

The Readiness of Banks for the Application of Business Intelligence Solutions

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Abstract: A tremendously dynamic market, altering consumer needs, fierce competition, the need of strict manage and hazard administration are simplest probably the most characteristics of the Business atmosphere the place today's banks habits their operations. Better management and higher resolution-making procedure make the change between the positive and the unsuccessful available on the market with these traits. Business intelligence options for banks must provide the selection makers from all business segments of a financial institution with the capacity to control and make the most expertise, resources, in order to clear up the problems and make well timed and high-great decisions. Industry intelligence techniques in banks must be completed and but easy for the top user. Business intelligence covers many areas of the bank, and among the many principals are: Customer Relationship Management (CRM), Performance Management (PM), Risk Management (RM), Asset and Liability Management (ALM), and Compliance. Data warehouse and online analytical processes (OLAP) from the informational foundation for the applying of Business intelligence. Data mining and competencies retrieval are also essential segments of industry intelligence and take care of intricate statistical evaluation, discovering "hidden" relationships between data and forecasting the conduct traits of business programs.

Keywords : *Business intelligence, performance management, asset and liability management.*

I. INTRODUCTION

Modern day banks need to respond to challenges such as process automation, increased client expectations, aggressive competition, mergers and acquisitions, new product progress and market segmentation. Even as, banks have to also manipulate the hazards and harmonize their Business operations with the growing countrywide and worldwide rules, such as IAS, AML, BASEL II, etc. Administration comes right down to selection making, and choices have got to be well timed, effective and situated on accurate and reliable understanding derived from data. Banks document enormous quantities of knowledge everyday; data are recorded for all customers on their personal, psycho social, property and monetary points, as well as all their money owed, transactions per account, credit score liabilities etc. This data is generated in the bank's general information approach and saved in transaction databases. Expertise has proven that transaction databases are a rich expertise source that can be used for boosting the business of any company, especially a financial institution, due to the above - recounted tips in regards to the availability of large amounts of information. It grew to become clear a very long time ago that banks have numerous information, but little expertise, and very little knowledge on many points of their operations. Transactional databases, however, are giant [1].



Figure 1: Basel Concept & Implication

Source: https://cdn.slidesharecdn.com/ss_thumbnails/26882112-basel-ii-concept-implication-100304061425-phpapp01-thumbnail-3.jpg

II. BUSINESS INTELLIGENCE

According to Reinschmidt and Francoise, BI is about. Making decisions easier and quicker. A BI system is "an integrated set of tools; technologies and programmed products that are used to collect, integrate, analyze and make data available. Stated simply, the main tasks of a BI system include "intelligent exploration, integration, aggregation and a multidimensional analysis of data originating from various information resources". BI is an evaluation of decision support concepts over time. At the beginning of the 1990's, BI has emerged as a different discipline, to give end-users a better and direct access to information[2]. The main aim is to offer users "self-service" access to information so they would not have to depend on the IT department to generate custom reports. Eckerson [3] emulates BI to a Data Refinery. Similar to an oil refinery the BI environment gets data as a raw material and processes it into a vastness information product. (Figure I).

Business Intelligence Components BI Includes a whole lot of powerful tools, like information control, data mining, Online Analytical Processing(OLAP), Decision Support Systems (DSS) and Executive Information System (EIS) and Geographic Information Systems (GIS), CRM/DB advertising and marketing and Visualization. In addition four most important additives, facts warehouse, business analytics, business performance management and a person interface [4]. Operational BI systems are utilized by many different kinds of customers, but large numbers of operational and purchaser-facing people than with other BI programs. BI helps a higher percent of purchaser-going through people (fifty one %) and operational workers (48%) than strategic or tactical BI Applications. Curiously, managers (seventy seven%), commercial enterprise analysts (65%) and executives (forty eight%) lead the listing of operational BI customers, indicating that operational BI customers aren't confined to patron-dealing with personnel. Many executives check operational dashboards on an hourly foundation to song performance and make certain their company is executing in opposition to predefined targets. Most agencies supply operational facts thru static reports (sixty one %), secondly ad hoc queries (fifty five%), parameterized reviews (51%), and dashboards (forty seven%). The incidence of static reviews makes sense for the reason that operational methods do now not alternate frequently. Also, many operational reviews supply records at the bottom degree of granularity, so there may be no want for customers to go deeper. BI uses massive databases, generally information saved in a information warehouse or facts mart. Analyses tiers from easy reporting to slice-and-dice, drill down, answering advert hoc queries, actual-time analysis, and forecasting. A huge variety of providers provide effective analysis tools. Dashboard is the most beneficial one [5].

In the basis programs, BI Tools and outputs have been utilized by only BI professional and BI outputs have been served to senior managers and planners. Nowadays, BI tools are utilized by each kind of customers and records from suggests that customerfacing employees and operational workers definitely used plenty that other customers [6]. BI System is a dwelling corporation and expansion is an incremental method which in no way ends. Furthermore, BI System never reach the end, in comparison to Online Transaction Processing (OLTP) structures, because it keeps enhancing and obtaining new functionalities. While BI is used for accomplishing strategic objectives, there's no specific set of deliverables which constitute the completeness of BI systems and that they usually exchange. On the other hand, the BI task must be appropriately designed before kicking it off. It incorporates stages inclusive of requirements collection, spotting the situation of on hand data resources, value assessment, hazard estimation, figuring out the achievement elements, coaching of task constitution and instance of excessive-degree venture plan.[4]

A. Business Intelligence Support Management

One of the principle purpose of the use of the BI is to help management activities. Management Support Systems (MSS) are defined as pc systems that help control activities and provide capability to summarize and examine enterprise facts [5]. Knowledge management systems (KMS), Decision Support Systems (DSS) and Executive Information Systems are examples of MSS. These gear are designed to provide selection aid for managerial sports,utilising and helping a data repository for decision-making needs and enhancing consumer performance [4].

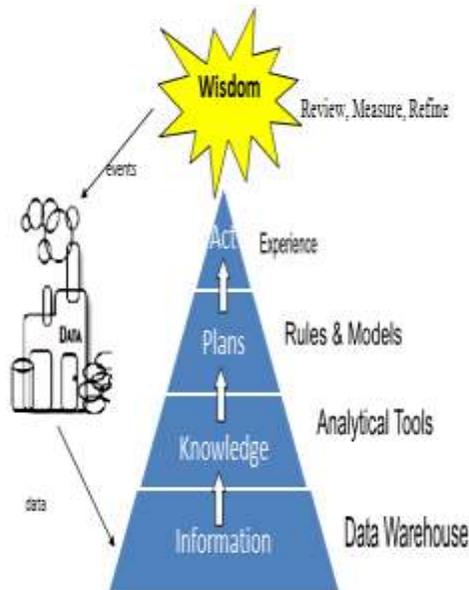


Figure 2 : Business Intelligence Support Management Systems

III. LITERATURE REVIEW

Areas E Intelligence Business intelligence in banking:

Business intelligence options for banks should provide the decision makers from all trade segments of the bank the capability to manipulate and exploit the know-how advantage of a mess inner and outside information assets.

Business intelligence covers many areas of banking business, the most important being

- Analytical Customers Relationship Management
- Bank Performance Management
- Enterprise Risk Management
- Asset and Liability Management and
- Compliance.

Seeing that and inspecting the whole client relationships is vital to victorious bank operations within the stipulations of developing competitors. Most application solutions within the trade intelligence domain are the center of attention on market segmentation, defining a clear photo of the purchasers and their relationships with banks, defining a transparent image of the market capabilities and the bank's potential to use this knowledge [6].

Segmentation: A customer segment is a group of client composed based on specific shared characteristics.

Customer profitability: Profitability analysis is the analysis of clients in accordance with the expected impact on bank's profit and thus the total return on equity (ROE).

- Relationship Marketing
- Performance management
- Risk Management
- Asset & Liability Management
- Compliance

A. Relationship Marketing

Grönroos stated that there are three tactical factors that need to be considered when developing relationship marketing: searching for direct contact with shoppers, constructing a database, and offering a customer-orientated service. Not like this, Berry notes 5 specific techniques which have got to be considered: Core carrier method, Relationship Customisation, service Augmentation, Relationship Pricing and inner marketing. Briefly, Core service method is ready what the product brings to the client. Grönroos also notes that this technique represents the most important reason why an enterprise enters into a market because it constitutes the factors of the elemental service package deal; comparable to aiding and facilitating offerings. Berry also reinforces this assertion by maintaining that "a key procedure in

relationship advertising is the design and advertising of a ‘core provider’ round which a consumer relationship can also be headquartered.” [6]. To provide an overview of how financial organizations perform on both a digital selling and digital experience basis, Avoka introduced a Digital Sales Readiness Matrix in 2017. Those firms that allowed a customer to open the most accounts digitally were considered ‘digital ready.’ To determine the ‘ease of use’, Avoka used their proprietary transaction effort score.

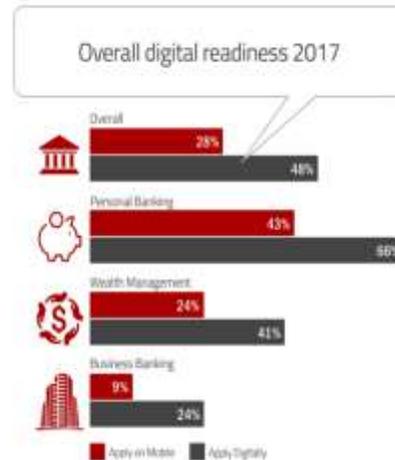


Figure 3: Digital Sales Readiness

Source: <https://thefinancialbrand.com/64495/financial-banking-digital-selling-online/>

B. Performance management:

Managing performance has been a very important issue for a long time. It has gained more attention recently due to highly competitive business environment. Especially when the popularity of Balanced Score Card calls for mechanisms to cascade and instill the corporate strategy down through the organization and to ensure that the strategic plan is actually implemented, performance management is one of practices that assist an organization to link organizational goals to individual goals. That is, operational goals take the organization’s strategies and translate them into specific goals. Therefore, it facilitates management alignment and buy-in by bringing all levels of management into the operational planning process Journal of International Business and Cultural Studies Performance management, Page 4 and giving employees a chance to help shape the plan. It focuses on ways to motivate employees to improve their performance. Moreover, it might aid organizations to beef up economic performance. A be taught, conducted through McDonald and defend of Hewitt neighbors found that organizations that used efficiency administration applications had bigger earnings, better money go with the flow, more suitable inventory market efficiency and greater inventory worth than businesses that did not. Not simplest efficiency management, extended fiscal performance, nevertheless it additionally increased productiveness; companies with such applications had greater sales per workers [4].

C. Risk management:

Risk Management Is a procedure where a bank methodologically manages all the danger processing phases (identification, analysis, size, manage and reporting) posing a threat to the success of its targets and person trade movements, in order that the done hazard degree must not endanger the bank’s dependable and steady operation. One of the crucial dangers confronted by way of banks include credit score dangers, market dangers, curiosity price dangers, international change dangers, liquidity dangers, operational risks, reputational dangers, ect...

D. Bank asset and liability management:

Bank Asset and liability Management (ALM) Are the process of managing a bank’s liability and receivables, aimed at beginning revenue and treat balance, beginning a relation between the liabilities and receivables, and controlling the influence of chance on the financial institution’s operations and fiscal outcome. Trade intelligence options for ALM must enable generating an entire set of internal studies – commencing from stability sheets, liquidity analysis and cash go with the flow, right down to maturity and interest fee constitution. In addition to this, they also incorporate income structure analyses and analyses of the long-time period syndicated loan agreement analyses.

E. Compliance Management:

Compliance Begins at the prime. It's going to be more amazing in a corporate culture that emphasizes specifications of honesty and integrity and wherein the board of directors and senior management lead by using an example. It considerations each person inside the bank and must be considered as a necessary a part of the bank's trade hobbies. A bank will have to hold it to excessive standards when carrying on business, and consistently strive to realize the spirit as well because the letter of the regulation. Failure to do, doesn't forget they have an impact on of its moves on its shareholders, patrons, staff and the markets may just outcome in large adversarial publicity and reputational injury, even if no law has been broken.

IV. Business Intelligence System to Support the ALM Concept

A. The ALM Concept

Manage with the challenges of the market and competition effectively, a bank creates more than a few techniques and methodologies, including a cutting-edge strategy to managing the bank's property and liabilities, within the type of the ALM inspiration. Speedy alterations in the financial market intent fast changes within the financial institution's steadiness sheet assets and liabilities, and their publicity to various dangers, equivalent to credit score danger, currency trading chance and interest cost threat. For the purpose of defense and more efficient threat managements, banks decide upon an integrated approach to managing the complete on stability and off-balance constitution. This creates stipulations for linking projected risks to the insurance policy of excessive dangers. Within the appliance of the ALM idea, bank management is obliged to observe daily changes in the structure of belongings and liabilities, and restrict the dangers to which the bank is exposed. The fundamental venture of the ALM concept is to establish the correlation between the chance and profitability of individual financial institution transactions. It is a method of stopping excessive risks, which will lead to losses in banks. Introduction and utility of the ALM principles create extra flexible banking structures, abilities of faster adaptation to all feasible changes in the economic market. Thus, the perform of the ALM suggestion is headquartered on the requirement for delivering enough profitability stages in banks, efficient asset legal responsibility management, and manage over the banking risk management.

B. Risk Management Within the ALM Concept

The purpose of risk management Is to permit the bank to observe and control the sizes and concentrations of dangers as a result of its hobbies. The hazard management approach is performed in a few interconnected stages: risk exposure identification, risk evaluation and comparison, chance control, risk financing and hazard administration. The threat management procedure implies choosing and inspecting all dangers within the financial institution, defining appropriate chance limits, and monitoring, threat, limits through brand new knowledge systems in a managed manner.

V. CONCLUSION

They have got to meet the more and more complex demands posed by means of clients and the market, the necessity for computerized trade operations, more efficient procedure management and control in the modern banking enterprise is also involving the necessity for an adequate information approach. The fundamental banking expertise, systems are constantly developed and evolved so to meet some of these needs. Nevertheless, so as to make full use of the big expertise generated within the general understanding method on an everyday groundwork, they require enhancements in the form of industry intelligence methods. Moreover to built-in perception into old data, BI systems also allow banks to count on the future behavior of the procedure and most of their business indications. Additionally, they allow modelling consumer conduct, now not most effective in terms of utilizing new offerings, but additionally from the perspective of competencies dangers. An attribute example of the utility of BI approach help of high-nice and well timed selection making is asset and legal responsibility management. In an effort to provide know-how aid for the today's ALM suggestion, software must allow projecting and calculating the long run values of portfolios, liquidity, cash flows, right down to supplying projections of stability sheets and revenue-and-loss money owed at all stages.

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