



Actuate Platform Helps Top 25 Bank Drive Sales, Measure Performance with Lowest Total Cost of Ownership

"Actuate sets the bar for other applications, providing the lowest total cost of ownership and the most stable, reliable system in our organization."

— *Senior Business Intelligence Analyst*

The Company Challenge

As one of the nation's 25 largest banks with assets well in excess of \$50 billion and branches in over a dozen states, the company needed a secure, stable solution that could support large-scale operational projects involving up to 15,000 users across multiple lines of business.

Prior to Actuate, they relied on manual processes to create corporate and client reports. Their business groups were eager to move off of mainframe systems to web-based, large-scale operational reporting. They needed a standard platform that would ensure both their users and managers would have a single view of the truth.

The company also faced market and financial pressure to enhance their sales management capabilities; management needed key metrics to better project sales levels, measure fee income and track client portfolio performance. Additionally, they needed to provide accurate compensation and incentive information to relationship managers.

The Actuate Solution

The company chose Actuate to provide an interactive, web-based information application for its sales and financial management system. Actuate was selected based on the following criteria:

- *Web-based platform*
- *Ease-of-use*
- *Suitability for operational, large-scale deployment*
- *Page-level security*
- *Reliability*
- *Maintainability*

> COMPANY PROFILE

Bank-based financial services organization

> INDUSTRY

Financial Services

> CHALLENGES

- *Enhance ability to track and measure fee income*
- *Deliver single version of the truth*
- *Change information delivery process from manual to auto-mated solution*

> SOLUTION

Actuate Analytics, e.Reports and BIRT Spreadsheet for sales and financial management

> BENEFITS

- *Drive sales with accurate compensation tracking and projections*
- *Provide lowest total cost of ownership of \$47 per user*
- *Improve customer service and cross-sell opportunities*
- *Minimize system down-time and maximize performance*

This financial services organization depends on Actuate for web-based, large-scale operational reporting with over 15,000 users throughout the company. The bank has over twenty unique Actuate applications that include the following:

Sales Performance Management – Actuate provides a web-based delivery channel for critical sales and performance reporting. This solution helps manage approximately \$8 billion in commercial client portfolios. The reports provide exception pricing, service charge tracking, fee tracking and risk management. This application is used by both the global treasury management group as well as the internal sales force.

Incentive Compensation Management – This application delivers one version of the truth to relationship managers and sales management. Relationship managers can view their goals, commission levels and projected earnings. Page Level Security ensures that each user can only access compensation information for which they are authorized.

Performance Measurement Visualization – This solution provides account views for high income clients. The Actuate application produces a large number of investment books that include annual reports and baseline comparisons. These reports are highly parameterized so that they can be easily personalized for each customer. Visualizations are rendered as PDF files and include graphical charts.

The bank has created a fully-clustered Actuate environment with failover to servers in separate states. Actuate sets the bar for other applications, proving to be the most stable and reliable solution in the company.

Benefits of Actuate

Drive sales with accurate compensation tracking and projections

The bank motivates its relationship managers to close business by providing up-to-date compensation information, revenue goals and projected compensation levels on prospective business. Relationship managers and sales managers now have a single, accurate version of the truth and sales managers are better equipped to proactively manage and project sales levels.

Deliver lowest total cost of ownership

Actuate delivers the lowest total cost of ownership, at \$47 per user. By standardizing on a single platform, the bank has been able to reduce both the number of servers and employees required to maintain the reporting system. In addition, Actuate has helped improve overall productivity by enabling them to automate the data collection and reporting process.

Improve customer service and cross-sell opportunities

The portfolio managers of the company can now offer their customers timely and personalized visualizations of their portfolios. This service has improved customer satisfaction and opened up new cross-sell opportunities. Actionable information has changed the sales compensation structure, enabling measurement of portfolio manager performance based on changes in their client portfolios.

Minimize system down-time, maximize satisfaction

The bank has created a reliable, clustered fail-over system to ensure that there is no downtime with the Actuate applications. The Actuate system has proved to be an extremely stable environment, users are very satisfied with the system responsiveness, and the bank is very happy with the high rate of user adoption.

The Company Future

Actuate is expected to remain a key part of the bank's IT strategy and platform, and they look forward to partnering with Actuate to integrate new technology into their applications. In addition, management continues to refine and enhance business practices based on the key metrics provided by the Actuate rich information platform.

About the Company

This financial services firm is traded publicly on the NYSE, and is among the top 25 banks in the U.S., with assets exceeding well over \$50 billion. Their companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States.

Actuate - the people behind BIRT

Actuate founded and continues to co-lead the Eclipse BIRT open source project - the premier development environment for Rich Information Applications that present data in compelling and interactive ways via the web. Actuate is dedicated to making BIRT the best environment for our customers to develop applications that drive revenue through higher customer satisfaction/loyalty and improve operational performance.

Actuate offers value-add BIRT products and services that speed the development process and bring additional functionality, interactivity and enterprise scalability to BIRT-based applications. Founded in 1993, Actuate has over 4,400 customers globally. The company is headquartered in San Mateo, California, with offices worldwide. Actuate is listed on NASDAQ under the symbol ACTU.

