LLJWS BAM

business
analytics
management

AURIGA

the banking e-volution

WWS Business Analytics Management

The solution that facilitates and speeds up your strategic decisions

WWS Business Analytics Management (WWS BAM) is the Data Analytics application module of the WWS software suite.

Its powerful features offer banks a full view of all data from active retail channels and services available to customers. WWS BAM easily and flexibly aggregates data, which can then be analysed to yield information of strategic value.

The data can be used to produce reports and graphics, conveniently presented on a dashboard, allowing decision-makers to view trends and correlations to better devise their growth strategy.

Are you looking for a solution to analyse and monitor your business services?

Financial establishments already have access to a great deal of high-value data, the so-called "digital black gold". This is an intrinsic source of wealth, whose proper use is fundamental to making banks more efficient internally and consequently more effective at devising winning propositions, capable of offsetting new competitors. The challenge banks now face lies precisely in adopting the right tools to extract, collect, compute and leverage all this data and hence discover trends and correlations that are useful to defining their market strategy. As proof of this, the Big Data Analytics and Business Intelligence market for banking is among the most advanced and dynamic. WWS BAM, Business Analytics Management, surpasses this challenge. It is a Business Analytics solution that enables collecting and displaying effectively and instantly all analytical data from across the bank's information system, unlike the main analytics tools, which are mostly dedicated to a single business process. Thanks to WWS BAM, all transactions and services provided by the bank on its various channels can be analysed in depth to enhance performance and optimise business processes that are key to growth.

Are you looking for a concise and comprehensive view of the data from all your customers' touchpoints?

The banking sector's growing attention to Big Data analytics is grounded in several major objectives: cutting operating costs and inefficiencies, guiding investments and identifying new business opportunities. To meet these requirements, masses of data need to be extrapolated according to specific criteria, and easily and flexibly seen in relation to each other in order to find correlations, analyse historical data sets, and determine trends and segmentations. These correlations can be presented in clear, instant reports and graphics, on a dashboard readily accessible to executives. WWS BAM is specifically intended for this purpose. It is designed as an application module of the WinWebServer (WWS) omnichannel platform, to supply a dashboard that gathers and analyses different types of data, from a single or several sources. On setting up how frequently data about daily records is gathered, the periodic transfer of the most recent data is extremely configurable. It's possible to set standard 24-hour refresh cycles, or reduce the time-lag interval to keep the BAM database constantly up to date. This simple yet powerful tool aggregates and processes data from configured active channels, without affecting their performance.

Are you looking for a solution to optimize the interpretation of strategic indicators to renew the company's decision-making processes?

A good Business Analytics tool must provide a cross-sector snapshot of banking performance , enabling the building of multidimensional data analysis models and generating results in real time. Through configurable management of accesses, WWS BAM allows decision-makers to readily create multiple dimensions of analysis depending on the business objectives. Through a highly intuitive and user-friendly interface, users can turn data into strategic information and monitor the KPIs specific to each business process or channel.

⚙ Summary of characteristics and features

WWS Business Analytics Management is an application that enables the extraction, collection, analysis and graphical viewing of banks' Big Data for business purposes. The simplicity of use and operational power of WWS BAM allow the bank's organizational units to configure specific parameters according to the information required and the business objectives to be monitored.

The main characteristics and features of WWS BAM include:

- ☑ Multi-source
- ☑ Easy integration with external databases

- ☑ Single sign-on authentication
- ☑ Configurable multi-user management

- ☑ Multi-language
- ☑ Data aggregation in OLAP mode

- ☑ Instant, intuitive Web user interface
- ☑ Easy configuration of multidimensional data analyses
- ☑ Predefined and customisable templates

- ☑ Scheduling and generating of automatic periodical reports
- ☑ Customisable reports and graphics
- ☑ Customisable dashboards

- ☑ Exporting reports in PDF or Excel format, saving and printing

⚙ Advanced Business Analytics solution

Any system or service that generates data and events can feed into the Data Warehouse of WWS Business Analytics Management. Depending on the extent of the business analyses to be monitored, whether operational, functional or financial, WWS BAM permits constructing dynamic queries of the data coming from several active channels and of the specific events that it generates.

WWS BAM's logical architecture is based on a three-tier structure: one level for data extraction and collection according to predefined criteria; the second for managing the business logic and data processing; and the third for the graphic presentation of the search results and their final use as information of strategic value to the business.
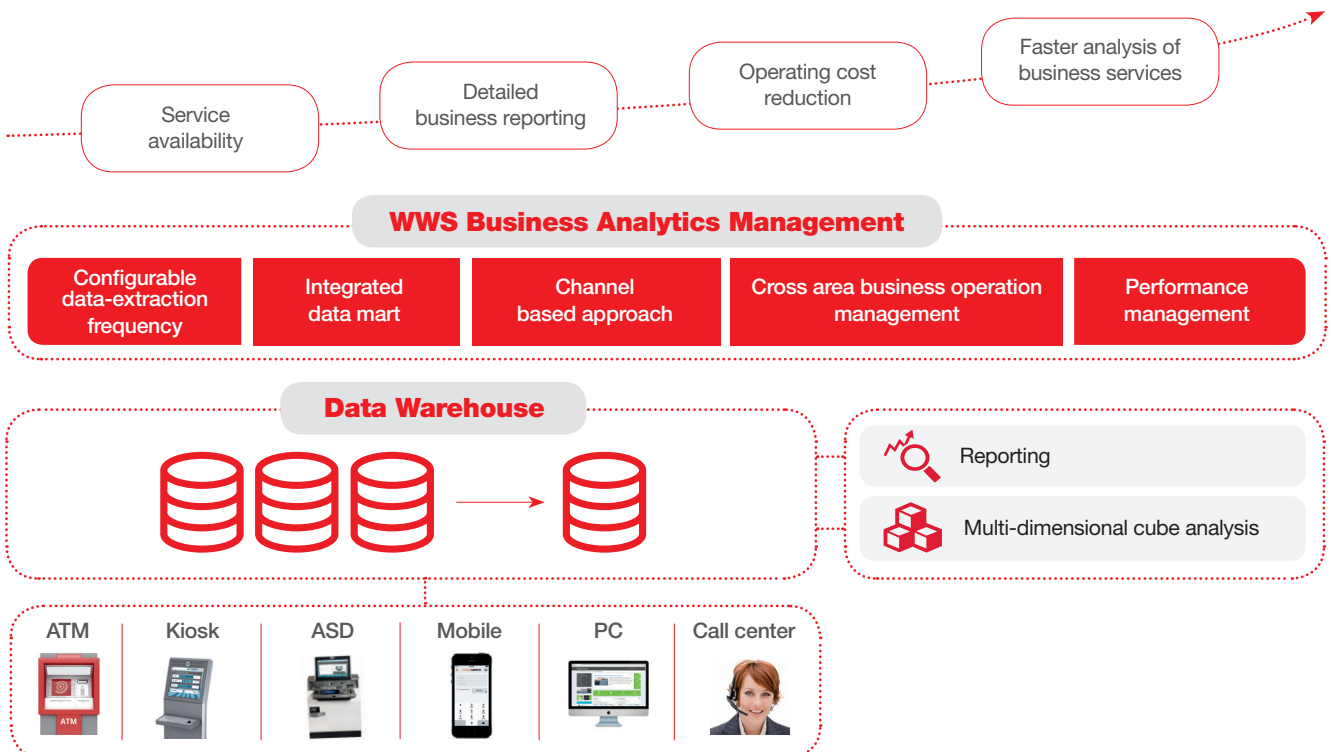
⚙ Dynamic and advanced construction of multidimensional cubes

WWS Business Analytics Management is the solution that allows analysis of all the business services performed by the bank, such as withdrawals, card recharges, account statements, and payments through all channels, whether on an ATM, ASD/ASST, on mobile device, on Internet, or at a branch window. Do you wish to know how many customers have made cash withdrawals with a card of a particular brand on ATMs in a specific geographical area? Or how many transfers have been made through a given channel on a certain day? With WWS BAM the answer is easy and immediate. Rather than using several diverse single-source systems, with low DBMS performance and insufficient strategic decision-making processes, WWS BAM offers at a glance an overview of all data from all managed channels. This is an analytics tool purpose-built for the omnichannel bank. The channel-based approach allows configuring analyses in multiple areas of interest, for all the channels that feed data into the Data Warehouse platform. Furthermore, all strategic indicators and business KPIs can become analysis parameters in WWS BAM.

The benefits of this approach are:

☑ To increase the speed of business analytics in order to make immediate and well-informed decisions

☑ To facilitate and upgrade problem-solving capacity

☑ To determine the cause of failed transactions, generating high savings

☑ To know precisely and promptly the volume of all the business services offered on all the bank's channels

☑ To assess the costs and revenues from each business/channel service.

⚙ Immediate and user-friendly

The WWS Business Analytics Management Web interface is designed in accordance with the principles of immediacy of results and simplicity of use, utilising extensive graphical representations to display reports and statistics. Any combination of user roles can be configured to ensure that all users have immediate access to the information and services they need for success. Even users who do not have high-level technical skills can readily consult WWS BAM's intuitive dashboards.