

# AXIS

## CASE STUDY



Florida's Most Convenient Bank

### Company

BankAtlantic "Florida's Most Convenient Bank"

- ◆ Over 100 branch locations
- ◆ \$6 billion under management

### Challenge

To better serve their growing customer base, decision-makers at the bank needed many kinds of information at their finger tips. Users began creating local databases and complex spreadsheets to analyze data. As data silos proliferated, senior management noticed that they were getting inconsistent answers to questions.

### Solution

The bank asked Axis Group to help build the infrastructure needed to centrally distribute information to end-users in a way that would guarantee its reliability. Axis leveraged its BuILD methodology to develop and deliver new content in 20 business-day cycles.

### Benefits

- ◆ Single, consistent point of truth
- ◆ Timeliness
- ◆ Improved data quality and accuracy
- ◆ Dramatically reduced effort
- ◆ Simplified change management
- ◆ Repeatable process
- ◆ Scalable architecture
- ◆ Foundation for growth

### Software

- ◆ Kalido
- ◆ Business Objects

## Florida's Most Convenient Bank Leverages BI Tools To Keep Pace with Growth Initiatives

When your company's mission is to be "Florida's Most Convenient Bank," the bar is set high. Florida is a prized market for banks of all sizes, but BankAtlantic, a regional banking powerhouse headquartered in Fort Lauderdale, wants to be the king of the hill. With six billion dollars under management and over 100 branch locations spread across the state, BankAtlantic hopes to achieve this by re-writing the rules on how banking is done. Offering customer-friendly hours of 7am - 8:30pm, keeping some stores open until midnight, and providing Saturday and Sunday banking are just a few of the tactics designed to achieve their goal.

What does it take to achieve such an ambitious mission? In the ultra-competitive business of retail banking, serving the customer is paramount. However, customers also demand competitive returns, access to a broad array of services, and individual attention to their needs. In order to meet these challenges, decision makers at the bank must be equipped with the latest information about market activity, financial measures, customer activity, and many other issues. No longer a luxury, having this information at their fingertips has become a necessity. This was the challenge facing BankAtlantic.

### Technology Challenge

As the bank grew, dozens of sophisticated systems were deployed to run the day-to-day operation. However, the transactional data captured in those systems wasn't always available to employees in a format that was useful for making decisions. The ever growing demand for information was quickly outgrowing the Information Services (IS) department's resources and the turnaround time often exceeded the usefulness of the information. Unable to wait for IS to meet all their needs, users began extracting data from different systems and building local databases and complex spreadsheets to analyze information. Senior management began noticing that they received inconsistent answers to questions depending on whom they asked. It was taking too long to get answers and the process was labor-intensive and error prone.

Explained Lloyd Devaux BankAtlantic's COO: "Taking a closer look at our technology infrastructure, we realized a new approach was needed to keep pace with the growing demands of our business, especially as we operate seven days a week." This led Devaux to institute a bold initiative to provide employees with the tools to acquire information required to do their jobs, but in a way that would allow IS to control the distribution of information and ensure the reliability of the data. The project was dubbed InfoLink2, a nod to the evolution of an infrastructure that would take the bank to the next level.

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Finding ways to help customers improve their business through better information



# Achieving Results in 20 Business-Day Cycles

## Bold and New Approach

Faced with a mounting backlog of requests and a user community running out of time and patience, BankAtlantic turned to the Axis Group, a consulting firm specializing in Information Management, to help make the initiative a reality. Axis Group suggested a proven approach, based on over ten years of experience delivering similar solutions for its clients. Axis would use its BuILD™ methodology to develop and deliver content for InfoLink2 in 20 business-day cycles.

*“We learned from our clients that problems need to be addressed quickly and tangible results delivered early,”* explained Chris McLatcher, Financial Services Practice Leader at Axis Group. *“After assessing BankAtlantic’s needs, we scoped out a series of projects that could show measurable results in 20 business-day cycles. This approach allowed the bank to accelerate their InfoLink2 initiative and gauge the effectiveness and return on investment in weeks.”*

Leveraging BuILD™ to manage business intelligence projects, Axis Group and BankAtlantic moved quickly. Meeting with representatives of the business community, the most critical information needs were understood and incorporated into a model. Using software from **Business Objects** and **Kalido**, the required data was sourced and loaded into the bank’s data warehouse. Finally, end-users were trained on using the system. This process was repeated during each cycle, as additional subject areas were added and new users were brought up to speed. The iterative nature of this approach was instrumental in establishing “buy-in” from both IS and users. This was critical to ensuring success, building momentum, and fostering a sense of progress.

InfoLink2 was deployed to over 100 users and within six months as much as five years of historical data was available from eight different bank divisions.

## Tangible Results

The marketing department was one of the first groups to feel the impact of the system. Said Jim Anthony, *VP of Marketing Analytics*, at BankAtlantic: *“I was happy to retire my spreadsheets when InfoLink2 began delivering what I needed. Having information available in a reliable and repeatable fashion really frees me up to focus on the more important elements of my job.”* With results automatically refreshed, people like Anthony were relieved from the difficult task of obtaining information, allowing more time to decide what to do with it.

*“I was skeptical that this approach would work, but I knew I didn’t have a choice – our users would not tolerate a long and drawn out implementation. The Axis team delivered results almost immediately and inspired confidence in our users. I knew that adoption would be the key to success, and the speed with which they were able to achieve results led to our business community seeing value almost immediately.”*

**Abey Joseph, Vice-President of Enterprise Information Management at BankAtlantic**

BankAtlantic has realized that Business Intelligence is a journey that must progress and mature over time. InfoLink2 has created the basis for a repeatable process with the proper infrastructure and mechanisms to continually improve on the quality and timeliness of information. Says COO Devaux: *“Where we once were making decisions based on past assumptions and gut feel, we now have reliable data with which to make important strategic decisions. Getting reliable information makes the process easier and gives us the confidence to proceed, knowing our decisions are based on fact and not just on our gut.”*

Looking ahead, BankAtlantic plans to leverage the same approach to support other aspects of their operations. Next on the agenda are plans to establish a master data strategy that will further improve data quality and facilitate integration of information from multiple sources. The Axis information design has also laid the groundwork for the creation of executive dashboards that will deliver timely key performance indicators, further enhancing the decision-making process. As BankAtlantic builds on its history of success, the organization can count on the automated BI Infrastructure using leading edge technology from Kalido and Business Objects and processes that were designed and implemented by the Axis Group.

### About Axis Group, LLC

Since 1996, Axis Group, a leading professional services firm, has delivered hundreds of solutions to satisfied customers at Global 1000 and mid-market organizations. Axis partners with best-of-breed technology vendors to provide solutions in Information Management, Business Intelligence, Project and Portfolio Management, and Enterprise Performance Management. Axis combines business acumen and technical excellence with best practices to ensure success. Axis Group’s full project life-cycle methodology minimizes risk and assures timely delivery of solutions with measurable business results — comprehensive, scalable, and cost-effective.

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Are you meeting the business objectives behind your BI initiative?  
Do you need help with developing and executing an effective BI strategy?

To request a complimentary discovery conversation, email us at [info@axisgroup.com](mailto:info@axisgroup.com)

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