



Adopting Enterprise Data Warehousing (**EDW**) and Data Mining tools in Banks and Financial Institutions have assumed the high priority requirements for business support.

Banks and Financial Institutions in general are all feeling the need to be more competitive, to refine their niches, to increase revenues and hold down expenses. Most operate with a diverse combination of unconnected systems where getting the numbers they need to make smart decisions is often a major hurdle. These factors and pressures are compounded for financial institutions in the mergers and acquisition arena.

In order to provide exemplary customer service, financial institutions need to leverage customer information across multiple product lines and service channels.

Technology today facilitates association of customer and household records. Banks, brokerages, and insurers can have systems in place that capture a large amount of customer information from various channels or product divisions, and achieve a broader view of customers across the enterprise and therefore allow integration of customer databases. This provides the key to improving marketing impact and customer service.

Integrating diverse systems in a unified data warehouse provides a more complete perspective on business operations and allows such institutions to move forward with smart decisions based on analysis of its many product lines, customer usage, etc.

Increasing online Internet transactions and web surfing makes available a colossal amount of data daily and, which gets refreshed continually. Intelligent text mining and web usage analysis can provide companies in the financial services the required additional information on customers and prospects to give it the leading edge over its competition.

Algorithms to predict credit card attrition in the banking sector, and intelligent agents for the financial services market is no longer a dream; that which can track message boards, discover similar securities, similar portfolios and also track the (financial) ecological environment of publicly traded companies.

Enterprise Data Warehousing along with Predictive Analytics through advanced data mining tools would address many issues, both commercial and regulatory. Some of these are:

Timely and accurate financial and regulatory reporting

Conformance with the statutory data requirements

Internal performance analysis and reporting

Customer Relationship Management (CRM)

Financial reconciliation and consolidation

Forecasting customer, product and organisational profitability

The need to cope with an "Extended Enterprise" Strategy and new Formulas to Support the Value Chain in Financial Services could well be the internal driver while, increasing Market Complexity and "New Watchdog Requirements" could be the external driver for businesses to adopt these new technology.

However, it is the comprehensive vision of top management coupled with matching expertise on these technologies working together, which would lead such projects to yield the desired return on investment

The total end-to-end solutions embracing such technologies are what KLEINSTAR HOLDINGS LIMITED have been delivering to large Financial Institutions in the USA.