



Client Master Simplifies Application Development

ABOUT WELLS FARGO

Wells Fargo & Company is a diversified financial services company providing banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores and 12,000 ATMs and the Internet across North America and internationally. One in three households in America does business with Wells Fargo. In prosperity, depression and war, even greater post-war prosperity, social changes and even faster communications through technologies, Wells Fargo's attention to customers' business has seen it through these great events and brought success. Wells Fargo has \$1.2 trillion in assets and more than 280,000 team members across 80+ businesses.

CASE STUDY BACKGROUND

Historically, products were managed by the Corporate Investment Banking Group as separate lines of business (LOB). Each LOB (i.e. Fixed Income, Equities, Futures and Options, Brokerage) had its own silo of organization, systems and services (sales, research, positions management, risk, books and records, clearing, settlements, payments, and reconciliations). Additionally, given the many types of downstream users of LOB data, for security and access purposes, the LOB teams controlled the distribution of data. With the growth of customers and products over time, as well as merger activities, clients increasingly required product interactions that crossed the LOB's. Given the way the bank was managed and measured, efficiencies were achieved by optimizing the localized needs of each LOB, creating misalignment with the global goals of the company.

THE PROBLEM

Data consumers in need of client reference data approached each LOB separately requesting data and then tracking their request through to delivery. "Second-hand" data distribution teams cropped up, taking original copies of data from the systems of record (SOR) and adding their own "flavor" to the data for their own local needs. This practice increased risk and slowed reconciliation, resulting in missed revenue opportunities. Audit problems arose along with data quality issues and very high data integration costs.

"The Client Master project, based on the Composite Information Server, has delivered in excess of 300% ROI to the business."

Kowsalya Vaithikannappan,
 Vice President, Data Integration Services,
 Wells Fargo

AT-A-GLANCE

Industry

Financial Services

Business Problem Solved

A "virtual data mart" for all client (customer) data spanning all lines of business.

Data Integration Patterns

Build a data virtualization and abstraction layer, based on the Composite Information Server, to provide a single view of customer data from multiple disparate sources.

Composite Software Products

Composite Information Server 5.1

Data Sources

Product data, pricing data, client/entity repository, account repository

Data Consumers

Systems: Trading systems, books and records systems, risk systems, reconciliation systems, clearing and settlement systems, reporting applications.

Groups: Business intelligence, portals, and direct applications connection for groups such as:

- Sales research team
- Client-net team (sales)
- Coverage net team
- Risk management

Platform

Linux

OTHER ALTERNATIVES CONSIDERED

Wells Fargo considered aggregating data into a new, central repository. However, this ETL approach proved to be too costly with a long implementation timeline. Another idea was to use publish-subscribe to keep all the data in sync across the LOB's. Unfortunately, this would not allow for data to be adapted easily to changing consumption needs. The final option was to do nothing but this was impractical due to costs and risks keeping things status quo.

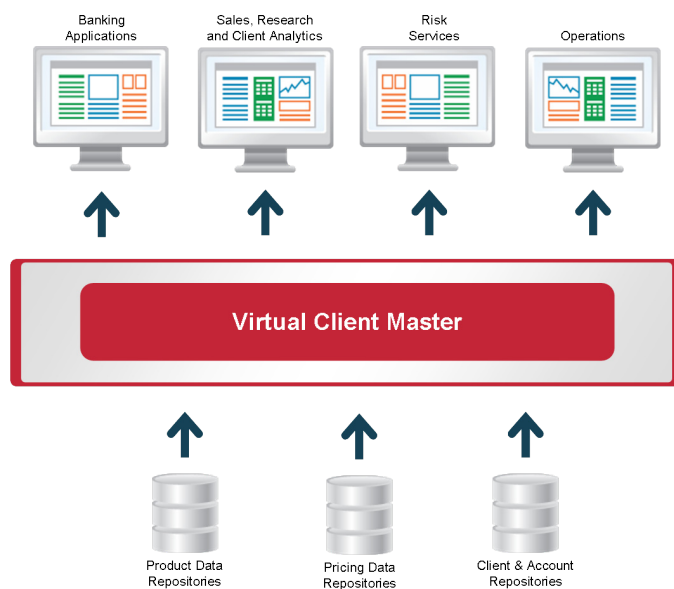
THE SOLUTION

Wells Fargo chose the Composite Information Server to act as a "virtual data mart" for data spanning all LOB's. Composite Software's data virtualization approach to data integration enabled Wells Fargo to more efficiently and effectively leverage valuable data that was scattered throughout its organization. Composite integrated data from multiple, disparate sources - anywhere across the extended enterprise - in a unified, logically virtualized manner for consumption by nearly any front-end business solution, including portals, reports, applications, search, and more.

Wells Fargo established the Client Master Team to rapidly implement requested customer data access solutions using common published views as a starting point. In this way, consumers access data using ODBC/JDBC drivers, eliminating the need for direct access to the SOR databases, dramatically simplifying the file delivery process. Various views based on each consumer's needs were built using the Composite Information Server for high performance caching. This was especially useful when dealing with large volumes of data, enabling consumers 24/7 access. An additional key feature was the ability to retrieve a single view of customer data from multiple disparate sources.

With this solution, new capabilities and benefits are available to users, including:

- A single view of a Client
- Standardized Client Master Data
- Central Client Master Team
- Up-to-date Master Data
- Monitoring framework



A virtual repository based on the Composite Information Server.

THE RESULT

- 300% ROI delivered
- 25% data quality increase
- 83% lower cost of data distribution
- 2X faster time to market for new reference data access projects
- Infrastructure cost increase avoided (DWs, marts, replication, etc.)