

DAB Bank Improves Flexibility and Agility

Capgemini implements an enterprise-wide data warehousing solution, empowering the bank with intelligence to support strategic decisions

The Situation

DAB bank, one of Germany's leading online banks focused on the securities and investment business, wanted to rebuild its existing data warehousing solution in order to effectively manage its diverse product portfolio in accordance with the volatile market situation and rapidly changing customer requirements. The bank also wanted the new solution to monitor and report its performance, empowering end-users with intelligence that could be leveraged as a competitive differentiator in the market.

The Solution

Capgemini helped the bank to implement an enterprise-wide data warehousing solution, providing a complete and consolidated view of all customers, partners, products and services as well as all transactions and balances. Drawing from Capgemini's expertise in Oracle and Business

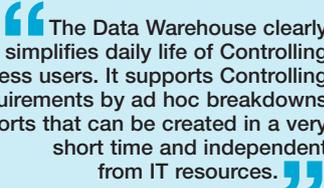
Objects enabled the bank to integrate the enterprise-wide data warehouse with a business intelligence solution.

The Result

The success of the implementation has not only ensured the required operational efficiency and agility— it has further strengthened the bank's confidence in Capgemini. The bank is partnering with Capgemini in a number of subsequent projects.

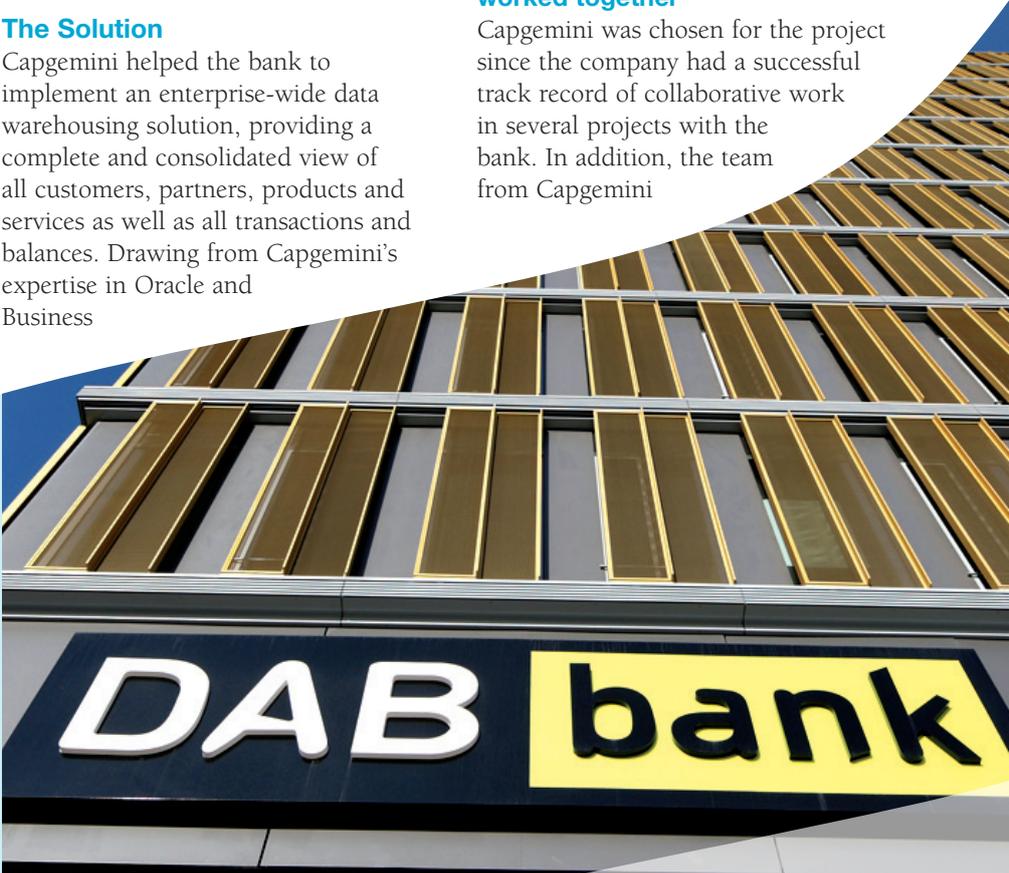
How DAB bank and Capgemini worked together

Capgemini was chosen for the project since the company had a successful track record of collaborative work in several projects with the bank. In addition, the team from Capgemini



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Dirk Schlomer, Head of Controlling,
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People matter, results count.

demonstrated a strong understanding of the bank's existing solution and an expertise in implementing the proposed enterprise-wide data warehousing solution.

The team had a clear mandate of replacing the existing data warehouse and implementing a new solution that would address diverse requirements towards generating information from different departments across the bank. Capgemini adopted a nearshore delivery strategy that entailed experts from Capgemini working at the DAB office, involving business users at the bank to clearly understand and effectively address their requirements. The team envisioned a new enterprise-wide data warehouse involving all business users, established an operational data store to feed systems like the commission management system, output management system and CRM system, and integrated the new data warehouse with Siebel Analytics to allow combined evaluations of data from both sources.

Furthermore, Capgemini supported the analysis of current and future requirements of various departments, including Controlling, Marketing, Risk Control, Credit, B2B/B2C, and Compliance. Another challenge was to ensure the integration of external business partners.

The bank quickly realized the benefits of the new solution. Above all, business users are now able to leverage data on time and take the right decisions quickly. Since the legacy solution did not provide the complete data relevant for reporting, users were forced to manually create data copies from the old data warehouse and join these with the missing data using Access - a very inefficient and error-prone solution. With the highly sophisticated Business Objects Universe clarifying the technical possibilities to the business

users, they are now able to create their own complex reports. The business users are now independent from IT and can even schedule recurring reports themselves.

Capgemini's collaborative effort with the bank team helped trigger innovative solutions. For example, since the new data warehousing solution required several times more data than the old one, while there was not a byte more of disk space available, the team worked towards saving proportionate data volume through intelligent design.

With the renewed solution, the bank is not only able to align important functions but also to effectively monitor its performance and adjust business activities according to market conditions.

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About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called

Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 35 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs over 100,000 people worldwide.

More information is available at www.capgemini.com

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In collaboration with



The DAB bank is listed on the Frankfurt Stock Exchange since 1999. HypoVereinsbank is the majority shareholder

(76.36%). The DAB bank Group comprises of DAB bank AG and the Austrian direktanlage.at. In addition, the DAB bank has acquired the major shareholding in SRQ Financial Partners AG in November 2006.