



Live-Time Insights, \$10M Savings: Driving Banking Efficiency with Celebrus

USE CASE: MARKETING ANALYTICS OPTIMIZATION | INDUSTRY: FINANCIAL SERVICES



10M+

Cost
Savings

500x

Performance

60%

YoY reduction in
TCO

CHALLENGES

The bank was at risk of regulatory fines due to outdated support for fragmented analytics environments and the strain of legacy infrastructure on technology performance. Additionally, the user experience suffered from limited platform support, escalating support costs, and high employee turnover. Seeking a comprehensive solution, the bank was looking for a total solution to address all their analytics issues.

SOLUTION

The bank deployed a fast-to-implement analytics appliance that consolidated their fragmented environments and streamlined ongoing management. They also executed a compliance risk mitigation plan by ensuring their environment was fully supported and up-to-date. By implementing a jointly agreed-upon SLA, the bank secured the right skill sets for support and enablement through a contractual agreement.

By integrating the power of SAS analytics with Celebrus Customer Data Management, the global bank transformed performance, implementing a future-ready solution that scaled alongside their growth.

RESULTS

With the combined solution, the bank greatly reduced their risk, returning millions of dollars in capital with improved regulatory performance and accuracy. This also enhanced the bank's stability, strength, and reputation.

The consolidation and de-fragmentation of their analytics environments resulted in performance improvements of up to 500x across various analytics and data management application areas. Improved collaboration between IT and lines of business (LOBs) has strengthened relationships and boosted organizational effectiveness.

With their new, scalable analytics solution, the bank was able to reduce costs by over \$10 million and lower Total Cost of Ownership (TCO) by 60% year-over-year.

