

Case Study



Columbia State Bank

Optimizing Performance Through Improved Business Intelligence Reporting

Burdened by an inefficient internal reporting process, Columbia State Bank deployed a Fiserv solution to more effectively manage its high volume of business intelligence data. The result has been enhanced performance across the enterprise.



A 2008 process management initiative exposed faults in Columbia State Bank's reporting process. The bank had successfully used Global Report Generator in the Precision™ core, but often exported data to labor-intensive third-party programs for formatting. The IT unit fielded constant requests for new and modified reports, many of which were unnecessary or duplicative.

"We were really struggling to be efficient," says Jami DeHaven, senior vice president of strategic technology. "Although we needed to provide usable reports to regulators and senior managers, there were no standards for how reports were designed, built and documented."

After thorough evaluation, Columbia licensed Business Analytics for Precision to gain efficiency and control in its reporting process.

Custom Report Creation

The drag-and-drop report authoring tools in Business Analytics proved crucial. Columbia staff have now built 425 custom reports that run on a scheduled basis. Especially valuable are exception reports that help detect data input errors, manage risk and prevent loss. Overdraft fees are one example.



Client Profile

Headquartered in Tacoma, Washington, Columbia State Bank provides commercial banking services to small and medium-sized businesses, other professionals and individuals through 84 branch locations in Washington and Oregon.

Now holding more than \$4.5 billion in assets, Columbia State Bank reinforces its identity as a local bank by placing the highest priority on customer service and making a positive impact in each community it serves. The bank generously supports local projects and events through financial contributions, volunteering and expertise.

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"Our overdraft fees assessed higher than what actually hit the general ledger account," DeHaven says. "Our old reports showed when fees were assessed, but not when they were reversed outside of normal procedures." The new custom reports track such anomalies, she points out, helping to monitor fee income.

Flexible Distribution

Business Analytics delivers reports to specific personnel automatically. Integration with the Director™ content management suite provides access to archived reports. As a result, Director use has grown from just 60 employees to 600, making report information more widely available and leveraging Columbia's investment.

Increased Efficiency

With Business Analytics, reports are generated in the background rather than during the nightly update, which has been shortened by an hour. And the number of employees doing report management is down from four to one. "Our people can now work on critical business functions instead of managing reports," DeHaven says.

Customer Communication

Columbia effectively uses the custom statement feature in Business Analytics to create letters, marketing campaigns and urgent customer notices. DeHaven estimates that the statements for unused commitment fees created with Business Analytics would have cost \$30,000 to develop with an outside vendor. The bank is also able to create data extracts and custom file formats for integration with third-party applications, saving the expense of outside help and maintaining complete creative control.

Business Analytics has delivered a substantial return on investment for the bank. "We were surprised at what we've been able to accomplish using this one tool," she says. "I can't even measure what it has gained us."

Challenge

Columbia State Bank needed to standardize the creation and distribution of reports within its organization. Inefficiencies caused by cumbersome third-party applications, duplicative reports, and underuse of the Director content management suite called for an all-in-one business intelligence solution that would provide useful information to management while reducing administrative overhead.

Solution

As part of an enterprise-wide process management initiative, Columbia chose Business Analytics for Precision to transform its reporting process. Report creation, distribution and research became much more capable and flexible, saving the bank money and staff hours.

Proof Points

Business Analytics had a profound impact on Columbia State Bank's organizational efficiency. In a short period of time, Columbia:

- Built 425 custom reports featuring information essential to managers
- Reduced the number of employees needed for report management from four to one
- Removed report generation from the nightly update, shortening processing by one hour
- Increased the number of staff using Director to access reports by a factor of ten, from 60 to 600



Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com

Connect With Us

For more information about Business Analytics for Precision, contact us at 605-362-1260 or visit www.precision.fiserv.com.