ATB Financial: Evaluating an Investment in Customer-Focused Business Intelligence

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ATB Financial prides itself on literally being the bank next door. With over 170 branches and 130 agencies, it has been serving Albertans for more than 70 years. Already a user of SAP for Banking solutions, the company wanted to take customer service and insight to the next level with the latest in-memory database and advanced analytics technology. But such an important move requires careful consideration. In order to ensure it was pursuing a feasible strategy that would benefit its customers, ATB Financial worked with solution and value management experts at SAP to assess the potential value of leveraging the SAP HANA® platform and SAP® BusinessObjects™ business intelligence solutions to provide a 360-degree view of every customer. The result was a solid business case for investment, including a measured ROI assessment based on potential cross-selling and productivity gains.

Executive overview

Company
ATB Financial

Headquarters
Edmonton, Alberta, Canada

Industry
Banking

Products and Services
Retail, agriculture, business, and commercial banking; investment services

Employees
>5,300

Assets
CAD$33 billion
(US$32.75 billion) (2012)

Web Site
www.atb.com

VALUE MANAGEMENT

Objectives
- Assess the business value and technical feasibility of leveraging in-memory computing and analytics to improve customer focus
- Explore the potential of expanding the customer-focused IT portfolio

Approach
- Worked with SAP to find ways to maximize ATB Financial's IT investments
- Participated in workshops to assess potential value, use cases, and feasibility of using the SAP HANA® platform and SAP® BusinessObjects™ business intelligence solutions to gain a 360-degree view of customers
- Measured potential gains in process productivity, and demonstrated the technical feasibility of the implementation using a proof-of-concept solution and actual bank information

Achievements
- Developed a solid business case for investment based on a customer-centric use case
- Established a technically and financially feasible deployment road map
- Provided a measured ROI assessment based on the potential value of cross-selling and productivity gains

"Our ongoing co-innovation partnership with SAP continues to help identify opportunities to maximize our IT investments."

Don Good, VP Business Innovation, ATB Financial

TOP ACHIEVEMENTS

>15
Employees and leaders engaged in the process

8 weeks
To establish the business case, including project feasibility

$4 million
In potential incremental revenue opportunities identified by improving the number of products per customer

25912 (13/05)

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