



*To be more agile
and efficient*



BIRT Analytics for Financial Institutions

Maximum value and accuracy for customer data



BIRT Analytics allows financial institutions to advance their knowledge of their customers, from the collection of data to its easy exploration and in-depth analysis. BIRT Analytics helps in the validation of data for legal reporting in an easy and quick way providing more valuable information.

Solutions for Financial Institutions

- Immediate analysis of large volumes of data from different sources.
- Analysis of individual customer behavior.
- Power and flexibility for effective validation on time.
- Advanced and predictive analytics.



Financial Institutions Challenges	BIRT Analytics Solutions
<p>Valuable data</p> <p>Complementing traditional BI tools with solutions that provide the agility required in the sector for the efficient information management.</p>	<p>BIRT Analytics loads large volumes of raw data in much less time than traditional BI tools. Instant and in-depth analysis of customers data, extracting from it relevant and reliable insights, formulating and testing hypotheses, analysing trends, discovering patterns and profiles and performing predictions.</p>
<p>Flexibility for data validation</p> <p>Financial institutions need to manage large volumes of data. Additionally, this sector is under increasing regulatory pressure and changes in the formal system of legal reporting.</p>	<p>Better data validation for legal reporting due to the necessary power and flexibility to ensure the consistency of the data, enriching the model on the fly.</p>
<p>More business opportunities</p> <p>The financial sector has to face numerous regulations and a lot of pressure within a complex scenario that requires in-depth customer analysis to detect changes of habits, new consumption trends and needs, to identify more business opportunities.</p>	<p>Campaigns tracking in real time (studies on response rates), product study (characteristics of customers who use certain products), promotions (evaluation of promotions, etc.) among others, in complete independence of the IT department. Define metrics, verify hypotheses, construct new tactics, exploit synergies, etc. quickly and easily.</p>

Advantages

- Immediate Deployment**
 In 10% of the time needed for traditional BI tools.
- Avoid heavy modeling**
 BIRT Analytics' powerful analytical DB needs no cubes, dimensions, aggregates, neither metadata.
- Improves the quality of the data, speeds up the decision-making**
 Significantly decreases the waiting time for any analysis.
- Reduces IT workload and costs**
 Immediate visibility of the project results. Drastic reduction of BI maintenance costs.
- Analytical Power**
 Immediate response to any question with large volumes of data. Beyond exploring and drilling down, it investigates, verifies hypothesis, simulates, discovers hidden relationships, patterns, trends,... in seconds.
- User self-sufficiency**
 The user accesses safely and promptly to any key business information to solve unexpected situations. Reduces dependence on IT.
- Total security for corporate information**
 Proved security requirements in areas such as police, hospitals and banking.
- Improving corporate efficiency**
 Reduces the decision-making process. Maximizes the generation of knowledge.
- Lower total cost of ownership**
 Minimum hardware, training and rapid deployment, minimum maintenance.



Features

- **Compatible with current BI**
Application 100% web, developed with .NET technology for engine access and client access in JavaScript, XHTML and AJAX.
- **High performance**
Analytical database, 1,000 times faster than relational databases.
- **Tier architecture**
SOA standards-based, cross browser accessible.
- **Flexible, adaptable**
"Rich client" for Advanced and Predictive Analysis with user interface xtra user friendly and customizable.
- **Multilanguage**
Spanish, English, German, French, Portuguese, Brazilian Portuguese, Catalan, Turkish, Polish...
- **Quick Data Loading**
Up to 60 GB per hour.
- **Easy, intuitive interface**
New graphics, data export and analysis sharing between users.
- **Powerful**
Sample volumes (registers): International bank >4x109, Mobile Operator: >2x109, Retailer >1,2x109, Travel >2x109.
- **Scalable**
Load balancing, high availability and flexibility to data management and bottlenecks prevention.
- **Compatible with major browsers**
Explorer, Mozilla Firefox, Chrome...
- **Advanced Security**
Strict Security protocols as LDAP, ACL for access to functionality and data (objects, records, securities), Data Protection Act (definition of sensitivity of data, access log, restrictions, etc..), restricted access codes and policy expiration of key credentials, temporary access policy security of least privilege (denied by default) system, file share permissions for reports, etc.

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BIRT Analytics is a Visual Data Mining platform based on agile & self-service technology, that analyzes large volumes of raw data at record-breaking speeds. BIRT Analytics includes advanced, analytical and predictive techniques and works on Big Data. The simplicity and intuitiveness of the platform enables any business user to make use of it to perform daily analysis, with no dependence on IT or data mining teams.



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