



AIB Corporate Banking

AIB Corporate Banking wanted to implement a budgeting/ planning system and customer profitability analysis. Codec enabled AIB spend more time on analysis and adding value to the business. Benefits outlined include; elimination of paper reports, more timely and accurate management information, much improved capability for analysing information and reduced production times for actual reporting and budgets.



AIB Corporate Banking – AIB Corporate Headquarters, Ballsbridge, Dublin, Ireland



The organisation

AIB Group is one of Ireland's leading banking and financial services organisation. It operates principally in Ireland, Britain, the USA and Poland. It employs over 32,000 people worldwide in more than 1000 offices. This project took place in the AIB Corporate Banking section of the AIB Capital Markets Division. AIB Capital Markets comprises AIB Group's Treasury, International, Investment Banking and Corporate Banking businesses. The Division operates worldwide through a range of specialist business units and subsidiary companies. Its clients include major corporations in all sectors and a number of semi-state bodies.

The Challenge

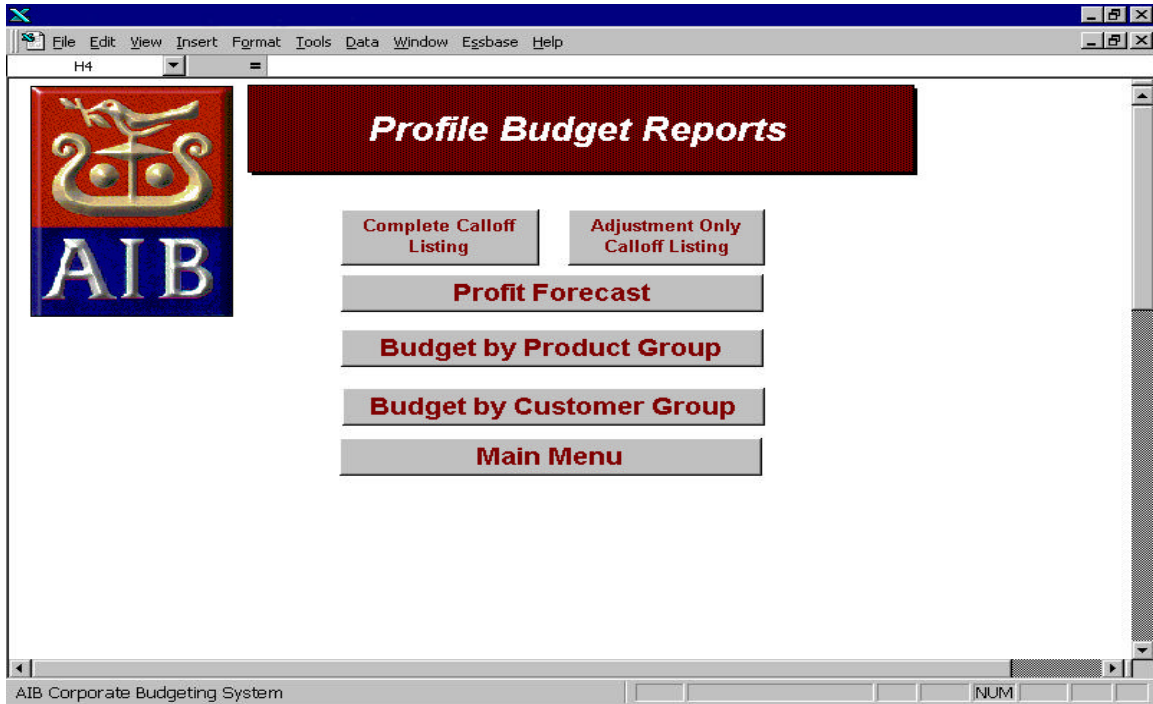
Stage 1: Budgeting & Planning system

AIB wanted to implement a new Budget Planning system. There was an urgent need to update a legacy system, as it was not Y2K compliant. At the time, Relationship teams spent several weeks/months creating and keying in budget targets on a customer/ product/ currency basis. All reports were paper-based and therefore summary reports had to be re-keyed to spreadsheets. The module now streamlines the whole process which is completed in a matter of days. This was done using information produced by the legacy systems and stored in a specialised database, Essbase. This database now produces timely and relevant information for our business users. In addition, staff in the Finance area now spend less time preparing reports and more time analysing the information that they contain.

The Solution

A thorough investigation of domestic and international vendors was carried out. AIB also consulted with other international financial institutions to establish what systems were currently the best in class. It was essential to AIB (as the technology was new to the bank) that the right partner was chosen both to implement the system and to assist in the transfer of skills to the project team. As indicated by Alan Reid IT Project Manager, Corporate Banking "Codec's strengths lay in its technical expertise and its ability to assess and understand our needs quickly". Reid explains further "the partnership with Codec has proved to be very fruitful and there is an on-going relationship in terms of support and skills transfer".

The Budget Planning system was implemented in about five months and runs on a multi-dimensional OLAP Database with an Excel front-end. The system enabled the Relationship Management teams to enter the annual budget plans directly into a planning database using a combination of preformatted and native Excel screens.



The Benefits

Numerous benefits were derived from this solution including the achievement of a dramatic reduction in turnaround times. As highlighted by Mr. Reid “ business users were able to enter data in a fraction of the original time necessary. The Financial Control department also noted similar dramatic improvements in time necessary to generate its Corporate Banking Plan.” Further benefits outlined by Paul Kehoe, Financial Controller, AIB Corporate Banking included, “elimination of paper reports, more timely and accurate management information, much improved capability for analysing information and adding value to the business and reduced production times for actual reporting and budgets.”

Other end-users highlighted the advantages they saw from the system as; accessibility to information at their desks and a more focused budgetary process.



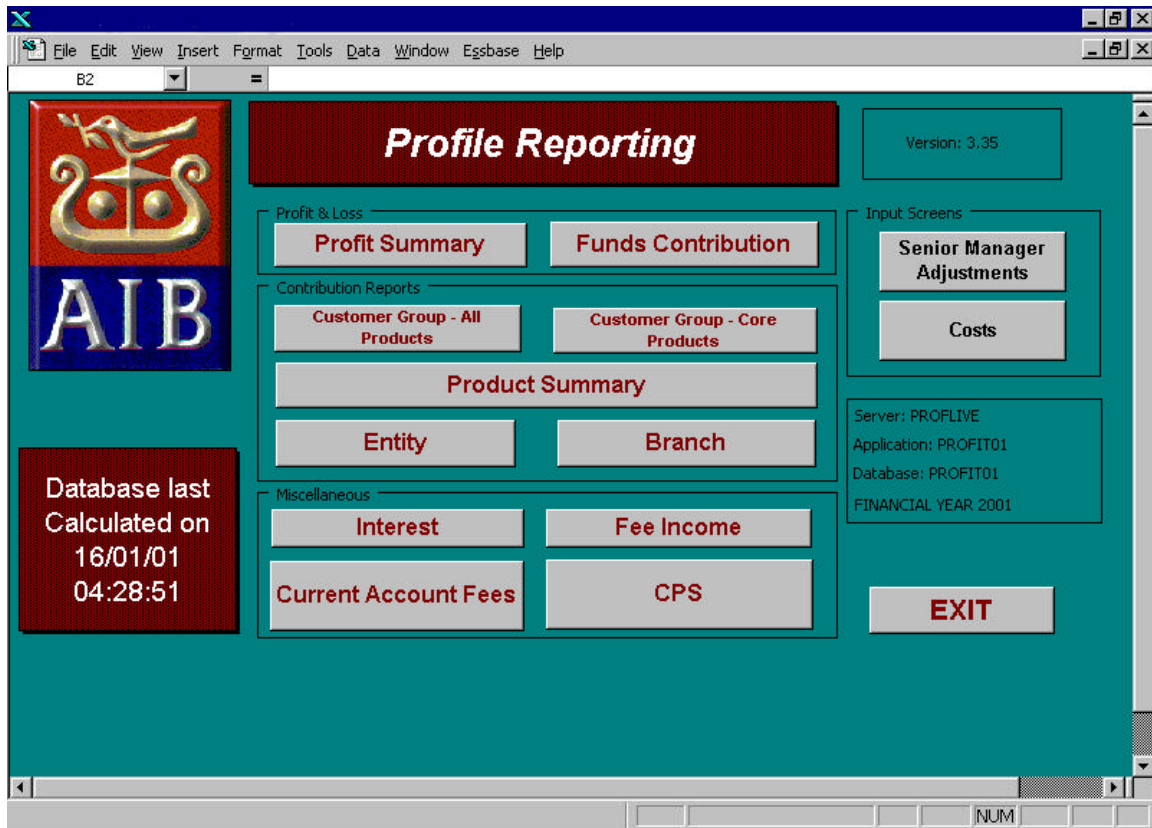
Stage 2: Client & Product Profitability

The Challenge

This project had the goal of tracking performance (revenue and profit) at client, product and team level. The data was obtained from an underlying SQL Server database, which is fed by most of the Group's main accounting systems. The total number of users accessing this system is 250 and growing. These include business unit managers, as well as the Financial Control department who track performance of the Relationship Management teams.

The Solution

CodeC was again selected to assist in implementing a multi-dimensional OLAP solution. The analytical performance that was required could not be delivered using only a relational (SQL Server) database. In this project, the same OLAP toolset (Essbase) was chosen as the front-end. This time however the Essbase ability to "drill" into the underlying SQL database was utilised to good effect and enabled the users to get at the underlying data that supported the analyses.



The Benefits

Mr. Reid, the IT project manager outlined a number of benefits experienced by the users. For example, “the Financial Control department can now produce month-end accounts in half the time. In addition, our relationship managers have much greater transparency on their own team’s performance”.

Future plans

Although the current system has proved highly beneficial in the bank, AIB Corporate Banking wishes to develop it further to derive even more valuable information. We want to be able to generate certain “helicopter views” across the business that will help senior management with strategic decision-making.

AIB Corporate Banking has decided to install and implement an EIS system that will capitalise on the quality of information in the database. DecisionWeb will be installed in order to provide the senior managers with this critical information through a secure browser front-end. A three-month project is planned to commence shortly.

To Take Action

To find more about Codec’s solutions for management, planning and control and how to boost your organisation’s effectiveness, contact Codec at 01- 6034343 or visit www.codec.ie or e-mail info@codec.ie

Codec is represented currently in five countries in Europe; Ireland, Germany, Poland, Spain, and Portugal.



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