the Denodo Platform include the establishment of a generic, scalable data mart for Controlling BI requirements and for feeding the Service Team dashboard to provide a high-level overview of activities and related products, specifically for opening and closing products/accounts. Also, the Denodo Platform has been crucial in processing – and delivering data for – compliance reports in the risk department, in controlling, HR, and trading, and in building a proof of concept for the training of AI models.

## Benefits

The bank achieved significant business value through the Denodo Platform:

- The data delivered by the Denodo Platform to the Tableau dashboard helps in measuring the success of the pension app and its key features. With this, the bank can optimize the marketing budget, the success of its marketing campaigns, and the user experience. Additionally, it can derive insights for the further development of new features.
- The Denodo Platform acts as a single source of data for controlling BI, instead of isolated data pipes for different use cases.
- The Denodo Platform offers less expensive, faster implementation path as compared to data warehouse approaches, and it provides flexibility against changes in the corporate data architecture (less sunk costs to address unexpected changes).
- Front-end teams can leverage the self-service capabilities of the Denodo Platform to perform analyses related to such metrics as product sales or customer demographics.
- The Denodo Platform is also used to provide data for periodic reports, which are compared within the bank branches for knowledge sharing and continuous lifecycle management.



Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

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