

Entory Financial Services



Entory's Financial Services Customers Gain New Efficiencies and Cut Costs with Service-Oriented Integration Platform

Challenge:

- Provide a seamless solutions offering that optimizes business processes, particularly credit reporting
- Empower clients to continually improve operations
- Leverage efforts and resources for future projects

Solution:

- Business Process Management
- Service-Oriented Integration

Benefits:

- Reduced time to process credit reports by 25 percent
- Set the groundwork for new services with reusable, SOA artifacts
- Established foundation to handle projects of increasing complexity with integrated solution and links to IMR

“The key behind the whole story is the maturity or quality of the process execution,” states Mr. Buchwald. “Improving and monitoring this maturity is key to success. We expect the Fujitsu and Software AG Service-Oriented Integration platform will support this critical success factor in a way that our customers will be empowered to start a continuous improvement process on their own.”

– Mr. Hagen Buchwald, member of the Executive Committee and COO, Entory and Softlab Group



Entory and Softlab Group, located in Frankfurt, Germany, specializes in business innovation and transformation for the financial industry in Germany, Switzerland, Austria, Luxembourg and the UK. As a German Top 10 IT consulting and system integration company, its clients include some of the region's largest and most powerful financial services firms—namely Deutsche Bank, Dresdner Bank/Allianz and DZ BANK.

The evaluation of the Fujitsu and Software AG solution focuses on several key areas within Entory, specifically, Credit Management and Trading and Post Trading. These areas provide business and IT consulting and integration services to credit departments and investment banking firms. Entory conducted a pilot program with the Fujitsu and Software AG solution with a selected customer to ensure the product will pass the test, and help Entory—and their clients—to meet their goals.

Situation

Think Big, Start Small

Entory's goal is to establish a seamless offering for its clients—financial services organizations—to empower them to provide better services for their customers. In the highly cost conscious credit management market, companies are constantly striving to improve efficiency and reduce costs. At Entory, trading and post trading departments are focused on improving time-to-market for new products and creating new, innovative services—a necessity in keeping up with competitors in financial services.

Entory developed a solution approach that provides a structure to evaluate operations and continuously improve its customer's services. With this process, Entory takes an incremental, iterative, risk and value driven approach that empowers customers to help themselves. The process supports Entory's philosophy of thinking big—by setting well-defined, measurable goals—but starting small, with manageable steps.

Entory supports a “Full Business Process Life Cycle,” which is comprised of a series of steps, each of which plays an integral role in improving business. This

approach can be applied to many client scenarios, where business optimization is the goal, and is outlined below:

- **Defining** what needs to be improved
- **Measuring** the current state
- **Analyzing** the measurements to identify root causes behind any symptomatic issues
- **Improving** in an evolutionary manner the as-is process by these root causes one by one
- **Controlling** the continuous improvement by monitoring results and ensuring that the goals are met

A key challenge for Entory is to build up a continuous improvement culture that will be deployed on three levels at its customer's organizations—through the people, the methodology, and the tools used to impact improvement. Many tools exist that could impact any given step of this process. But, Entory needs a seamless approach—one that uses an integrated, consolidated toolset that would have an ongoing impact on an organization. The toolset needs to be holistic—allowing Entory to create consistent enterprise models that would cover the entire improvement cycle. And, it needs to bridge the gap between the requirements of business users, and the language used by IT to improve processes.

“We need a seamless solution offering—one that starts with analysis and ends with operating and maintenance. And, one that does everything in between,” says Mr. Hagen Buchwald, member of the Executive Committee and COO.

In addition, Entory strives for a solution that will provide future reusability of business solutions and components. Entory anticipates that upcoming projects will increase in complexity, placing a big burden on resources and becoming prone to errors—which can be expensive to fix. Reusability—which allows components and solutions to be developed once and applied multiple times—will help to manage complexity, minimize errors, and ultimately control costs and improve productivity. Reusability requires companies to establish a centralized store so that artifacts can be found, understood and adapted for future projects.

“As a service provider, we need to be able to reuse artifacts from one project to another. We live for reuse—it's like a license, where the customer pays for the right to use,” says Mr. Buchwald. “Reusability will be needed in the future.”

Solution

All Phases—Under Control

Entory evaluated key components of the Fujitsu and Software AG Service-Oriented Integration platform, including Interstage® Business Process Manager, a full-featured solution designed to help improve productivity and profitability by maximizing the value of existing IT infrastructure and optimizing workforce utilization. Fujitsu's Interstage Business Process Manager provides an interface between lines of business, which frequently hold key corporate goals, and IT, which must deliver the technology to reach these objectives.

Interstage Business Process Manager has powerful links to CentraSite®, an SOA repository jointly developed by Fujitsu and Software AG. CentraSite collects the relevant metadata of all components in one central repository. CentraSite provides a combined SOA repository and registry, where every module in the system can store metadata in a standard XML format. CentraSite will allow them to reuse Web services that were developed for one business process, and apply them to future scenarios.

Interstage Business Process Manager orchestrates business processes, through a Web-hosted, browser-based tool, that integrates all needed capabilities into one robust product. Business process management allows Entory to begin with analysis and handle all steps of the business process; including controlling the end results and monitoring what goals were met. Everything is achieved with a single, integrated solution that allows Entory to address each metric in the process.

“There are specific features of Interstage Business Process Manager, which show us that there is a deep understanding of the challenges which occur in these complex Business Process Management projects” stated Mr. Buchwald.



UNITED STATES

Fujitsu Computer Systems Corporation

1250 East Arques Avenue
Sunnyvale, CA 94085, U.S.A.
Tel: (408) 746-6300
Fax: (408) 746-6360
Toll-free: (888) 248-9273
E-Mail: info@interstage.com
www.fujitsu.com/interstage

EUROPE

Fujitsu Computer Systems Corporation

FEL: Fujitsu Europe Limited
Enterprise Software Division
Hayes Park Central, Hayes End Road,
Hayes UB4 8FE
Tel: +44 (0) 208 606 4902
E-mail: es_support@uk.fujitsu.com

SALES OFFICES

Australia +61-2-9776-4555
Brazil +55-11-3265-0880
China +86-21-6279-7410
Germany +49 (0) 89-3237-8456
Hong Kong +852-2827-5780
Japan +81 (0) 3-6252-2605
Korea +82-2-3787-6000
Malaysia +603-8318-3700,
New Zealand +64-4-495-0700
Philippines +63-2-812-4001
Singapore +65-6777-6577
Spain +34-91-784-9000
Taiwan +886-2-2311-2255
Thailand +66-2-512-6066
United Kingdom +44 (0) 870-234-5555
Vietnam +84-4-831-3895

Enterprise Sales:

1.800.831.3183
us.fujitsu.com/computers

Consumer Sales (24/7):

1.800.FUJITSU
www.shopfujitsu.com

Software AG, Inc.

North America Headquarters

11700 Plaza America Drive
Reston, Virginia 20190
Tel: 703-860-5050
Toll-free: 877-SAG-4XML
www.softwareagusa.com

Software AG

Corporate Headquarters

Uhlandstrasse 12
D-64297 Darmstadt/Germany
Tel: +49-61 51-92-0
www.softwareag.com

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FPC58-1897-01 02/08.
08.0175

Results (Benefits)

Business Process Management Creates Real Value for Entory's Customers

Entory's business process management projects achieved significant results in many areas. In credit management, cycle times could be reduced by more than 70% and at the same time costs were reduced by more than 50%. The time to implement the solution was significantly shorter than anticipated, and productivity gains in searching for information were increased tenfold by switching from a pull to a push paradigm.

"It is not the structure of a process which guarantees efficiency. It is the maturity of the way, how the process is executed and supported." Says Mr. Buchwald. Adding CentraSite in the installation would help Entory to react to their client needs, quickly and cost efficiently. For example, in trading departments, Entory could reuse a previously developed business process exposed as a Web service and apply it to a new business process—such as after hours trading in new markets—allowing their customers to quickly roll out new services that might provide a road to new business opportunities.

As these projects become larger and more complex, managing complexity is key. A single application might require the usage of multiple SOA artifacts across different integration technologies and over 100 Web services which, if they are not accessible or well defined, have to be recreated each time.

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For more information on the Fujitsu and Software AG Service-Oriented Integration platform, please visit us at www.CentraSite.com.

