Financial Services

DBi DataBrains

Investment research analysts, strategists, portfolio managers, compliance officers, and other market professionals can now easily and efficiently combine all forms of data from diverse sources.

Leveraging Tableau, users can quickly discover underlying trends, identify outliers, and make informed decisions from:

- Multi-source Data Analysis
- Valuable Insights
- Accommodate Compressed Commissions
- High-volume Data Management
- Dynamic Visualizations
- Improved Compliance Monitoring

Who We Are

Founded in 2011, our team has passion and expertise in all things Data, Business Analytics and reporting.

DataBrains' customers are adopting Tableau analytics faster and more broadly than ever before.

We architect and develop data and analytics solutions that unlock business value from data assets. We help clients develop data-focused teams that drive change and empower their people to make smarter decisions.

We are committed to helping you accelerate the realization of your data analytics goals no matter where your organization is in its journey. DataBrains experts can help you now, from strategy and architecture, to Tableau development and training.

Financial Services Use Case:

FiServ

Background

Fiserv enables money movement for thousands of financial institutions, millions of people, and numerous businesses. With more than 35 years of experience, they are recognized as a global leader and one of Fortune's world's most admired companies. Fiserv's card solutions product enables financial institutions of any size to maximize their payments business, improve acquisition and retention, reduce expenses, minimize risk, and grow wallet share.

Business Need

Fiserv has valuable data about debit and credit cardholder behaviour. They needed to build a suite of dashboards to give their customers actionable insights into KPI's such as revenue, spend habits, and digital wallet usage.
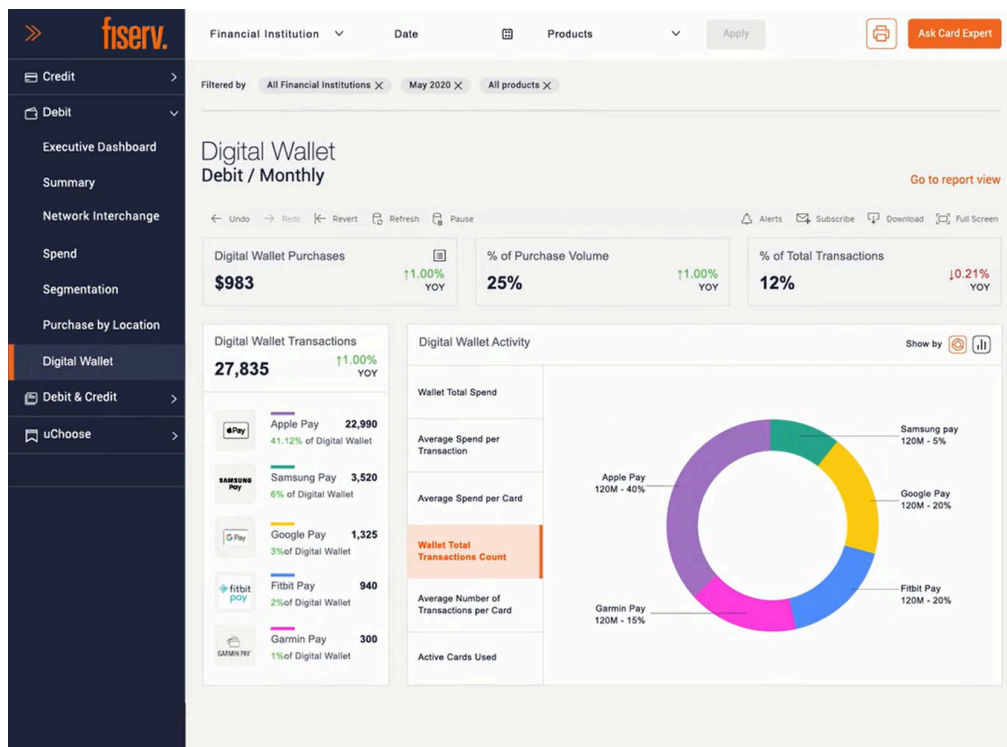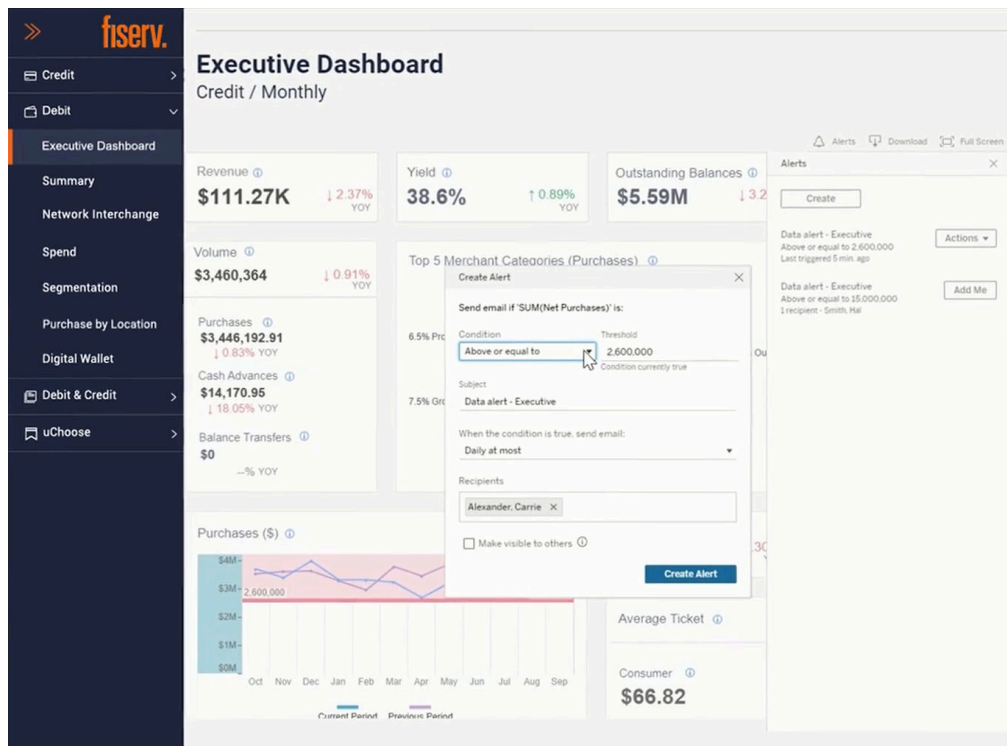
The Challenge

DataBrains was brought in to add more advanced features to card solutions, allowing users to drill down into their data and gain further insight. Because security was one of Fiserv's highest priorities, we implemented a multi-site solution ensuring that users could not access data outside of their financial institution.
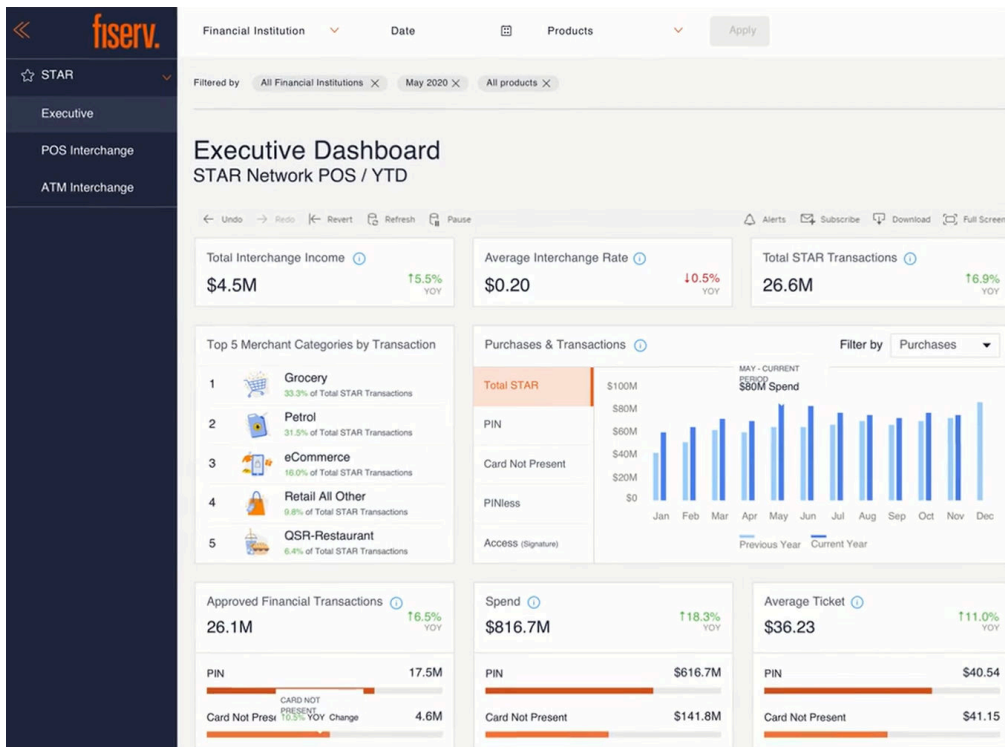
The initial dashboards provided by Fiserv were built to match a wireframe based on user requirements. These dashboards, however, were not designed with an understanding of Tableau design best practices. The result: poor performance and long loading times on those dashboards. DataBrains stepped in to modify the dashboards, reducing their complexity and improving their overall performance.

Fiserv also wanted to add some out of the box functionalities with Tableau, specifically around downloading data. DataBrains implemented a custom solution to make the download experience meet Fiserv's requirements.

The Solution

DataBrains delivered an all-in-one solution for Fiserv called Card Expert. This web application allows Card Expert clients to access insights from anywhere. To achieve the solution, DataBrains' developed role-based dashboards to provide quick insights. These dashboards were then integrated into a web application for seamless user experience. Additionally, a data ingestion process for clients was developed to import data into the system.

Contact Us

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