

# Case Study I DATA CLEANSING

**Industry: Banking I Financial Services**

## **The Business Challenge:**

The Data Quality department of a major investment bank faced a daunting challenge: replacing disparate legacy systems with a single client-centric reference system. The vast complex enterprise customer data repository located within multiple legacy platforms needed to be extracted, formatted, cleansed, classified, approved and migrated to a new global client repository. The challenge was exacerbated by the fact that each LOBs (Line of Business) mandated a various data presentations, requiring specific and rigid business rules prior to conversion approval to the new system.

## **Why IT Dimensions?**

- Successful in articulating the overall business value of engagement
- Cost-effective and dynamic application development toolset
- Results-driven and quick turnaround for delivering quality data
- Shared success and past history with the client

## **Our Methodology**

- Lobbied for management commitment and support
- Collaborated with business units for requirements and quality assurance
- Set up pilot team to demonstrate proof-of-concept
- Leveraged open standards and agile methodologies

## **The Solution**

- Business data from 12 disparate legacy platforms were integrated and migrated to new global enterprise customer reference system
- Customer data was de-duped, re-classified and enriched
- Significant unknown business reference data elements were clarified and established
- Deployed unique server-free toolset to identify, classify and cleanse data
- Our unique library of algorithms processed/cleansed/classified millions of records in minutes
- Our team delivered more than thirty cleansing projects on various legacy systems concurrently

## **Business Value and Benefits**

- Assisted in fulfilling client's regulatory and compliance requirements
- Optimized operational performance due to consistent customer data across branches, lines of businesses and geographic locations
- Reduced costs on resource management and hardware maintenance by retiring legacy systems