VOLVO
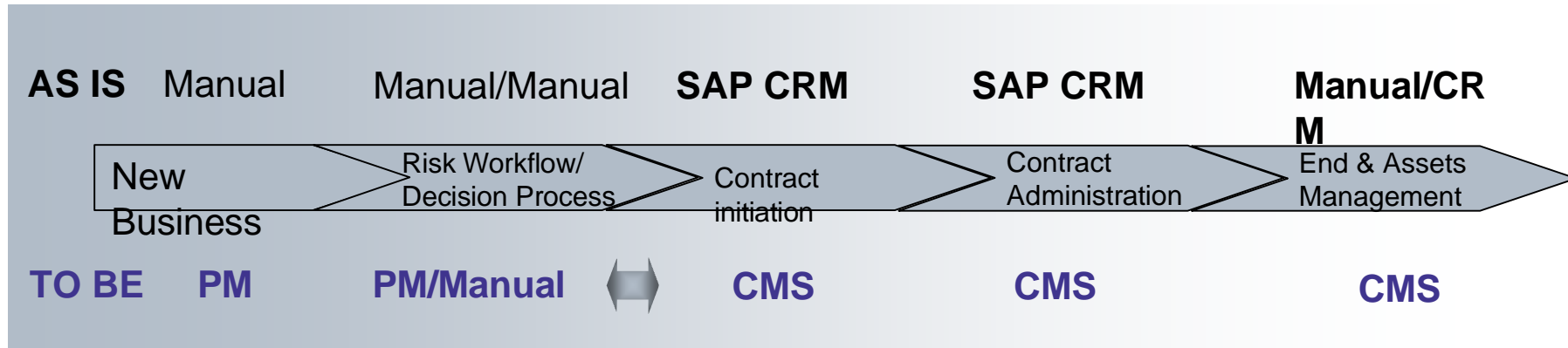
Financial Services

Application Building up Approach

Cathy Chen
Feb. 2011

Contract Management System

System Overview:

AS IS	Manual	Manual/Manual	**SAP CRM**	**SAP CRM**	**Manual/CRM**

New Business → Risk Workflow/ Decision Process → Contract initiation → Contract Administration → End & Assets Management

TO BE	**PM**	**PM/Manual**	**CMS**	**CMS**	**CMS**

Key System Issues:

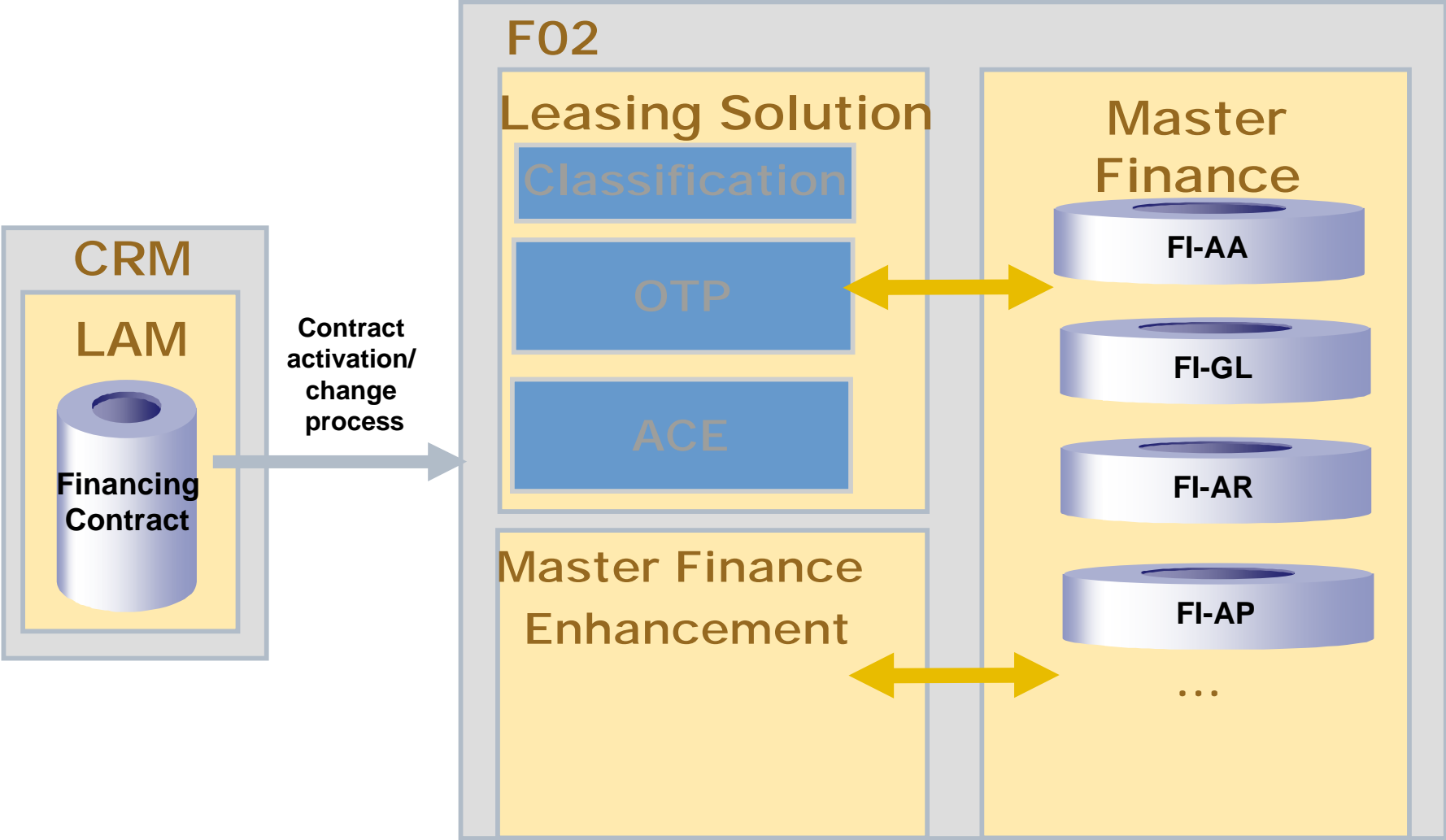§ Lack of key functionality … several manual processes created:
  - handling payment history
  - collection
  - penalty interests calculation
  - security document management
  - Lacks reporting functionality ... 30 plus Reports generated manually.
§ No experienced Chinese market LAE consultant is available … weak maintenance capability
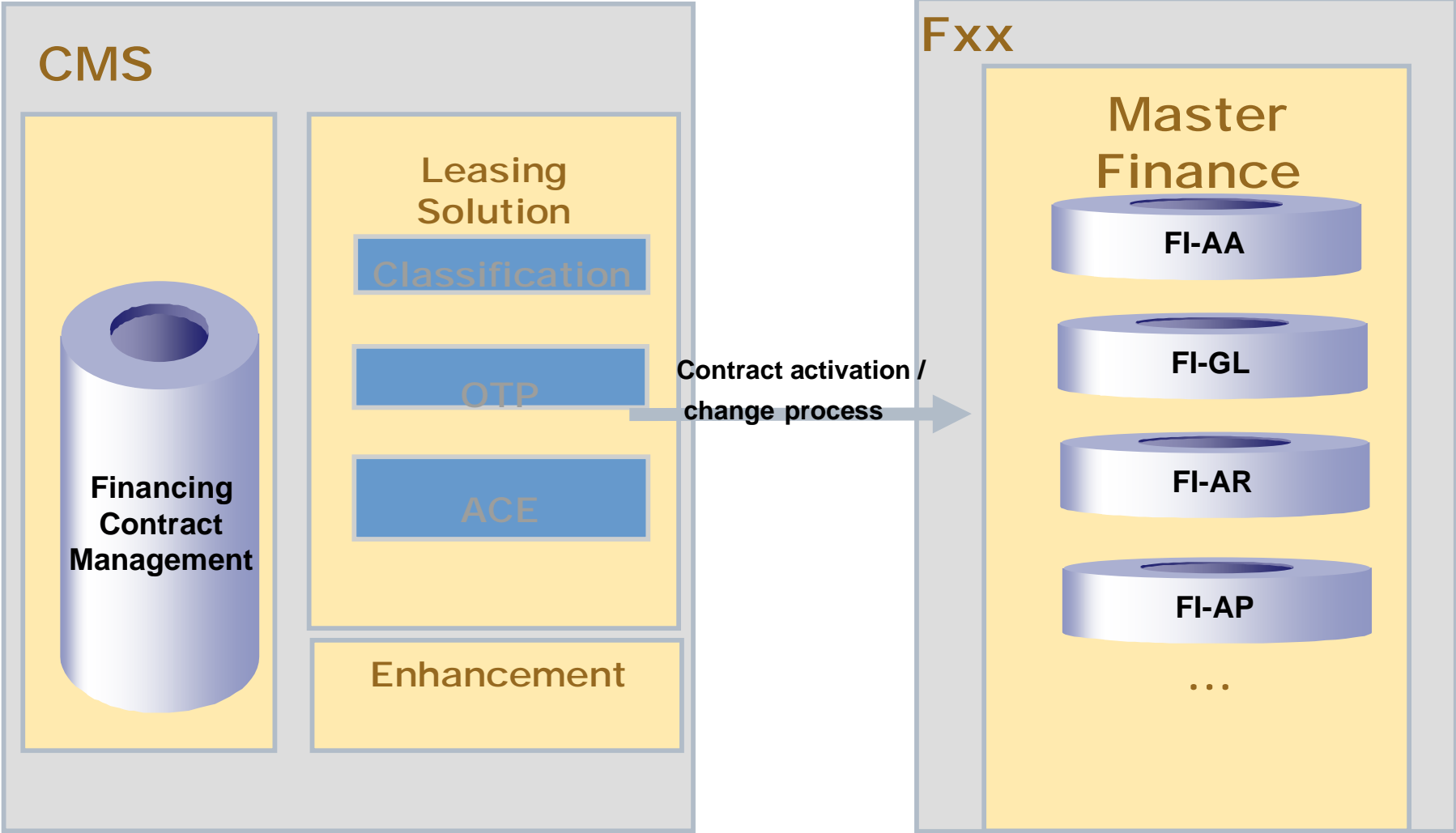§ Higher cost as business grows

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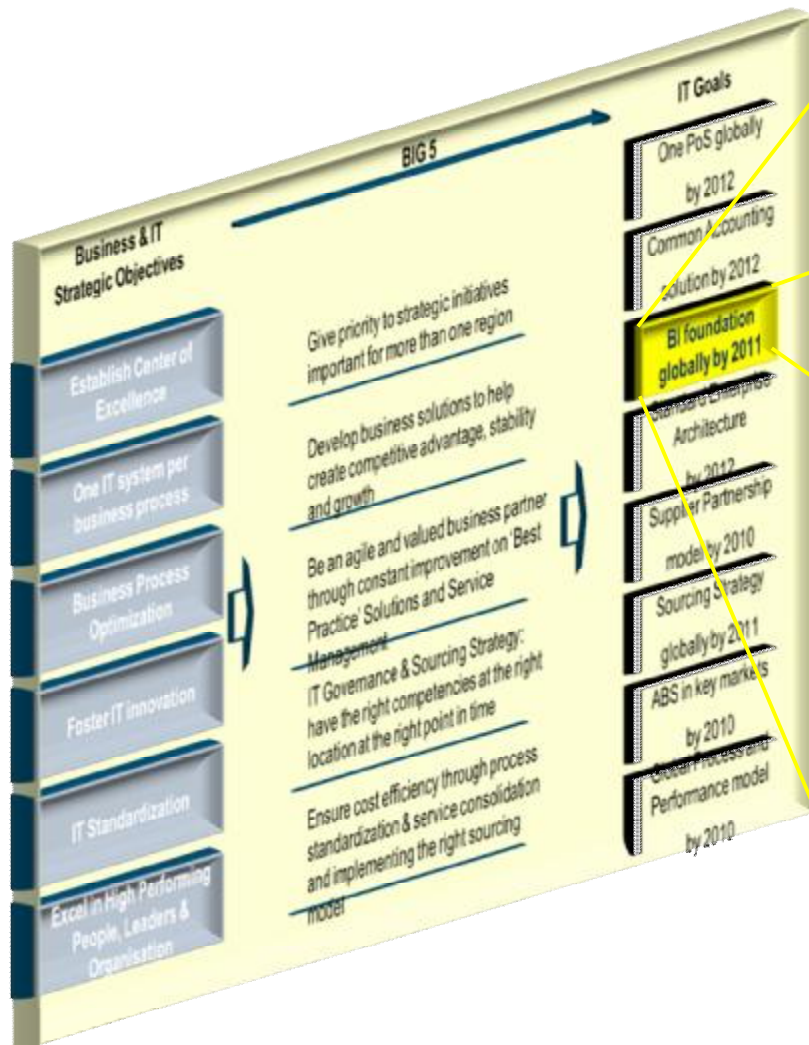# CMS Background

Current Finance System Solution Overview:

CMS Background

New Landscape Overview:

IT Strastegic Objectives- BI

Based on the strategic objectives 2010-2012, the Big 5 goals and based on several discussions and per <u>Business Plan 2010-2012</u>, there is a clear need for :

- *Business agility, thus market insight and analysis capabilities*
- *Client focus, thus customer insight and knowledge*
- *Profitability increase, thus improved and multi-dimensional risk algorithms*
- *Focused sales efforts, thus business segmentation*
- *Globalization, thus the need for standardization and cross-fertilization of knowledge*
- *Product development, thus socio-economical drivers and innovation knowledge*
- *Cost efficiency, thus process insight and metrics & benchmark information*
- *Improved fair market value algorithms, hence multi-source information integration*

Common denominators are information insight, reporting capability, projection capability and multi-dimensional analysis capability.

Business Intelligence is **not** the silver bullet, but it is the processes, methods, tools and technologies to provide data acquisition, management and exploitation in order to move the data up into the information knowledge chain (*).

(*) Data à Information à Knowledge à Wisdom

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Definitions

Data Warehouse

A data warehouse is a subject-oriented, integrated, time-variant and non-volatile collection of data in support of management's decision making process.

Bill Inmon

Business Intelligence

Business Intelligence (BI) refers to skills, processes, technologies, applications and practices used to support decision making.

BI technologies provide historical, current, and predictive views of business operations. Common functions of Business Intelligence technologies are reporting, online analytical processing, analytics, data mining, business performance management, benchmarking, text mining, and predictive analytics.

Wikipedia

Examples : BI business value

Barclays bank

Understand and Increase the Profitability of Credit Cards
BI provides the company with a consistent single view of credit
card data for all user groups, and supports the quick and accurate
production of consolidated reports.

Instant Feedback on Marketing Campaigns
With the BI solution, the company marketing teams now get a
near real-time view of how well customer acquisition and CRM
campaigns are performing.

Increase Call Centre Sales
The company is also using the BI platform to track and assess
sales data from its customer service call centers and
successfully implement cross- and upselling.

Manage Risk by Understanding Fraud Trends
To determine the bank's exposure, the company's risk managers
develop month-to-month predictions of trends in credit card fraud.

Adding More Insight to the Business
Previously the company's team of 40 skilled business analysts
spent a great deal of time running the same database queries
every month or every day. These same analysts can now retrieve
the complex information they need in just a few seconds.

XTRA Lease

XTRA Lease Revs Up Its Reporting and Sales
with Microsoft Business Intelligence

"Taking best sales practices and giving users across
our many branches the same targeted set of
information provides significant value to our
customers and sales staff."

Robert Lambrecht, Chief Technology Officer, XTRA Lease

Instead of waiting up to six months to have IT retool key production
reports, XTRA Lease employees can now – within minutes -- access
and organize the information to suit their needs – changes that
keep the company nimble in a fast-moving market. Simple
dashboard snapshots of customer data help employees see needs
and opportunities to fine-tune sales and retention efforts.

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