



FAST FACTS

BUSINESS INITIATIVES

- Differentiate itself from its competitors
- Improve operational business intelligence
- Integrate data from multiple different sources and formats
- Find and fix data quality problems

TECHNOLOGY STRATEGY

Deployed the Informatica Platform to carve through an existing fragmented and disparate data integration strategy. Informatica PowerCenter Advanced Edition, Informatica Data Quality, Informatica Data Explorer, and Informatica PowerExchange for Salesforce move, integrate, and manage all data—regardless of format, location, or source—and transform the data into trustworthy, actionable, and authoritative operational information.

Frost Bank Standardizes on Informatica Platform for Application Data Integration and Data Quality

The Informatica Platform is key to helping leading Texas bank build high-value, long-term customer relationships spanning multiple lines of business.

“The Informatica Platform provides data integration for improved business intelligence and customer knowledge to segment customer audiences, tailor business streams, and deliver the greatest value to customers for the least cost.”

— Satish Kamireddy, Data Warehouse Program Manager, Frost Bank

Texans subscribing to the *Wall Street Journal* recently awoke to find a little black book accompanying their newspaper. The booklet, titled “What We Believe,” turned out to be a mini-manifesto outlining the tenets of Frost Bank’s customer covenant. The bank made a number of short, bold statements, including, “Bankers should know their customers by name and vice versa”; “Courtesy should not be based upon the size of one’s nest egg”; and “All the ATMs in the world are no substitute for customer service”.

Frost Bank is able to deliver on these claims because it has realized the importance of its data. By standardizing on the Informatica® Platform, the bank is able to rapidly access and integrate existing customer, product, and activity data across multiple business applications and legacy transactional systems. The bank is also able to find and fix data quality problems, such as incorrect customer address data, duplicates, misspellings, and inconsistent values.

Wide Range of Banking, Investments, and Insurance Services in Texas

How do you break down the traditional business silos that house multiple versions of customer information so that information can be shared across the enterprise? That was the challenge facing Frost Bank, which provides a wide range of banking, investment, and insurance services to businesses and individuals in the Austin, Corpus Christi, Dallas, Fort Worth, Houston, Rio Grande Valley, and San Antonio regions of Texas. Founded in 1868, the organization is the banking subsidiary of Cullen/Frost Bankers, Inc., a financial holding company headquartered in San Antonio, with assets of \$17.6 billion.

BENEFITS

- Reduced average project integration time by two-thirds
- Enhances ability to track data lineage, standardize load scripts, and validate domains
- Performed data analysis and integrated multiple different data stores
- Ensured high-quality data free of errors, omissions, and duplications
- Identified relationships between data records for deduplication
- Used “householding” techniques to identify members of common households or corporations
- Allowed the bank to govern the quality of data over its lifecycle

NUTS & BOLTS

- Solution: Data integration for business intelligence and operational data integration
- Products: Informatica PowerCenter Advanced Edition, Informatica Data Quality, Informatica Data Explorer and PowerExchange for Salesforce
- Services: Informatica Global Education ServicesSM, Informatica Global Customer SupportSM
- Sources: More than 60 mixed sources
- Targets: Salesforce CRM, Teradata

Frost Bank needed to integrate customer, financial product, and other data from more than 60 different sources, business applications, Salesforce CRM, and operational data stores. It also needed to ensure that it had high-quality data—data free of errors, omissions, and duplicates. “Name a data integration solution, and at some point in our history, we’ve probably used it,” explains Sathish Kamireddy, data warehouse program manager, Frost Bank. “Our goal was to consolidate all of our data integration efforts into a single, complete platform. We also wanted to ensure our data was clean, reliable, and trusted. Informatica stood head and shoulders above other data integration vendors in terms of enterprise data management. The technology enables the bank to move, integrate, cleanse, and manage all the data, regardless of how much, what kind, or where it is.”

Enterprise-Wide Data Integration and Data Quality

Frost Bank has embarked on an enterprise-wide data integration and data quality strategy using the Informatica Platform. Frost Bank is using the Informatica Platform to reorient its entire operating model around the customer. By integrating data from multiple silos and different disconnected sources, the bank understands not only what each customer values but also the value the customer represents to Frost Bank’s bottom line. “The Informatica Platform provides data integration for business intelligence and customer knowledge to segment customer audiences, tailor business streams, and deliver the greatest value to customers for the least cost,” says Kamireddy.

Reduced Data Integration Time by Two-Thirds

The heartbeat of this powerful customer focused strategy is Informatica PowerCenter[®] Advanced Edition[™], a component of the Informatica Platform. Informatica PowerCenter Advanced Edition enhances the bank’s ability to track data lineage, standardize load scripts, and validate domains. It is also being used to perform data analysis and integrate multiple different data stores, as well as address the bank’s next generation of integration requirements. Frost Bank estimates that the average project integration time using the Informatica Platform is two-thirds faster than it used to be. This accelerated integration is helping to bring new financial services solutions to market more quickly and ensure that the bank remains agile.

Crucially, the Informatica Platform also supplies seamless integration between the bank’s Salesforce CRM platform and operational data store with PowerExchange[®] for Salesforce[™]. This means that different sales teams can now view account, opportunity, and other vital sales information from other parts of the business. For example, the brokerage team can scrutinize customer information used by the loan, insurance, or deposit account teams with a view to cross-selling and up-selling complementary services. Kamireddy comments, “Previously, the sales team was dealing with relatively stale customer data. By pushing out vital operational data from all corners of the business to Salesforce CRM, the Informatica Platform enables Frost Bank to generate real, lasting value from its Salesforce CRM investment. It’s true that the Informatica Platform is a mission-critical component of Frost Bank’s technology inventory.”

Trusted, High-Quality Data

To provide rich data integration capabilities, Frost Bank is leveraging the Informatica Platform's data quality features for comprehensive data profiling and data cleansing. Replacing a Trillium Software solution, Informatica Data Quality™, together with Informatica Data Explorer™, are being used by the bank's line-of-business managers, data stewards, and business analysts to cleanse customer addresses across both structured and unstructured address data. The solution also identifies relationships between data records for deduplication before any subsequent consolidation. The matching capabilities are based on a range of components providing transparency and control to users that can be applied to any data field.

This flexibility enables matching to be applied to customer data or product data. The software processes multiple sets of business rules concurrently and uses "householding" techniques to identify members of common households or corporations. The switch to Informatica Data Quality resulted in the immediate benefit of having data quality processes fully integrated with data integration, making a smoother overall data lifecycle.

As new data sources are adopted, the discovery of data quality issues in advance of loading will help the team refine any processes required and maintain the high standards that the business is now seeing.

According to Kamireddy, data quality will continue to be a high priority. "Our grassroots data stewardship program is making a meaningful contribution to data quality, and we have morphed stewardship into a broader data governance board to assist with other data management disciplines. Upcoming priorities are to get beyond matching, deduping, and name and address cleansing, and move into other quality functions. Before any changes are made, impact analysis is essential."

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the United States).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to gain a competitive advantage with timely, relevant and trustworthy data for their top business imperatives. Worldwide, over 4,440 enterprises depend on Informatica for data integration, data quality and big data solutions to access, integrate and trust their information assets residing on-premise and in the Cloud.



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