

CASE STUDY

INVESTMENT BANKING COMPANY

FUJITSU DELIVERS TIGHTLY INTEGRATED, HIGHLY TAILORED SALESFORCE.COM SAAS SOLUTION TO ENABLE INVESTMENT BANK TO SHARE CLIENT INSIGHTS GLOBALLY



THE CUSTOMER

- Global investment bank
- Group business units located across several regions including Europe; India; South East Asia; North, Central and South America
- Covering Financial Institutions, Fixed Income Capital Markets, Transaction Banking and Derivatives

THE CHALLENGE

- The organisation relied on sets of disparate systems to manage client information, interactions and servicing
- It had resulted in limited data sharing between business units, missed new and cross-selling opportunities, data being poorly maintained and often out-of-date

THE SOLUTION

- Fujitsu helped integrate the pools of information from existing environments
- Enabled front-end delivery on Salesforce.com SaaS solution - allowing bankers to share accurate client insights globally

BUSINESS BENEFITS

- **FASTER DECISION-MAKING** - by providing easier access to key information
- **A SINGLE VIEW OF THE CLIENT RELATIONSHIP** - providing visibility of relationships across the organisation - and the value of each client
- **IMPROVED SELLING** - a single product book that enables improved cross-selling and up-selling to clients
- **IMPROVED BUSINESS PERFORMANCE** - through better reporting that offers greater visibility of SLAs and KPIs

CHALLENGE

Our client required a universal platform in order to provide a cross-region, cross-product view of their commercial client relationships. An independent consultancy had prepared a five-man year effort Business Requirements Specification involving more than 40 key stakeholders across several business units and geographies covering Investment Banking, Financial Institutions, Fixed Income Capital Markets, Transaction Banking and Derivatives.

Key areas to be addressed needed definition, implementation and adoption of new common processes across the organisation including:

- Activity: interactions with a client
- Data: client data / product capability / client business teams
- Coverage model: indicating the relationship between contacts and products

Traditionally this global organisation relied on sets of disparate systems to manage client information, interactions and servicing. Although most of the systems worked well within the boundaries of the business units that they were intended for, it created a number of challenges:

- Limited data sharing between business units and their respective systems
- Lack of inter business unit transparency resulting in the loss of new and cross-selling opportunities
- Duplication and fragmentation of client data, the data was not maintained and often outdated

Interfaces to various golden sources of data within the client were required to push and consolidate shared data between Salesforce.com and internal systems. The complete data mappings, frequency and type of interface were addressed as part of the integration solution. The legacy CRM system was replaced as part of the overall programme.

SOLUTION

The solution syndicates and leverages the global client knowledge base by acting as an “integrator”, taking information from existing environments, but does not redesign or replace practices that are currently working satisfactorily.

The front-end delivery on Salesforce.com enabled bankers to share accurate client insights on a worldwide basis. The application created worldwide connectivity around local franchises delivering the strategic concept of a single bank without boundaries.

The primary solution provided a client servicing tool, a client knowledge base and information integrator which facilitated:

- Worldwide client coverage to product sales connectivity across the bank's divisions
- The means by which the sales force could leverage new opportunities within a compliant environment and improve effective exchange of ideas with clients
- Improved management reporting and analytics

The sales force was in a position to leverage new opportunities within a compliant environment that improved exchanges of ideas with clients.

The delivery team for Salesforce.com consisted of client project members and Fujitsu staff. The client's team included employees as well as their existing preferred contractors for MI, data warehousing, testing and ongoing support who were part of a co-ordinated integrated team.

The programme's first phase delivered a tightly integrated, highly tailored Salesforce.com SaaS solution which resulted in early buy-in from end-users and management. It quickly became evident that the key objectives could be realised in a fast timeframe when the trial system became available to pilot users within weeks rather than months. Further iterations of capabilities were delivered as new change requests once the importance of KPI's, targets and benefit realisation were communicated internally prior to launch.

The solution was designed to create global connectivity around local franchises, aligning with compliance, legal and regulatory requirements across the bank and the market (for example, MiFID). Linking with internal systems and processes, such as "Know your Customer", Peoplesoft, the Operational Data Store (ODS) and Lotus Notes were integral to workflows built into Salesforce.com. External links to systems and information providers, including Factiva, provided real-time insight to account information for relationship bankers.

BUSINESS BENEFITS

- Proactivity to facilitate faster decisions around key information and any changes in that information: e.g. coverage teams, deals, revenue targets
- Ability to monitor and improve sales effectiveness of the business through better responsiveness, improved understanding of products and client requirements and trends across regions and countries
- A single 360 degree view of each client within a framework that provided visibility of parent organisational relationships and the overall value of the client relationships
- A bank wide comprehensive tool which matches resources with opportunities and leverages existing relationships
- Accessibility to a single product book across the enterprise which enables relationship bankers to better cross sell and up-sell to clients
- Seamless interfacing using workflows with existing applications and processes to enforce procedures and controls during sales cycles including "Know your Customer"
- Provision of reports and dashboards customised to specific roles to manage by exception, improve business performance by creating transparency on SLA's and Key Performance Indicators
- In-built risk and issue management capabilities to enable control, monitoring, escalation and resolution of business, technology and other constraints in a timely manner. Provision of a process to manage and prioritise change requests, enhancements and business improvements through an internal governance process

FOR MORE INFORMATION

Contact your SaaS consultant or visit:

<http://uk.fujitsu.com/saas>