

BI Capabilities 2024

V 3.8



The Business Intelligence practice at MindCraft can help you develop solutions that provide deep insights into your Business Performance.



Reports & Dashboards



Data Marts &
Data Lakes



Operational
Data Stores



Extract, Transform,
Load (ETL)



Visualization

MindCraft Value Proposition for BI Projects

ROI Study for automation

Technology Agnostic Approach

Experienced Architects for Data Modeling

Exposure to varied tools and platforms

Efficient ETL Design experience

Extensive experience in Financial Services sector

Logical data model for Operational Data Store

Experience with CDC Implementation

Experience on open source and licensed tools

On-premise or Cloud based implementations

Deep understanding of key core systems such as Lending (LOS, LMS, Collection), Policy Administration, Core Banking, CRM

End to End Services – From Consulting to Implementation to Support

BI Suites

- OBIEE
- Azure
- IBM Cognos
- MS BI

Reporting & Visualization Tools

- Power BI
- Tableau
- Business Objects
- Jasper Reports

ETL Tools

- DataStage
- Informatica
- Jasper ETL
- SQL Server Information Services
- Business Objects Data Integrator
- AWS Data pipeline
- Azure Data Factory
- Azure Databricks

Databases

- Oracle Database
- SQL Server
- IBM DB2
- MySQL
- MariaDB
- Azure SQL

Business Intelligence Case Studies

Enterprise-wide Risk Reporting Solution



The Client

A leading Life Insurance company belonging to a global financial conglomerate. The company has an impressive list of products comprising of children's future, Health & Retirement Solution, wealth protection plans, etc.



Business Need

Business decisions are dependent on data obtained from disparate systems. The client found it imperative to have a well established and pro-active mechanism to ensure that risk exposure is minimal.



The Solution

The solution developed by MindCraft provided enterprise-wide business Risk Assessment with dashboards and detailed drill down reports for further analysis. Tolerance limits were set as per the organization hierarchy. Notification and alerting mechanism were also a part of the solution. The solution encompasses all functional areas including – Sales and Distribution, Persistency, HR, Legal, Compliance, IT, Information Security, Products, Investments, Claims, etc. The solution was also architected with an internal escalation mechanism which in turn ensured that monitoring and preventive measures were taken at the required levels in the organization.



Tools & Technology

- SSIS
- MSSQL Server 2008
- SSRS over SharePoint



Business Outcome

This solution provided visibility to enterprise-wide risks across business functions, geographies, channels, time-periods and products. It helped the client make timely risk-informed decisions and ensured accurate Statutory & Regulatory compliance.

Analytical Reports & Dashboard Implementation



CLIENTS

The Client

The client is a leading composite insurance broker specializing in providing integrated insurance broking and advisory services to companies and individuals by way of Retail Solutions and Corporate Solutions.



Business Need

Reports were generated in excel format for their businesses and did not give real-time information. The client required a more automated and reliable source for reports.



The Solution

MindCraft automated the reports generation process and created dashboards with concise and clear data representation. Various Slice and Dice reports were created for various functions like Retail Insurance & POS (Performance, OD & TP Premium, NOP count, Retention %, etc.) Employee Benefits (Portfolio comparison, claims reported and status, reimbursement TAT, Branch, TPA, HRA data based predictive analytics), Non-EB Claims (Disposal ratio, settlement ratio, top outstanding and ageing reports), Reinsurance (Revenue, NOP, ticket size, retention count%), CEO Dashboard (Group and Non-Group, Industry, LOB Insurer wise Premium, Brokerage, Rewards, Endorsement, Retention Ratio, etc.), HRMS (Structured across regions, attrition ratios, salary vs. performance, etc.).



Tools & Technology

- SQL Server
- SSIS
- SSRS



Business Outcome

Slice and Dice reports helped get easy access to reports without any manual intervention, thus saving time. Convenient reporting was made possible with a CEO dashboard and reports being made available on mobile devices.

Centralized Planning with Real-Time Data Integration



The Client

A major pharmaceutical company, involved in manufacturing, local distribution and export of various drugs. The company has several manufacturing facilities for manufacture of prescription and bulk drugs.



Business Need

The client had a combination of home-grown (legacy) and off-the-shelf software for addressing requirements of functions such as production, purchasing, finance, import/export etc. In the absence of a central ERP system, data required for planning was distributed across geographies.



The Solution

MindCraft helped put together a solution that used Change Data Capture & ETL principles to populate Dynamics with data from 40 different systems, thereby, enabling centralized planning and subsequent procurement. The solution consisted of a middleware layer that enabled applications to track and propagate changes to other applications. Changes made to the legacy source systems were captured and delivered to target systems. This helped them consolidate demand across the enterprise and availing best deals with vendors with bulk orders.



Tools & Technology

- IBM InfoSphere Server (DataStage 8.5 & CDC 6.5)
- WebSphere Enterprise Service Bus 7.0.



Business Outcome

With the implementation of this solution, the client was able to get access to reliable data with real-time transaction-level integration, which helped with faster and improved decision making. Consistent error handling and management across integration touch-points ensured higher efficiency.

Universal Datawarehouse Implementation



CLIENTS

The Client

The client is a large retirement solution provider. Their comprehensive retirement solutions platform includes business development tools for financial advisors and a data-driven recordkeeping technology. The client has embarked on an acquisition journey to give them inorganic growth.



Business Need

Due to their fast-paced growth, monolithic, point to point integrations need to be modernized and made scalable. They also need a robust process where all business processes flow through a well-defined integration framework.



The Solution

MindCraft worked on providing a Universal Datawarehouse with a single version of truth. An Integration Framework was created to onboard new entities of each type. Reconciliation routine was initiated to check whether contribution to investment plans were happening according to defined rules. Slice and dice of data was made possible to identify cross sell and upsell opportunities. Marketing campaigns were initiated for industry data and rich API catalogue and monetization plans were provided. Furthermore, visualization and user stories driven dashboards were created.



Tools & Technology

- Azure Data Lake Storage
- SQL server
- Azure Data Factory
- Data Bricks
- Power BI
- Azure DevOps



Business Outcome

Single version of truth provided better business view and facilitated faster decision making. Visualization & dashboard provided a good understanding of ground realities, thus enabling the users to take the required next steps. There was an increase in revenue with clearer view of cross sell and upsell opportunities.

Operational Reporting on Core Banking



The Client

The client is a leading private sector banks catering to a wide range of banking services covering commercial and investment banking on the wholesale side and transactional / branch banking on the retail side. The bank has made substantial investments in acquiring the best technology to build the infrastructure for world class banking services.



Business Need

With the migration of core banking application, underlying reporting stack also had to be migrated from Business Objects to OBIEE.



The Solution

MindCraft was responsible for the Development, Support and Business as usual activities for more than 1200 operational reports used by the bank for the core banking application. Topics covered include -

- Basel Reports
- ATM related reports
- Credit card
- CASA Reporting



Tools & Technology

- OBIEE



Business Outcome

With this implementation, the client was able to enjoy significant cost savings on licenses. The solution provided the ability to extend benefits of reporting to a larger set of users. Moreover, timely report delivery enabled the bank to adhere to regulatory and compliance requirements and enhanced decision making.

Calculation Engine & Slice & Dice Reports



CLIENTS

The Client

The client is a new entrant in the e-commerce space in the US and has tie-ups with several well-known brands across 100 countries. The client has grown at a fast pace and has added hundreds of customers with revenues more than doubling year over year.



Business Need

The client had partnered with many brands to provide gift coupons and rewards to their employees and customers. They had different subscription plans for various customers and wanted a better view of campaign performance.



The Solution

MindCraft developed a calculation engine to compute the client's fees based on subscription. Slice and dice of fees based on Brand, Vendor, Customer, Salesperson wise was done, which helped the client re-align their strategies. Key KPIs included Net Revenue Analysis, Gross Revenue Analysis, Campaign Performance Analysis, Gift Analysis, Holiday Season Wise Performance, Single Order vs. Recurring Order and Days between Two Orders.



Tools & Technology

- AWS Data pipeline
- Aurora(MySQL) Procedures
- Reports/ Dashboards



Business Outcome

Easy reporting increased agility, which was critical as the client was a new-entrant. Moreover, slice and dice reports helped them get better understanding of campaign performance, so that they could re-align their strategies accordingly.

Operational Reporting & Analytical Dashboards



The Client

The client is a leading Life Insurance company belonging to a global financial conglomerate. The client is one of India's leading life insurance companies offering a range of products including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and ULIPs.



Business Need

Like any insurance company, the client faced an enormous volume and complexity of data, which was fragmented and dispersed among departments. The client required a solution that provided accuracy and flexibility, enabling users at all levels to monitor and visualize key metrics.



The Solution

Data from different source systems is pulled into data warehouse. Reporting requirements of different internal and external communities are handled through BO platform. Data dissemination is as per end users' requirements:

- Users in operations get detailed data on actions to be taken next day
- Department heads get analytical data on the department's KPIs
- Function heads get comparisons across different geographies/ channels/ time periods on all KPI's
- Dashboards for CXO's



Tools & Technology

- BO DI
- Teradata
- Business Objects XI, Xcelsius



Business Outcome

This solution helped the client to meet the complex and varied reporting and analytics needs of the Insurance Industry. It helped reduce data and effort duplication Users could access readily available information in form of reports and view analytical reports showing past trends.

Regulatory Reporting Solution



CLIENTS

The Client

The client is one of the largest Depositories that handles most of the securities held and settled in dematerialized form in the Indian capital market. They provide a bouquet of services to investors, stockbrokers, custodians, issuer companies etc. through their nation-wide network of Depository Partners.



Business Need

The client was generating reports in excel format, that led to manual work and errors. These reports were required for internal analysis as well as to be submitted to regulatory bodies.



The Solution

MindCraft automated MIS generation process across areas such as Marketing, DP Interface, Legal & E-Projects. MindCraft built an ETL layer and designed a suitable data warehouse to automate the MIS generation process. MindCraft also worked on the presentation of the reports as Dashboards which were concise enough to be presented to the management.



Tools & Technology

- SSIS
- MSSQL Server 2008
- SSRS



Business Outcome

The solution helped the client get a better view of data. It further enabled automation of their internal process leading to manpower saving and reduced TAT.



The Client

The mutual fund distribution line of a leading Private Sector Bank in India that provides financial services to customer segments covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses.



Business Need

The bank was growing its mutual fund business and with this, they experienced a need to be able to analyze and track the business. A holistic evaluation was required for the bank to make informed business decisions.



The Solution

MindCraft implemented the solution to analyze and track the Mutual Fund business growth for the bank. It also enabled them to calculate incentives and brokerages to ensure transparent and efficient compensation mechanisms. As part of this implementation, a decision was made to consolidate all the Mutual Funds that the bank is distributing on a single platform for all the various sources of different products (CAMS, Karvy, Franklin, etc.) along with the incentive payouts. The solution facilitated a thorough analysis of performance across the entire channel hierarchy. With this a thorough evaluation and comparison of different products' acceptance in the market was also possible.



Tools & Technology

- Informatica
- Oracle 10g



Business Outcome

The solution provided operational benefits as the entire channel distribution data was consolidated under a single platform. Timely and correct incentive payments were possible. Moreover, renewal leakage was tracked in terms of brokerages computed.

Enterprise-wide Reporting Platform



CLIENTS

The Client

One of the fastest growing private sector bank in India with a comprehensive product suite of Financial Markets, Investment Banking, Corporate Finance, Branch Banking, Business and Transaction Banking, and Wealth Management business lines.



Business Need

With numerous branches and a diversified pool of customers, getting a single view of business was a challenge for the bank. Business heads at the bank found it difficult to get a complete and accurate picture of the bank's customers.



The Solution

The bank required insights into customer preferences and their behavior patterns for customer retention, acquisition and for cross selling of its products and services. MindCraft team was part of the Business Intelligence implementation that involved creating a reporting platform for the bank. The platform improved the quality and the veracity of the information contained in the MIS reports by automation. The solution was integrated with multiple sources of data with a single data warehouse that helped the users take timely and appropriate business decisions.



Tools & Technology

- PL/ SQL
- Oracle 10g
- LogiXml, QlikView



Business Outcome

Faster decision making became possible with this solution. Automation helped the bank channelize its resources earlier occupied with manual collation of data to more productive tasks. The bank succeeded in cutting down internal e-mail traffic as employees were not required to send data files as attachments anymore.

Reporting & Analytical Solution



CLIENTS

The Client

The client is one of India's largest professionally managed on-line multi-commodity exchange. It is the only commodity exchange in the country promoted by national level institutions.



Business Need

Absence of analytics and error free reports, led the client to migrate existing reports from BO to OBIEE. The client wanted MindCraft to resolve Configuration, Implementation and Performance issues pertaining to OBIEE.



The Solution

MindCraft worked on the migration project and helped the client change one of their core systems and remap ETL processes to cater to the new source. MindCraft also worked on the extension of the platform to cater to analytical requirements of the client. Business as Usual support was provided to ensure seamless business deliverables. This led to performance benefits such as Faster Report Generation and Error Free Reports.



Tools & Technology

- PL/ SQL
- Oracle 10g
- BO/ OBIEE 10g/ 11g



Business Outcome

Not only did the client enjoy cost saving, they also were able to generate reliable, timely reports which were crucial for the successful running of their business. The implementation also marked their movement from MIS to analytics.

Discoverer to OBIEE Migration



CLIENTS

The Client

The client is one of the largest Depositories that handles most of the securities held and settled in dematerialized form in the Indian capital market. They provide a bouquet of services to investors, stockbrokers, custodians, issuer companies etc. through their nation-wide network of Depository Partners.



Business Need

The client wanted to move from Oracle Discoverer which had to be upgraded to the latest version as it had reached end of life to OBIEE Publisher.



The Solution

MindCraft helped the client migrate close to 70 reports to OBIEE Publisher. MindCraft also took the responsibility of migration of EUL along with worksheets and Integration with Maker-Checker Application for authorization of reports. As part of the migration, MindCraft also enabled the Integration with Maker-Checker Application for authorization of reports and the use of Web Services API.



Tools & Technology

- OWB
- Oracle 11g
- OBIEE Publisher



Business Outcome

With this migration, the client was able to move to a supported version and could continue enjoying benefits of the latest features.

Traceability Product



CLIENTS

The Client

The client is a technology driven company providing comprehensive serialized data warehousing, traceability, and information management solutions to pharmaceutical companies which help to improve productivity, enhance product quality, and increase profitability.



Business Need

The client was unable to get the required development expertise for their track and trace product.



The Solution

MindCraft used Cognos as ETL/reporting front end/ Cube for this traceability product, Report studio for canned reports, Query studio for ad hoc queries, Metric studio to design KPI's, Data Manager for ETL, Framework Manager for data modelling, Transformer for OLAP Cubes, Event studio for raising notifications. All kinds of information requirements were met using Cognos suite of products.



Tools & Technology

- Data Manager
- DB2/ Oracle
- Cognos



Business Outcome

With this implementation, the solution was tailored to meet specific industry vertical requirements and also provide integrations with end customer data.

Customer, Advisor, Employee Portal



CLIENTS

The Client

One of India's leading Private Sector Life Insurance Providers, this company is one of the largest non-banks-supported private life insurers.



Business Need

The client was faced with the problem of information dissemination to multiple user communities. They recognized the need for their customers and advisors to have real time access and information availability, while their employees needed to be in control so that they could oversee transactions and manage risks.



The Solution

MindCraft conceptualized and designed the solution, a virtual office for employees, customers, advisors, distributors etc. which provides easy access to employees to oversee transactions and mitigate risk. An Operational data store was used for reporting requirements where information from various systems was hosted. All legacy data was pulled into the ODS, while all other applications pulled data from the ODS using adapters. The solution focused on enhancing user experience and giving easy access to employees for overseeing transactions. It provided a combined source of data in a standardized format for query and reporting use.



Tools & Technology

- WebSphere DataStage
- DB2
- DB2 Alphabox



Business Outcome

The solution enabled lower data warehouse implementation and maintenance costs. There was an increase in productivity with easier access to information. The various user communities experienced simplicity and flexibility while doing online transactions.

Sales Progression



CLIENTS

The Client

A leading Life Insurance company, belonging to a global financial conglomerate, is a well-known provider of insurance policies. The client has a customer base of over two and half million.



Business Need

In the absence of KPI based tracking, sales performance was measured as a function of achievement versus targets. Contributions to campaigns, special promotions, performance with respect to peers, early achievements were being ignored due to lack of data. The need was to objectively evaluate performance for career progression.



The Solution

The solution involved deciding progression of sales personnel within the sales organization based on performance parameters such as planned v/s actuals, campaign effectiveness, new leads and conversions, trainings, recruitment of advisors and so on. Since the rules were frequently changing, they were externalized using a rules engine in manner where business users could carry out changes without having to request code changes from IT. The automated Sales progression solution enabled providing role-based Tracking & Monitoring of Sales performance across various parameters along with comparison of Targets versus Actuals.



Tools & Technology

- Java/J2EE
- Talend ETL
- JBoss Drools
- Oracle Database



Business Outcome

The solution enabled the sales team to get a complete picture of their performance and the corresponding performance rating they received. It helped increase transparency in a highly data-centric process for all front-line sales, sales back office & HR. It also enables faster resolution to queries.

Migration from Oracle to MariaDB



The Client

A leading bank in Singapore, with a network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America, providing a wide range of financial services. In Singapore, the bank is a market leader in the credit card and private residential home loan businesses.



Business Need

The client wanted to cut down the huge licensing costs they were incurring. As a result, they made a strategic decision to move their non-CORE banking applications to open source databases.



The Solution

As part of this engagement, MindCraft migrated multiple databases from Oracle to MariaDB. This one-time migration was done using a data conversion tool combined with ETL. 500+ tables with about 300 GB data were migrated. The migration included migration of DDL as well. Support for double byte Chinese characters was also provided. Post the migration, MindCraft provided initial support, hand holding and training to the bank. The MindCraft team also provided verification and reconciliation reports.



Tools & Technology

- Oracle
- Maria DB
- Migration Tool - SQL Lines
- Jasper ETL



Business Outcome

The migration helped the client achieve huge savings in license costs, having moved from licensed databases to open-source databases.

Banks



Deutsche Bank



Insurance



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Financial Services



Mutual Funds



Pharmaceuticals



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Thank You!



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