CASE STUDY

CRIF Decision Solutions Launches Improved Credit Business Intelligence Application by Embedding Pentaho

Credit Management Solution Provider CRIF Modernizes BI Product by Embedding Pentaho Business Analytics

About

CRIF Decision Solutions, part of the CRIF Group, provides consulting, analytics and technology solutions, which help organizations to make prompt decisions in every phase of the credit lifecycle, from customer targeting and acquisition to portfolio management and debt collection. CRIF is a global company specializing in the development and management of credit reporting, business information and value-added offerings. More than 1,900 banks and financial institutions all over the world use CRIF solutions on a daily basis.

CRIF Decision Solutions packages its 20+ years of experience and know-how in delivering credit management solutions into the CRIF Credit Framework, which is comprised of process management, decision management and business intelligence technology geared towards business users to implement dynamic, optimized and governable credit process solutions

In this climate of economic austerity and transparency, being smart and efficient at assessing risk and finding opportunity while meeting compliance regulations are vital. For CRIF's clients, growing revenue and increasing customer satisfaction means accurately identifying which customers are safe credit risks or not. This requires understanding and analysis of information.

QUICK FACTS

- Industry: Financial Services
- Headquarters: Bologna, Italy
- Website: crif.com
- Products/Services: Pentaho Business Analytics (reporting, dashboards, analysis and data integration); Pentaho OEM Partnership

CRIF developed a modern evolution of its "CreditBility" agile business intelligence suite by embedding Pentaho. With CreditBility you can:

- Adapt with speed and agility to process, strategy and reporting changes driven by ever changing business, customer and compliance requirements using easy-to-use data extraction and report creation graphical tools designed for a use by a business person without IT intervention;
- Optimize your credit process performance to be aligned with business goals through flexible

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> Embedding Pentaho into CreditBility is helping us to derive much more value from our main business assets - our know-how and our data. By making it much easier to acces, analyze and present information assets to our customers, it not only helps CRIF improve its competitive advantage but it also supports our customers in doing the same.
>
> – SHEILA DONOHUE
> *Product Marketing Manager, CRIF Decision Solutions*

reporting and robust OLAP analysis features delivered via out-of-the-box pre-defined reports and custom report definition;

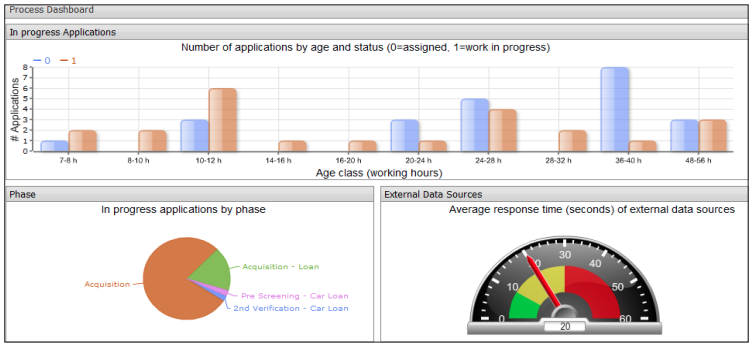
- Control by having quick and easy visibility of all aspects of process and strategy execution activity enabling complete governance of your credit process and decision-making operations

Challenges

For the past several years CRIF has provided Business Intelligence solutions to its customers to help them manage credit risk and business performance. However, faced with growing requirements, CRIF wanted to enhance its platform upon which to make further investments to it Business Intelligence capabilities. Having Business Intelligence modules integrated with CreditFlow, CRIF's business process management solution for credit processes, and StrategyOne, CRIF's decision management solution, CRIF wanted one shared Business Intelligence platform for all CRIF Credit Framework products, including "CLever," CRIF's debt collection solution.

Furthermore, CRIF needed to:

- Support Oracle along with SQL server;
- More easily integrate other data sources to satisfy customization requests.



EXAMPLE OF PRE-DEFINED DASHBOARD PROVIDED BY CREDITBILITY:

Solutions

After initially trialing Pentaho community edition, CRIF decided to deploy Pentaho Business Analytics Enterprise Edition in order to take advantage of expert technical support, certified and production ready technology as well as enterprise features such as Pentaho Interactive Reporting. CRIF selected Pentaho to embed into CreditBility for these main reasons:

- Complete range of fully integrated modules including data integration tools, report designer and dashboards, which meant that CRIF could deliver a complete business analytics solution, branded with their logo and tailored to precise customer defined specifications.

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- Flexible architecture enabling CRIF's services to be delivered either as a SaaS application or on-premise.

CRIF carried out the development of CreditBility in partnership with Pentaho's partner, BNova.

Results

- Improved competitive advantage for the company and customers – Shelia Donohue, Product Manager at CRIF explains, "Embedding Pentaho into CreditBility is helping us to derive much more value from our main business assets – our know-how and our data. By making these much easier to access, analyse and present, this not only helps to improve our own competitive advantage but also supports our customers in doing the same."
- Customer roll-out – CRIF has already installed the new application for three major European customers, two of which are on-premise installations and one is SaaS application. CRIF is in the process of rolling out to approximately 15 more of its CRIF Credit Framework customers.
- Compelling visualizations and analysis for the end user – in addition to the pre-defined reports, CRIF's customers can now more easily create, customize and analyze their own reports as needed without having to rely on IT. The new self-service and ad hoc reporting capabilities allow CRIF's customers to make better use of the valuable data in the system to better manage risks, costs, control and opportunity so to improve the profitability of their businesses.
- Delivering flexible access to customers for the first time – Pentaho enabled CRIF to deliver CreditBility as an improved business intelligence application to its customers. Accessible anywhere from a web browser, CRIF can now make its software much more readily available, increase adoption, and grow its customer base.
- Productivity of IT, spending development time in core competency and less in building reports – CRIF's development team is extremely pleased with Pentaho Data Integration and has transitioned completely from its previous SQL-based solution.

Summary

CRIF is a leading credit management solution provider whose customers include 1,900 banks and financial institutions all over the world. In 2011, in response to customer demand, CRIF decided that it needed to modernize its Business Intelligence offerings to improve the user experience. After initially trialing Pentaho Business Analytics community edition, CRIF opted to upgrade to Pentaho Enterprise Edition and in order to take advantage of expert technical support, production ready technology as well as enterprise features such as Pentaho Interactive Reporting. With additional development support from Pentaho's partner BNova, CRIF has completed development, embedding Pentaho into its credit risk application and is now rolling out the new software to 15+ customers. Customers can more easily develop custom, ad-hoc reports without having to engage IT. In addition to better customer serviceability, CRIF has been able to reduce its own internal development costs, replacing its SQL-based data integration with Pentaho Data Integration. CreditBility is available to CRIF's global clients in financial services, telecom, utilities and other industries who use the CRIF Credit Framework to manage the whole credit lifecycle - from customer targeting and acquisition to portfolio management and debt collection.

To learn more about Pentaho software and services, contact Pentaho:
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