

LANDSBANKI BUILDS AN ENTERPRISE DATA WAREHOUSE PREPARED FOR GROWTH WITH BUSINESSOBJECTS™ XI

“Business Objects Global Field Services has used BusinessObjects™ Data Integrator to provide Landsbanki with an open and flexible architecture that can support diverse business intelligence requirements, from regulatory reporting to creating a single customer view.”

Thorbergur Olafsson, Head of Business Intelligence, Landsbanki



Industry
Financial services

Business Process
Operations

Challenge
Landsbanki needed to meet Basel II regulatory reporting and create a single customer view.

Why Business Objects?
Business Objects software enables rapid data cleansing and transformation from multiple data sources into a single data warehouse.

Business Objects Products and Services
BusinessObjects™ XI

BusinessObjects Data Integrator

Business Objects Global Field Services

CHALLENGE

Established in 1885, Landsbanki is Iceland's oldest full-service commercial bank. Following privatization in 2003, the bank has expanded rapidly both domestically and across Europe with the development of financial services to small and medium-sized businesses. Landsbanki currently has 40 branches and sub-branches throughout Iceland, plus a wide-ranging international network, employing over 2,500 people.

The bank counts over one-third of the Icelandic population as customers of its retail and corporate banking services, and is now rapidly expanding its subsidiary and investment banking business. To support this growth, Landsbanki recognized the need to improve the quality and timeliness of operational and customer information.

Furthermore, Landsbanki needed to meet the increasingly complex requirements of the Basel II reports that have to be delivered to the regulator. “Landsbanki needs to develop a single, consistent source of high-quality information to support its ongoing domestic and international growth,” says Thorbergur Olafsson, head of business intelligence (BI) at Landsbanki.

APPROACH

Since 2001, Landsbanki has been using Crystal Reports® software from Business Objects, an SAP company, reporting from both operational systems and a data warehouse. Landsbanki migrated to BusinessObjects™ XI solutions in 2005.

Olafsson notes, “The underlying structure of the database is complex, requiring users to understand data quality and data architecture issues. By consolidating all reporting onto a new data warehouse, Landsbanki can improve the quality and consistency of operational and customer information while automating compliance to Basel II.”

Working with Business Objects Global Field Services and local partner Skyr, Landsbanki designed, built, and delivered a data warehouse, using BusinessObjects Data Integrator to clean and transform data. “Business Objects Global Field Services provided not only expert knowledge on BusinessObjects Data Integrator but also vital experience in the design and development of the extract, transformation, and load (ETL) architecture and the development of the data warehouse environment,” Olafsson confirms.

Faced with a deadline to meet the new requirements of Basel II reporting, the bank opted to focus initially on loading data from core systems holding creditor information. Olafsson explains, “To determine Landsbanki's capital risk exposure, BusinessObjects Data Integrator provides detailed analysis of creditor information to a third-party Basel II reporting solution.”

RESULTS

Business Objects Global Field Services is now expanding its Oracle data warehouse to support diverse business requirements, extending the source systems beyond retail and corporate banking. Furthermore, consultants are working with Landsbanki to migrate information from the old data warehouse to the new environment using BusinessObjects Data

Integrator. Increasingly users will access reports on demand via the Business Objects Web portal. Olafsson says, "Using BusinessObjects XI, Landsbanki can now distribute information much more easily and more widely than before. All reports are in one place and can be refreshed on demand, irrespective of user location." Landsbanki currently has 500 users of BusinessObjects XI reports, which are set to increase by 50% over the next couple of years, as the bank expands the new data warehouse.

Olafsson notes, "Business Objects Global Field Services has used BusinessObjects Data Integrator to provide Landsbanki with an open and flexible architecture that can support diverse business intelligence requirements, from regulatory reporting to creating a single customer view."

Benefits of the data warehouse development include:

Risk Exposure

The enterprise data warehouse now provides the information required to support Landsbanki's third-party Basel II reporting solution. The consolidated risk exposure information also increases understanding of credit risk across the business.

Customer View

The bank has now built a platform for the creation of a single source of customer information for its credit risk department. In the future, consolidated customer credit information will be used by a customer relationship management (CRM) application to drive cross-selling and up-selling, as well as deliver increased understanding of trends in customer churn in this area.

Expansion Plans

To date, Landsbanki's BI initiative has focused primarily on credit information. As the bank continues its global expansion, there is a drive towards expanding retail and corporate banking information and also including investment and subsidiary information to the warehouse. Furthermore, the bank is growing through acquisition, placing new demands on the BI infrastructure.

The BusinessObjects XI solutions will enable Landsbanki to meet new demands. Olafsson says, "Credit exposure information related to an acquisition has to be included within the Basel II reporting within three months. Using BusinessObjects Data Integrator, Landsbanki can rapidly add new data sources to the warehouse in response to specific business requirements."

businessobjects.com



© 2008 Business Objects. All rights reserved. Business Objects owns the following U.S. patents, which may cover products that are offered and licensed by Business Objects: 5,555,403; 5,857,205; 6,289,352; 6,247,008; 6,490,593; 6,578,027; 6,831,668; 6,768,986; 6,772,409; 6,882,998; 7,139,766; 7,299,419; 7,194,465; 7,222,130; 7,181,440 and 7,181,435. Business Objects and the Business Objects logo, BusinessObjects, Business Objects Crystal Vision, Business Process On Demand, BusinessQuery, Crystal Analysis, Crystal Applications, Crystal Decisions, Crystal Enterprise, Crystal Insider, Crystal Reports, Desktop Intelligence, Inight, the Inight Logo, LinguistX, Star Tree, Table Lens, ThingFinder, Timewall, Let there be light, Metify, NSite, Rapid Marts, RapidMarts, the Spectrum Design, Web Intelligence, Workmail and Xcelsius are trademarks or registered trademarks in the United States and/or other countries of Business Objects and/or affiliated companies. All other names mentioned herein may be trademarks of their respective owners. Part # CS412-A