

LANDBANK Increases Agility and Competitiveness at Lower Risk with Informatica



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Gilda E. Pico
President and CEO
LANDBANK

LANDBANK—Fourth Largest Bank in the Philippines

Farmers and fisher folk might not seem a prime customer base for a major bank, but they are for the Land Bank of the Philippines (LANDBANK). This financial services institution is the fourth largest bank in the Philippines, the largest government-owned bank, and is the biggest lender to farmers and fisher folk cooperatives, rural banks and local government units. This is in part due to LANDBANK’s extensive rural branch network, which is ideally suited to small farm holdings, fishing communities, and small and medium sized enterprises (SMEs).

The primary goal of LANDBANK’s data warehousing strategy has been to deliver timely, accurate, and reliable business intelligence from a growing number of source systems. This includes management reports and data analysis needed by both internal and external stakeholders. In the short

term, the objective was to produce rationalized loans and deposit reports on a timely basis to support operational decision making. In the long term, the objective is to produce high quality reports to meet the information needs of LANDBANK’s decision makers in areas such as Reserve Requirement Management, Investment Portfolio Management, Loans Approval to Priority Sectors, Risk Management, Asset and Liability Management, and Profitability Analysis.

The Bangko Sentral ng Pilipinas has also been tightening its regulatory reporting requirements around anti-money laundering (AML). The reporting process had become very challenging and resource intensive at LANDBANK, with growing volumes of data being collected from an increasing number of systems. This included everything from the analysis of the credit risk of clients including farmer cooperatives, to the amount of deposits generated in the countryside. Given the breadth and expanse of LANDBANK operations covering the entire country, timeliness



LANDBANK

Overview

Fourth largest bank in the Philippines standardizes on Informatica to integrate multiple critical data sources and accelerate decision making.

Country

- Philippines

Business Initiatives

- Grow customer base
- Meet compliance regulations of Bangko Sentral ng Pilipinas and lower risk
- Lower the cost of data management

Technology Strategy

Deployed the Informatica Platform to connect multiple sources of data of almost any type and integrate into enterprise data warehouse

Nuts & Bolts

- Solution: Business intelligence with data integration
- Products: Informatica PowerCenter®, Informatica PowerExchange®
- Partner: Indra (Philippines)
- Sources: Deposits, loans, treasury, and credit risk
- Target: Oracle enterprise data warehouse

and correctness of reports are important. As with other banks, timely reporting is essential as delays or errors in fulfilling both the regulatory and AML reports could result in penalties being imposed on banks.

Role of Informatica

It was time to unleash the potential of all this data. To help position LANDBANK as a leader in local banking services, the bank's Central MIS team proposed the development of an enterprise data warehouse. Indra Philippines, one of the leading IT services providers in the Philippines, was selected as the lead integrator for the program.

According to Sam Acuña, Head of Central MIS department, that decision was vital to the success of the program. "Informatica is the gold standard in data integration for business intelligence," he says. "Whichever analyst or customer you speak to, they all agree that Informatica provides universal connectivity to even the most difficult data sources. With Informatica, we have the information at our fingertips to drive agile and accurate decision making and timely compliance reporting."

Unleashing Information Potential

LANDBANK has deployed a comprehensive, unified portfolio of Informatica solutions. This includes

Informatica PowerCenter, Informatica PowerExchange, together with the Pushdown Optimization option. Working as one, these best-in-class technologies integrate data from the bank's operational source systems, including deposit, loans, and trade systems, on a daily basis. The data is then delivered in pre-formatted reports, on the same day as required, direct to the desks of users which include LANDBANK's President and Chief Executive Officer, Sector Heads, Group Heads, and Heads of Departments.

The Assets and Liabilities Committee (ALCO), for example, analyzes deposits data which is never more than one day old. "This increased agility is helping the ALCO team to make more trusted and timely decisions on the bank's loan portfolio and deposits, particularly in managing liquidity," says Liduvino S. Geron, First Vice President, Strategic Planning Group. "That helps increase competitiveness, grow revenues, and sustain customer loyalty."

Results

The success doesn't stop there. From every corner of the bank, there are examples of data's potential being unleashed to grow the business. Account Managers, for example, use the trusted data to monitor all maturing key high yield deposits of their clients. The reports are refreshed daily and made accessible to all account managers for fast, accurate, and

effective decision making. The bank's product research teams also rely on the integrated information to analyze clients' historical transactions and product use in support of new product development.

The business intelligence strategy also supports LANDBANK's deposit generation campaigns. Historical deposit data is used to study customer deposit and withdrawal patterns in order to assess the viability of a campaign. Likewise, historical data is used to simulate the success of these campaigns and determine the potential outcome of the promotions. For the duration of the campaign, the enterprise data warehouse is used to process, report on, and monitor the inflow of new deposits.

Looking ahead, LANDBANK is examining the use of complementary Informatica solutions, including data quality, metadata management, and master data management. "These additional components will allow LANDBANK a better management of the three key challenges we face today: tighter banking regulations, meeting customer needs, and pressure to grow revenue," President Pico concludes. "Through these solutions and by putting LANDBANK's data to work, the bank is able to reduce risk, enhance decision support, strengthen customer relationships and expand business."



Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA | Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | linkedin.com/company/informatica | twitter.com/Informatica

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