Praxinet
THE Performance Management EXPERTS.

CASE STUDY

A Leading Financial Services Company's Corporate Business Development Improves its View of the Business Landscape

THE CLIENT

Our client is a global, diversified financial services company grouped into six key operating segments comprised of 24 businesses. A wholly-owned subsidiary of an international conglomerate, our client provides a variety of consumer services, such as credit cards and life and auto insurance; midmarket financing; specialized financing; specialty insurance; equipment management, and specialized services, to businesses and individuals in 47 countries around the world.

THE CHALLENGE

Our client was determined to improve their deal-making process and knew they needed improved access to their data to do so. Their goal was to improve the management of their Services Business Development (SBD) Merger & Acquisition (M&A) activity as deals progressed through their deal pipeline. They wanted three main questions answered:
1. What does the pipeline currently look like?
2. What has happened in the past? In other words, how can we improve the process by looking at historical pipeline cycles?
3. What is the change in the pipeline over time? What is the cycle time

Our client was aware that in order to answer these questions, they needed a method of accessing their historical data as well as collecting new data on its current business. The majority of our client's historical data was contained in a Lotus Notes - Domino database. In addition, our client needed a series of reports that could provide them with the necessary information.

THE SOLUTION

The client engaged Praxinet to design and develop the Business Development Pipeline Reporting application to allow it to accomplish their goal of improving their M&A deal-making process. Praxinet developed a data warehousing and reporting application for the Business Development division of our client. The application was unique from other data warehousing efforts in that it married four technologies:
• Lotus Domino
• SQL Server RDBMS database
• Microsoft Analysis Services OLAP database
• Active Server Page web technologies.

The process itself started with archiving data from the Domino application. Using Lotus-ODBC connections, this data was migrated to a SQL Server table where it was normalized and optimized for reporting. The archiving process took two forms:
• Nightly download of all pipeline data
• Real time updates of transactions from the Domino server

Praxinet developed a procedure to migrate the deal data from a production Domino database to the SQL Server warehouse in near real time, therefore the warehouse remains as up to date as the source OLTP system. In this fashion, the Business Development Pipeline is maintained with snapshots of the entire pipeline for every day since its inception, allowing for ad-hoc reporting of data available from any of those points in time. All reports allow for a user to specify various parameters, such as a date range, and business unit for which to report.

The reports also synchronize with both the supporting relational data and the Lotus Domino source database. At any point, a user can drill through the multi-dimensional data table into the supporting relational data and then display it in a deal detail report. This report contains both textual and numeric elements to support the aggregations in the parent report, as well as links directly back into the deal documents.

THE TECHNOLOGY

MS SQL Server 2000	MS OLAP Services 2000
MS Internet Information Server	Lotus Notes – Domino database server 5.0
MS Excel 2000	Active Server Pages
HTML	

THE BENEFITS

The solution that Praxinet designed and implemented for our client leveraged existing databases to report statistics describing the Business Mergers and Acquisitions deal pipeline. The Business Development Pipeline application significantly increased efficiency for their Capital Services team. Data and reports that had previously taken several managers days to compile could now be seen in real-time with just a few mouse clicks. By storing historical data and synchronizing real-time data automatically, the application enabled members of the management team to spend less time on manual efforts and more time putting the data and reports to use and conducting real-time analysis.

Praxinet's solution resulted in the client reducing costs as well as converting data into valuable knowledge in a timely manner. The comprehensive reporting capabilities that Praxinet built into the solution have allowed our client to identify and capitalize on market opportunities sooner as well as uncover and address potential market and operations challenges earlier.