



Shenzhen Securities Information Co., Ltd. Increases Profitability and Enhances Customer Service with Informatica

The Informatica Platform helps one of China's most authoritative financial information providers facilitate SWIFT information interaction.

BUSINESS INITIATIVES

- Improve decision making
- Modernize the business and reduce costs
- Improve customer service

CHALLENGES

- Time-consuming manual data entry undermined data accuracy
- Manual coding undercut scalability of data applications
- Cost overhead of managing intricate and isolated data sources in unstructured and complex data formats was excessive
- Data lacked consistency

“By deploying the Informatica Platform, Shenzhen Securities Information Co., Ltd. has established a highly efficient SWIFT application platform that greatly facilitates SWIFT information interaction. Through a fully automated data processing workflow, Informatica has significantly reduced our labor costs and improved the operational efficiency, as well as effectively mitigated risks. This helps the organization to expand globally.”

—Fu Dewei, director and executive vice general manager, Shenzhen Securities Information Co., Ltd.

Executive Summary

As one of the most authoritative data sources in China's capital market, the Shenzhen Securities Information Co., Ltd. faced a daunting and fundamental challenge. The company needed to provide the Chinese capital markets with timely, accurate market reporting; however, this involved integrating unstructured data from listed companies in multiple disconnected sources, such as in PDF or .doc formats and the SWIFT¹ format. Data needed to be converted to a structured format and then back to an unstructured format—and that created a significant degree of risk and workload for the Shenzhen Securities Information Co., Ltd.

¹ Society for Worldwide Interbank Financial Telecommunication (SWIFT) operates a global financial messaging network that exchanges messages between banks and other financial institutions.

SOLUTION

- Informatica® PowerCenter®
- Informatica B2B Data Transformation™

BENEFITS

- Increased profitability
- Enabled the company to respond more rapidly to customer enquiries
- Introduced a fully automated process for enterprise data maintenance
- Helped reduce previously significant labor costs
- Created more business opportunities for serving a larger customer base

By replacing its time-consuming and error-prone manual data collection and entry with a fully automated data integration process leveraging the Informatica Platform, Shenzhen Securities Information has been able to reach across barriers and facilitate its business expansion. Data accuracy has been transformed, the costs and time associated with manual data integration have been reduced significantly, and Shenzhen Securities Information is now able to respond rapidly to customer enquiries and generate more profits. Moreover, the system is readily customizable and scalable to customer requirements. Most importantly, Informatica is playing a crucial role in expanding the business portfolio and increasing profitability.

The Shenzhen Stock Exchange (SSE) is a national stock exchange under the China Securities Regulatory Commission that provides a venue for securities trading. A broad spectrum of market participants, including 540 listed companies, 35 million registered investors, and 177 exchange members, create the market. Here, buying and selling orders are matched in a fair, open, and orderly market, through an automated system to create the best possible prices based on price-time priority.

As a subsidiary of the SSE, the Shenzhen Securities Information Co., Ltd. authorizes quotations and indicators to the market on behalf of its head office, while operating a range of autonomous information services. For many years, the company has been working to collect and develop fundamental information about multi-level capital markets and has steadily risen to become the most authoritative data source in China's capital market.

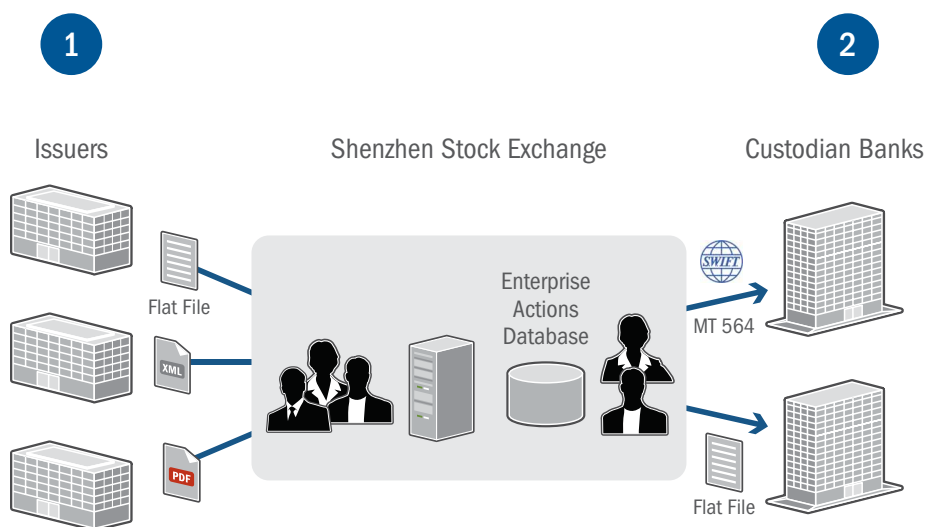
The company has established an overall database for China's securities market and introduced a range of data oriented to financial institutions and investors, indicator products, and services. Simultaneously, Shenzhen Securities Information has built a media platform, which is hosted by the P5W.net, CNINFO, New Fortune magazine, and "Trading Day" TV series. The result is an information industry value chain.

Problems Caused by Manual Data Conversion

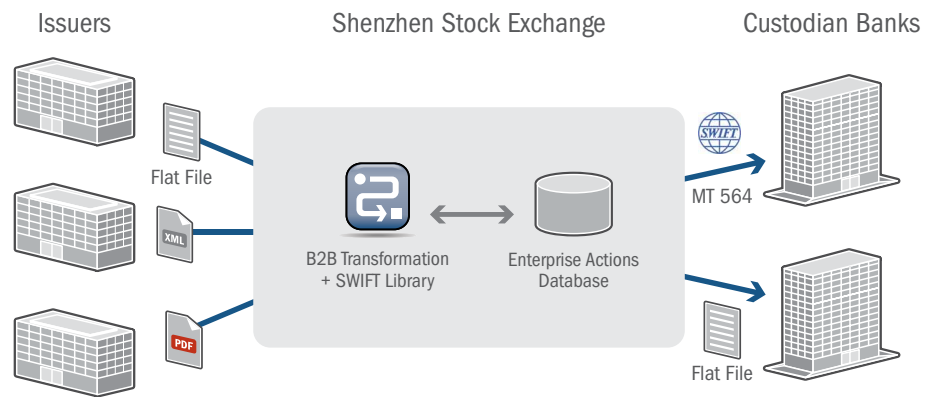
The securities market is a typical information-driven market, within which listed companies will disclose reports related to financial and operational conditions on a regular or occasional basis. Shenzhen Securities Information collects and archives relevant information in the reports and combines the data with other data in varied formats for customers, such as custodian banks.

The integration of this data appears straightforward, but is actually difficult to implement. Usually, most reports from listed companies come in PDF or .doc formats and those distributed to all banks by Shenzhen Securities Information are in the SWIFT format. Data from these documents is unstructured and does not fit into Oracle and DB2 databases that the company uses. Therefore, the data must be converted from an unstructured to a structured format and then back to an unstructured format—and that creates a significant degree of risk and workload for Shenzhen Securities Information Company.

In addition, custodian banks may require different SWIFT reporting formats. To this end, Shenzhen Securities Information must to set up a range of manual data collection and compilation procedures that suit the various formats. Unfortunately, such procedures are largely cumbersome. Additionally, the complex procedures may limit the scalability of data applications and thus are increasingly falling behind growing customer requirements. Interactions between Shenzhen Securities Information and its customers and partners have been negatively impacted. Business development has also been compromised.



Challenges of (1) integrating disparate sources of data from issuers and (2) converting data into a form that custodian banks could accept. As a result, one of the key priorities for Shenzhen Securities Information is to break down the barriers to converting data formats and achieve seamless information interactions.



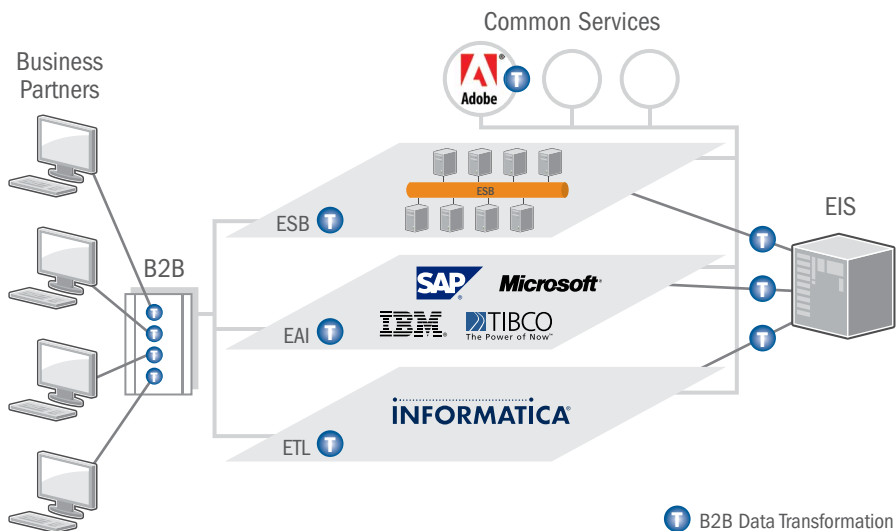
Informatica B2B Data Transformation automates integration of data from data sources and custodian bank targets.

Informatica Solutions Deliver an Automated Process

In response to these data interaction challenges, Shenzhen Securities Information has deployed Informatica PowerCenter™ to integrate data of various formats and convert data rapidly throughout the company. The solution features high availability, strong performance, and robust scalability, and it underpins all of the company's data integration programs and enterprise integration schemes.

Informatica B2B Data Transformation also benefits Shenzhen Securities Information. Integrated seamlessly with Informatica PowerCenter, the data exchange platform automatically obtains and converts complex data—such as legacy applications, structured content, complicated unstructured content, and semi-structured content—from almost all sources. Compatible with various standards that support a limited number of data formats, the system fully accommodates the requirements of Shenzhen Securities Information to facilitate conversion from unstructured to structured data formats.

By standardizing on Informatica technology, Shenzhen Securities Information has established a data conversion process that converts database formats to flat files automatically. The system supports a wide variety of document formats, such as SWIFT and XML, and can derive templates of any forms from B2B Data Transformation template libraries to create different applications. This conversion occurs simply by customizing the templates available while submitting SWIFT documents of different formats to adapt to varied customer requirements and scenarios.



Informatica B2B Data Transformations is reusable across multiple environments

Breaking Barriers and Streamlining Data Interaction

By replacing its time-consuming and error-prone manual data collection and entry with a fully automated data integration process powered by Informatica technology, Shenzhen Securities Information is able to reach across barriers and expand its business.

First, by automating data conversion, the company has greatly improved data accuracy and optimized data maintenance. Despite the increasing volume and complexity of data, Shenzhen Securities Information has considerably reduced the costs and time associated with manual data integration.

Second, the company is now able to respond rapidly to customer enquiries and generate more profits. Moreover, the system is readily customizable and scalable to customer requirements, which helps Shenzhen Securities Information enhance the quality of its customer service.

In addition, the Informatica Platform allows the company to expand its business portfolio—thereby attracting and serving more customers. Previously, due to the inefficient data conversion, most businesses could not be launched on a massive scale. In addition, Informatica’s codeless development environment enables Shenzhen Securities Information to respond to changing market demands rapidly and cost-effectively.

Commenting on the Informatica solution, Fu Dewei, director and executive vice general manager, Shenzhen Securities Information, says, "By deploying the Informatica Platform, Shenzhen Securities Information Co., Ltd. has established a highly efficient SWIFT application platform that greatly facilitates SWIFT information interaction. Through a fully automated data processing workflow, Informatica has significantly reduced our labor costs and improved the operational efficiency as well as effectively mitigated risks. This helps the organization to expand globally."

He continues, "We chose the Informatica Platform based on its unrivalled support for various data formats, robust business and data management capabilities, as well as superior data quality and data conversion. The current SWIFT information interaction is only the first step for our partnership. Based on the success so far, we are certain to broaden our cooperation with Informatica in the future."

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 U.S.).

About Informatica

Informatica Corporation is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.