

ABN AMRO Asset Management Case Study



The Challenge

ABN AMRO Asset Management was in need of Business Intelligence (BI) solution that would allow the Asia Pacific region to make timely business decisions, quickly react to changing market dynamics, and position itself to win business against its key competitors.

Financial data was being manually aggregated from corporate sources into basic reporting tools such as Microsoft Excel. This data aggregation process was time-intensive and prone to human error. ABN AMRO Asset Management determined that an automated BI solution tailored to the needs was necessary in order to better compete in the marketplace.

Streamlining and consolidating the manual data collection and reporting processes would drive value for the client by significantly reducing the time required to aggregate and fix data while allowing for more time to analyze the data and make informed business decisions. The direct result of a comprehensive BI solution would be an increase in current and future product sales with an improved profit margin.

The Solution

ATPATH dedicated a consulting team of technical professionals and project managers to the BI project. The consulting team engaged in a full strategic assessment of the client's needs and evaluated the tools and processes already in place within the organization. After several meetings with the senior I.T. executives and department leaders, the ATPATH consulting team fully documented the business requirements for a new solution that would accomplish the business objectives. ATPATH ultimately recommended Microsoft SQL Server as the BI platform to replace the existing manual Excel data reporting and analysis solution. ATPATH have established an integrated environment with application frameworks, and created a comprehensive reporting solution for design, visualization and delivery of reports via the enterprise web portal system.

The implemented financial services BI reporting system is dedicated to serve the data warehouse information to the client's key managers and decision makers.

The Result

The customized Business Intelligence solution designed and developed by ATPATH has produced success on a variety of levels for the client. The BI solution provides visualization and analysis capabilities leading to rapid client insight and competitive response. The client has immediately realized significant time savings in data collection and consolidation. The client team has gained efficiencies in the reduction of these manual tasks thus enabling more opportunity for data analysis and effective decision making. The client has gained the ability to generate more effective presentations of data as well as to free up their development and IT staffs for other work.

About ABN AMRO Asset Management

ABN AMRO Asset Management is one of the business units of ABN AMRO Bank Group. With over 70 years of experience in managing assets for institutional clients, including central banks, pension funds, insurance companies and other institutions, ABN AMRO Asset Management is one of the world's leading asset management companies.

ATPATH Technologies - Corporate Headquarters
Unit 103A, 1/F, Enterprise Place, 5 Science Park West Avenue
Hong Kong Science Park, Shatin
Hong Kong

ATPATH Technologies - Guangzhou Branch
Room C1, 24/F, Everbright Bank Building
No.689 Tianhe Bei Road, Guangzhou
China

<http://www.atpath.com>