

A woman with blonde hair, wearing a dark blazer over a white collared shirt, is looking down at a smartphone she is holding in her hands. The background is a blurred office environment. The image has a yellow overlay at the bottom.

Accenture Information Management Services

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High performance. Delivered.

Information
Management:
An Imperative
for High
Performance
in Financial
Services

• Consulting • Technology • Outsourcing

Leading financial services organizations know that accurate, timely and comprehensive information is central to their competitiveness and license to operate—making best-practice management of this information a prerequisite for high performance.



Accurate, comprehensive and timely information underpins an organization's ability to develop and execute strategy, respond to market change and ensure regulatory compliance.



Financial services organizations have invested huge sums in managing information to maximum advantage. However, much of this investment has been misdirected toward patching together disparate systems built up during years of mergers and acquisitions. To remain competitive in today's information-driven market, some financial services organizations are breaking away from legacy environments characterized by inflexible organizational divisions to a future environment that maximizes responsiveness and customer focus.

What is information management?

Information management brings together the various information assets of today's financial services organizations. Leading-edge information management capabilities:

- Encompass all types of data—from structured to unstructured, external and internal.
- Embrace the entire information life cycle—from acquisition to storage to cleansing to integration and, ultimately, analysis.

- Entail not only technology but also governance models, enterprise standards and practices, policies, and roles and responsibilities.

Accenture's integrated approach to information management applies these principles across all the diverse information assets necessary to achieve high performance, and therefore includes capabilities in Business Intelligence (BI), Portals and Content Management, and Data Management and Architecture. Each of these elements only delivers optimal benefits when they are a part of a robust overarching information management strategy.

European universal bank—credit risk tracking

Accenture helped a universal bank based in Germany transform its processes for tracking credit risk exposure, thereby boosting its business performance, improving risk management and helping ensure regulatory compliance.

Three key drivers for world-class information management



Accenture's unmatched experience working with financial services organizations has revealed three key drivers of competitive advantage that can be harnessed by managing information effectively:

- 1. Building business potential**—leveraging customer insight to grow revenues, and attract and retain the best customers.
- 2. Compliance and standardization**—cost-effectively meeting the need to improve risk and compliance insight driven by regulations such as Sarbanes-Oxley, the U.S. Patriot Act, Basel II and Gramm-Leach-Bliley.
- 3. Cost and control issues**—improving operational performance through self-service, enhancing financial performance through a real-time global financial view, and increasing efficiency through automation and integration.

To reach higher levels of performance, companies need to implement a robust information management strategy with the right processes that turn their customer, financial and operational data into true intelligence.

Full-service bank—intranet portal strategy

Accenture assisted a major North American full-service bank in developing and implementing an intranet portal strategy. This enabled its employees to save time and serve customers more effectively by providing them with readily-available, high-quality information.

The solution, designed by Accenture, incorporated a corporate portal comprising three functional components. These components include a common workforce-wide corporate area offering access to self-service capabilities such as technical support, HR and an employee directory; a specific workforce portal providing relevant information to help employees perform their jobs optimally; and finally specific,

standardized department sites acting as storefronts to information for employees in each business unit.

Following positive results from the pilots, the client is planning a three-year program to implement the strategy throughout its banking units. This could deliver US\$40 million to US\$60 million in cost savings by increasing employee productivity, employee and customer satisfaction, and ultimately top-line revenue, with further value realized from reduced operating costs and faster time to competence.

How Accenture helps financial services organizations meet the information management challenge

Our capabilities

Because of Accenture's blend of deep industry insights, global reach and unrivalled deep technical expertise, we are increasingly recognized as the partner of choice for financial services organizations seeking to transform the way they manage and leverage information across their businesses. As financial services organizations strive to achieve high performance, their customer, operational and financial data represents a powerful asset. Our information management capabilities can enable organizations to maximum effect by creating more targeted and flexible products, increasing customer sales, satisfaction and retention, and responding faster by making better-informed decision at all levels.

Our delivery approach and assets

Accenture Information Management Services offers financial services companies a range of industry-specific assets and solutions. For example:

Accenture Business Intelligence Solution for Insurance provides insurers with timely and accurate insight into their business information.

Key deliverables are:

- An Enterprise Metrics Management (EMM) dashboard to showcase and drill into key performance indicators (KPIs) and metrics.
- Web intelligence reports and interrogation capabilities on key data points.
- What-if and scenario-based analysis reports.

Key elements include:

- Well-designed, easy-to-access KPIs providing quick and measurable value.
- Improved Loss Cost, speed to market and customer service.
- Benefits can be extended via a bigger data warehousing and reporting implementation.

Accenture Data Quality Solution for Risk and Regulatory Management helps financial institutions build a capability to manage more effectively the integrity of the data essential to core risk management activities, and to meet the data quality standards expected by regulators, such as capital calculation and regulatory reporting for Basel II.

Key deliverables are:

- A robust data quality methodology, governance structure and tools to provide the foundation for monitoring, improving and maintaining clean, accurate data.

Key elements include:

- A proven Data Quality Diagnostic tool to qualitatively assess the health of the client's existing data quality program.
- Acceleration of the data profiling and cleansing process by using a Jumpstart Kit of data requirements and data quality rules based on Basel II client experience.

- An interactive dashboard enabled by applications from leading technology vendors allows quantitative data quality results to be illustrated effectively and facilitate root cause analysis.
- The ability to be extended to support Risk & Regulatory Management reporting functions, including reconciliation of risk and finance data.

Accenture Case Management enables quick and cost-effective implementation of document management and case workflow solutions.

Key deliverables are:

- A reduction of up to 20 percent in the working days tied up in these processes and a 15-percent reduction in code errors.
- Enhanced efficiency and transparency across functions through case management workflow.

Key elements include:

- A proven and repeatable solution for implementing case management document workflow.
- Faster time to market.

Accenture Information Management Services

To create and continually update our assets and establish a focused channel and unified point-of-contact for all our expertise around information management, we developed Accenture Information Management Services—a global organization dedicated to helping our clients synthesize, retrieve, use and share information for improved decision making.

With a global network of people with deep technology skills, functional experience and industry knowledge, as well as strategic alliances with a carefully selected group of major technology vendors, Accenture has rapidly established itself as pre-eminent in information management. This status reflects not only our unsurpassed skills-base, but also our proven delivery methodologies and tools.

One such tool is the Information Management Framework, which brings coherence and consistency to data across a financial services organization and provides a single consistent worldview. The framework enables accurate, timely and relevant business intelligence to be identified, collected, channeled and analyzed to drive improved business performance. This builds on an organization's existing investment by leveraging its information and IT assets.

The Accenture Global Delivery Network

Our clients are supported by our network of delivery centers, offering 24/7 access to skills in more than 40 centers worldwide, staffed by approximately 4,000 dedicated information management specialists. The Global Delivery Network leverages repeatable processes, world-class assets and highly skilled resources located around the world. We draw on these centers to deliver fast, cost-effective, high-quality solutions.

Our people

Our seasoned professionals blend a variety of deep technical knowledge with specific industry skills to offer a distinctive, forward-thinking perspective on our clients' business challenges that require information management solutions.

Since the early 1990s, Accenture has helped many financial services clients around the world optimize their information to improve their business performance. We have continually refined our insights and practices to deliver the information management solutions that support business strategy. Our information management resources benefit from a tailored training program, which supplements their ongoing hands-on client experience by providing them with leading-edge information management training and industry-specific professional development programs.

Alliance partners

Accenture is committed to delivering solutions that will best meet our clients' needs. In our view, this means maintaining our technology independence yet building fruitful, collaborative relationships with the leading players in this market. To achieve this, we continually evaluate the technology landscape to identify providers we believe can help our clients achieve high performance in information management. We have alliances with all of the leading vendors in the industry, resulting in a number of joint offerings that maximize our clients' return on investment.

Leading non-life reinsurer – procurement transformation

This non-life reinsurer, one of the United States' largest corporations, is a leading provider of property-casualty insurance, personal property-casualty insurance and asset management services. In 2004, the newly merged company reported premiums of more than US \$6 billion and total assets of more than US \$20 billion.

With Accenture's help, the client transformed its procurement practices across the organization, resulting in annual cost reductions of more than US\$15 million. In addition, the solution provided better supplier-performance statistics, which allowed the company to negotiate higher-quality services and products from its supplier base. Finally, with faster processes, more advanced monitoring capabilities and better access to information, the reinsurer was able to focus on continually improving its strategic sourcing efforts, consolidating vendors and ensuring vendor compliance with existing contracts.

Alliance & Leicester – customer service

Alliance & Leicester Commercial Bank (ALCB) is one of the UK's leading financial institutions, providing competitively priced banking for businesses of all sizes. ALCB engaged Accenture to undertake a strategic review of the bank's operational infrastructure and costs. One key recommendation was to implement an image and workflow solution—and Alliance & Leicester selected Accenture.

Today, ALCB enjoys benefits including the digitization of all inbound direct customer correspondence, shared visibility to customer inquiries across customer services, and access to check processing transactions and associated images. Its one-touch customer service process has improved both productivity and customer satisfaction, as well as reduced costs through automation and less need for document storage.

The Accenture value proposition: better information, better decisions

As financial services organizations face growing pressure to acquire, store, manage and analyze more—and more valuable—data, many are turning to Accenture for help. Our deep and proven industry experience and technological know-how, combined with our enterprise-wide approach and strong capabilities in information management, are helping today's leading financial services businesses optimize their use of critical business information.

As a result, these companies are able to make better-informed decisions more quickly, run their operations more effectively, achieve their strategy more fully, and take a significant step on their journey to high performance.



About Accenture Information Management Services

Accenture Information Management Services is a global cross-industry organization focused on bringing clients solutions to better manage their business, interact with customers and make strategic, financial and operational decisions. Working across Accenture's service lines and industry groups, this network of 13,000 professionals* specializes in information management services including business intelligence, portals and content management and data management and architecture. For more information about Accenture Information Management Services, visit www.accenture.com/informationmanagement.

*as of August 1, 2007.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With approximately 177,000 people serving clients in more than 120 countries, the company generated net revenues of US\$21.58 billion for the fiscal year ended Aug.31, 2009. Its home page is www.accenture.com

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