WhereScape®

XEROX FINANCIAL SERVICES

Automation delivers consolidated customer view to Xerox Financial Services

WhereScape RED data warehouse application automates the entire data warehouse lifecycle, from design and implementation to operation.

Challenges

- Impossible to get an overview of the business' data as it spanned 16 different countries, all with their own accountancy practices and compliance regulations

- All countries using different versions of the same software and varying business rules meant huge inconsistencies in the data

- Reports were rigid, and monthly only. Tailor-made reporting took months to prepare

- Budget pressures meant the business needed to do more with less, but business insight was impossible

- Existing systems were not scalable and couldn't match anticipated growth

- Coding challenge to collate data together in a central repository

- Multiple attempts to find IT solutions failed

Solution

- WhereScape RED data warehouse application automates entire lifecycle, from design and implementation to operation and provides full documentation

- WhereScape RED enables 2.5TB data warehouse development with 95% of the work done singlehandedly

- Consolidated partner view of Italian market – never before achievable - created in two-day proof of concept

- LeaseCube developed to gain full view of Xerox leasing portfolio

- Score card ratings automated to manage credit exposure

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Benefits

- Gained an end to end view of leasing portfolio

- Producing reports with 24-hour latency (rather than 30-day latency)

- Data collation for reporting that took months now takes days, and reports are available instantaneously

- Improved data quality and processes because data discrepancies can be discovered and corrected

- Enhanced ability to create analytics and insight, enabling business change

- Full understanding of performance

- Automation of small ticket credit approvals process reduced analyst expense

- Reduced risk

Part of the global Xerox corporation, Xerox Financial Services (XFS) is a $2bn business spanning 16 countries. XFS enables businesses to package their whole Xerox solution including machine leasing, service and third party software into one periodic payment. Leasing means businesses can work on an OPEX rather than a CAPEX model, and ensures finance is not spent on depreciating assets.[1]

In 2000, after a return to the leasing market, XFS grew rapidly. A consequence of the accelerated growth was that business structures grew up in parallel creating disparate data and variations in business processes. Across the regions there was only about 80% commonality.

In addition, each country had its own accountancy practice and compliance legislation, and was using different versions of contract management software, which compounded the problem. Non-conforming data made reporting and analysis, across data

sets and systems a significant challenge. The only reporting that could be produced was infrequent (once every 30 days) and lacked the detail required to gain business insight. An internal audit revealed that, in order to get an overview of the business, a data warehouse was required.

Internally the Information Management team (IM) was focused on a long-term enterprise wide CRM roll-out for Europe but, whilst this might facilitate reporting and bring data visibility in the future, it wouldn't be ready for years; XFS needed something useable in the interim. Unaware that data warehouse development could be automated XFS spent time and money exploring several solutions that did not work, from a SQL database which lacked change control, performance and any dynamic capabilities, to a Business Intelligence (BI) solution that simply revealed how inaccurate the current data source was.

Taking the initiative, Decision Support Manager, Ramesh Panakkal, decided he would learn how to build a data warehouse himself. He attended an industry leading, agile data warehouse design workshop. It was during the workshop, that he saw a demonstration of WhereScape RED, an integrated development environment that builds, documents and maintains the entire data warehouse lifecycle.

"As soon as I saw the demo, I knew that automation was the key to delivering the fast, agile data warehouse which XFS required." said Panakkal.

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[1] An operational expenditure or **OPEX** is an ongoing cost for running a product, business, or system. Its counterpart, a **capital expenditure (CAPEX)**, is the cost of developing or providing non-consumable parts for the product or system.

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Proof of Concept

Knowing he had an IM team focused on another rollout and an Enterprise Architect wary of what might appear at first to be 'another quick-fix,' Panakkal knew he had to ask WhereScape to demonstrate a Proof of Concept (PoC) on the most challenging report they needed.

"There was some reluctance from the internal team, which was not surprising after so many false starts and failure. So, I asked WhereScape to show a Proof of Concept with our most challenging report," said Panakkal.

XFS asked WhereScape to collate all data on their Italian market which was the least standardised of all their markets. XFS wanted to be able measure the performance of customers brought by each partner, see the type of deals and assess the profitability of these deals. Within two days, WhereScape had created a fully documented data warehouse and OLAP cube and Xerox had a consolidated partner view for the first time.

"It was spectacular," said Panakkal, "Absolutely spectacular! The attitude was suddenly one of "Where do we sign?" and "Let's Go!""

But before commissioning WhereScape, the IM team attempted to replicate something similar, using WhereScape RED as a template. This was quickly abandoned when it transpired that this data warehouse would not be agile, would cost three times as much and would take four times as long to build.

"That is if it had come in on time and in budget." said Panakkal, "So, this made the IM team agree to let us use WhereScape."

WhereScape RED

WhereScape RED data warehouse application automates the entire data warehouse lifecycle, from design and implementation to operation. The data warehouse was built with 95% of the work done singlehandedly. WhereScape built a Data Warehouse Environment for XFS, now called *LeaseCube*, which has enabled reporting across all their data.

Portfolio and Volume Reports

LeaseCube integrates multiple tables of data from each source and has enabled Xerox Financial Services to create a variety of management reports. The Volume Activation Report provides an up to date snapshot of sales performance on a daily basis which allows senior management to ensure targets are hit. Previously this information was only available after the month had finished.

Increased revenue, reduced risk

WhereScape RED has enabled XFS to reduce the expensive analyst resources it had previously required to approve, deny or refer the credit approval for small ticket deals. Now that the data can be accessed and queried, automation of the credit approval process is now possible. In August 2015 auto-accept and auto-denial rates were in the low to mid teens (12-17%), far lower than the industry standard of 50%. In the weeks since WhereScape RED was implemented, this rate has already increased to 47.8%, three times more efficient. Furthermore, XFS now has a fully dynamic dashboard showing all the statuses and metrics of the scorecards.

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"WhereScape has helped us move from disparate, disconnected data management to a fully integrated and accurate system based on a WhereScape RED data warehouse automation solution. It's completely agile, so the data warehouse can keep evolving to meet the changes in the business."

Ramesh Panakkal, Decision Support Manager, Xerox Financial Systems

Risk is further reduced by having visibility of all the financial agreements a multinational may have, across its regions. Previously, if a local region wanted to know the loan status of a multinational company it would need to speak to each region individually and collate the findings by hand. This was labourious and often inaccurate. Now, XFS can evaluate if a company has overextended itself elsewhere in the company, before offering further financing.

Although WhereScape had initially been deployed as a short-term solution, Xerox Financial Services found it so effective they carried on developing the data warehouse. Within six months the WhereScape built data warehouse reached critical mass and Xerox Financial Services had the ability to understand and report on all its data. Discrepancies in the data warehouse can be examined back in the source data and snapshots shown to suppliers, where necessary.

Business Insight

Now that XFS has an agile data warehouse, it has started exploring the options to overlay a Business Intelligence platform on top. This would not have been possible, before the WhereScape design and build of the data warehouse.

In the future, Xerox Financial Services plans to automate as many reporting requests as possible for internal customers as well as for the Risk and Leasing Department.

"Requests are already coming from Finance, Marketing, Sales, Operations and Risk, but we filter by how business critical each report is." said Panakkal.

"In addition, we are still discovering things we'd like to modify," concluded Panakkal, "The requirements and the source data can alter but, the beauty of WhereScape RED is that we can change whatever we want."

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About WhereScape

The pioneer in data warehouse automation software, WhereScape empowers organizations constrained by time, money or lack of resources, to deliver business value from their decision support infrastructure – including enterprise data warehouses, business facing data marts, and big data solutions. WhereScape has global operations in the USA, UK, Singapore, and New Zealand. www.wherescape.com