

Rocket Data Virtualization at Work: Financial Services

The Problem

A leading financial institution offers both retail banking and investment services to its customers. It has extensive data about its customers' habits, stored in difficult-to-access mainframe databases. The institution wants to use this data to achieve three business goals:

- Increase revenues by cross-selling and upselling customers more effectively
- Make the best product offers at the best time and within the best context
- Provide Call Center staff with a 360-degree real-time view of customers for quick and correct action

By combining its internal mainframe data with external data—such as geospatial and social media—and analyzing the results in real time, the institution could predict what products customers were most likely to buy and present them with meaningful offers.

To achieve this objective, the financial institution faced several challenges:

- Real-time analytics depend on diverse data sets stored in different locations and data formats: customer profile data (in DB2), transactional data (in mainframe databases), Twitter data, and historical stock price databases, to name a few
- The hard-to-access places on the mainframe hold some of the most valuable information, such as Physical Sequential and VSAM data sets
- The transfer of data to a data warehouse—using ETL, for example—is too slow, impractical, and costly for real-time analytics

- The transfer of data via ETL is processing-intensive and complex, eating up a lot of costly mainframe CPU cycles

The institution created an analytics application that feeds a Call Center dashboard. Call Center associates have a real-time view of each customer, including customer profiles: location—based on cell phone records, sentiment—based on social media data, and risk tolerance—based on credit card balances and stock transactions. A recommendation engine displays proactive and continuously updated offers of bank products and services for each customer. Associates can drill down on any metric for more details.

With Rocket Data Virtualization, the financial institution can afford to combine and pull key insights from all its data—even hard-to-access mainframe data—for informed, real-time analytics.



The Solution

The only way to combine the diverse data sources effectively is with Data Virtualization. With Rocket® Data Virtualization (RDV), the enterprise can easily locate, expose, and normalize its mainframe data—making it easy for the enterprise’s developers to combine with and access other enterprise data by standard method SQL. Additionally, the RDV engine can expose the data accessed by transactions as services, enabling sophisticated interfaces with web-based analytics interfaces.

Specifically, RDV lets the financial institution:

- **Make mainframe data available in ways easy to integrate:** Once virtualized, mainframe data can work with any application, such as transactional web applications, bespoke customer service applications in the call center, or high speed decisioning applications. Creating, updating, or expanding applications is easy once the data is virtualized. Programmers don’t need to know the internals of any virtualized data source, such as how it’s formatted, what system it’s running on, or where it’s located. To millennial Java programmers, mainframe data is indistinguishable from data in an Oracle database or Microsoft SQL Server database, or any modern cloud platform that supports SQL access. Your engineers have access to the virtualized data, so they can easily join an SQL Server table with a VSAM record in their application.
- **Simplify information access for faster time to value:** The development environment simplifies data discovery, mapping, and the creation of virtual tables. And standards-based connectivity ensures secure and reliable integration from any platform or data source. For example, Call Center associates have instant access to customer information and can send personalized offers to individual customers’ mobile devices, or blast out a spot offer to multiple customers in a geographic area.

About Rocket Data Virtualization

Rocket Data Virtualization is the only data virtualization solution that resides on the mainframe, enabling real-time access from any application. It provides a virtual representation of data while eliminating the latency of data movement technologies such as ETL. Organizations have instant access to data to make better-informed business decisions at much lower cost, and give high-priority projects—cloud, mobile, real-time analytics—a single, logical data source to access.



Figure 1: Rocket Data Virtualization helps enterprises blend together mainframe transactional data with geospatial data, purchase history, social media, and other data sources to create rich multi-dimensional views of your customer or business, shown here with the Rocket Discover dashboard.

