

BNP PARIBAS INVESTMENT PARTNERS Case Study



The Situation

With the merge-and-acquisition between BNP Paribas and Fortis Investment agreed May 2009. The combined entity makes BNP Paribas Investment Partners the 11th largest asset manager in the world. Before the M&A, Fortis Investments had acquired the asset-management and private-banking businesses of ABN AMRO. ATPATH Technologies is invited by BNP Paribas Investment Partners to continue enhance and maintain the existing developed BI system in order to add values to the financial institution by continuous improving operational efficiency and strengthen relationship with customers.

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 BNP PARIBAS

BNP Paribas (www.bnpparibas.com) is one of the six strongest banks in the world according to Standard & Poor's and the largest bank in the euro zone by deposits. With a presence in more than 80 countries and more than 200,000 employees, including 160,000 in Europe, BNP Paribas is a leading European provider of financial services on a worldwide scale. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking.

In North & East Asia, BNP Paribas is organized around the dynamic regional hub of Hong Kong with its business primarily comprising the two core areas of Corporate and Investment Banking & Investment Solutions.

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