



## Company:

PT Bank OCBC NISP

## Application:

OCBC NISP Web BI for Finance

OCBC NISP Mobile App for Finance



*We are very pleased with the MicroStrategy implementation.*

*The business users are impressed with the technology that let them analyse data in any way they want.*

*The Dashboard presents the analysis in an easy-to-understand format, which is a big plus for the users."*

– Filipus Suwarno  
IT Division Head  
PT Bank OCBC NISP

PT Bank **OCBC NISP**, a subsidiary of Singapore-based OCBC Bank, is one of Indonesia's oldest financial institutions with more than 70 years in the business. Headquartered in Jakarta, Bank OCBC NISP has a network of 380 offices located in 76 cities across Indonesia. It is focused on serving the small and medium enterprises, as well as the fast-growing consumer banking segment in the country.

## CHALLENGES

Monitoring the Bank's business was of paramount importance for its 11-member Board of Directors (BOD) and seven regional co-ordinators. The management needed insights into the Bank's financial and operational performance to improve its competitive edge and to ensure regulatory compliance. The business users wanted to know how the Bank was performing at any given time, as well as having the flexibility to review the reports on the go.

However, not having access to real-time information to analyse its operations was one of the biggest challenges for the Bank's management. The finance department relied on traditional consolidation and reporting tools, often the finance department relied on traditional consolidation and reporting tools, often depending on manual query of the Bank's disparate databases to extract the necessary information. The process was time-consuming in order to create a 'cockpit view' dashboard, and the management would be reviewing outdated reports .

The Bank thus recognised the need for a more sophisticated Business Intelligence (BI) solution that would meet the demands of its BOD and senior executives.

## SOLUTIONS

For Filipus Suwarno, head of IT Division who was spearheading the project, the replacement BI solution had to meet two key requirements:

- A unified information architecture that allowed for easy integration and cross-referencing vast amounts of information from multiple sources; and
- A single, easy-to-use Web interface that allowed multiple users to access the information relevant to them, even while on the move.



## Before MicroStrategy

- Management has no access to data and analysis in a timely manner.
- BOD and regional executives cannot view performance reports anytime, anywhere.
- Time-consuming process to produce standard reports.

## Goals

- Provide users with a powerful mobile solution to access real-time data on the go.
- Equip users with intuitive tools to generate customised performance reports.
- Implement a platform that simplifies data integration and cross-referencing from disparate sources.

## After MicroStrategy

- Gained reliable, real-time insights on business performance via mobile tablets.
- Easy-to-understand analytics empowered fact-based decision-making.
- Reduced cost of data gathering and analysis.

After evaluating several BI solutions offerings, he decided that MicroStrategy's technology offered the functionalities that the Bank was looking for. He was impressed that 14 of the top 20 global commercial banks relied on MicroStrategy's BI platform to empower executives decision-making, as well as the consistent top rankings in various independent BI surveys<sup>1</sup> that MicroStrategy received for its mobile BI offerings.

Bank OCBC NISP deployed the MicroStrategy Business Intelligence and the MicroStrategy Mobile App platform in 2011. These Enterprise Software platform and the code-free, intuitive design tools allowed the IT team to easily create customised mobile apps for the business users. This approach cut down on application development cost and provided greater application production capabilities.

The project rollout took place with minimum disruption to the Bank's workflow. Support from MicroStrategy was instrumental in ensuring a smooth transition to the new platform.

The Bank's BOD and regional co-ordinators were able to assess the Bank's performance on iPad with the mobile apps on it. With the switchover to MicroStrategy's solutions, the management now had ready access to real-time, enterprise-wide data anytime, anywhere.

## THE MICROSTRATEGY DIFFERENCE

The deployment has allowed Bank OCBC NISP to enjoy the advantages of real-time analytics of its business. MicroStrategy's technology has empowered its management to make informed, fact-based business decisions through harnessing its vast databases.

"The business users like the set of intuitive analytical tools that let them manipulate the data in a way that suits their needs. The Dashboard presents the analysis in an easy-to-understand format, which is a big plus for the users," said Suwarno.

The comprehensive insight allows the management to monitor its branch operations and product sales more efficiently and cost-effectively. They can act quickly to keep the Bank on track of its revenue targets, as well as to maintain regulatory compliance. Reliable information is now available without incurring hefty costs associated with the gathering, formatting and distributing of the reports to various parties.

Bolstered by the positive responses, Suwarno said the Bank is embarking on the next phase of BI initiative. He said: "We have the technology now to provide users with the information they need in a timely manner. We intend to make this BI solution available to everyone across the organisation to further empower them in their daily work."

<sup>1</sup> Source: Business Application Research Center (BARC); Dresner Advisory Services.