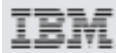# PostFinance relies on MDM, the IBM solution for master data management

IBM

Ref. study WebSphere

The client: PostFinance

PostFinance is a business unit of the Swiss Post, and with 3,500 employees, provides financial services in the payment, savings, investment, financing and pensions sectors – both for private and business customers. In the 2,500 post offices in Switzerland, there are a further 12,000 employees who also work 30-50 percent for PostFinance. The Post's financial institute last year (2008) won 120,000 new customers and increased their number of accounts by 311,000.

One of the greatest challenges for the banks' operational business is the central and standardized management of accounts. The master data per customer must be consistent and available to all the responsible employees on demand, which is particularly important for clients with several accounts. A limited view of a client's master data contributes to a greater danger of money laundering or other criminal acts.

PostFinance has been reliant on the IBM WebSphere Customer Center since November 2008. The customer base logic developed with it simplifies the management of customers, and minimizes the danger of money laundering.

> *„A stringent client base logic was developed with the new solution, which greatly simplifies the management of customers"*

Jochen Schneider, Leader of IT for PostFinance

Highlights

- **Improved efficiency in master data management:** The IBM WebSphere Customer Center's standardized design of the client data allows for faster and more efficient process execution by Postfinance.

- **Prevention of money laundering:** The improved data structure enables the IBM WebSphere Customer Center to carry out exact and holistic controls, and thereby prevent money laundering.

- **Central data management**: The IBM WebSphere Customer Center ensures the information is consistent and current for all employees.

The challenge

PostFinance has a modern IT infrastructure at its command, and is client-server oriented. The finance concern works with Linux, Windows and Unix operating systems, however not with host systems, which is rather atypical for the banking sector. PostFinance was therefore looking for a master data management solution to fit into its technical environment.

The PostFinance master data have until now been re-used in over 30 systems; sometimes in on-line access, and sometimes the data was replicated. For this reason, the management of account numbers has become increasingly more complex and confusing, particularly where a customer has several account numbers. This limited transparency of the master data can favor activities such as money laundering.

It was precisely against this background of the money laundering problem, that PostFinance was forced to consider a new solution. At first there was an attempt to find a new solution with the existing systems. However these efforts yielded no satisfactory results.

The solution

Following an intensive evaluation process in which the advice of external analysts was also obtained, PostFinance decided in April 2006 to implement the IBM WebSphere Customer Center, the central MDM solution from IBM (MDM = Master Data Management). Since November 2008, over 1,000 employees have been working with the new system, and the first successes have already become apparent.

„With the new solution, a stringent client base logic was developed, which greatly simplified customer management", explained Jochen Schneider, Leader of the IT department at Postfinance. Since the introduction of the system, the sales and marketing department has benefited from better and more exact information about the individual customers. This leads to faster and better processing. Through a targeted comparison with black lists, the new system can, for example, prevent money laundering.

What's more, the gains from the standardized master data management also directly benefit the customer: for example, due to significantly faster handling procedures, an account can be opened in only six minutes, including all the necessary authorizations for electronic banking and the creation of a debit card.

The advantages of the IBM WebSphere Customer Center

- The IBM WebSphere Customer Center integrates all customer data into a platform accessible to all authorized employees, and thereby ensures the consistency and currency of the information.

- The IBM WebSphere Customer Center improves control, and through the comparison of customer data with black lists, avoids opportunities for money laundering.

- Process execution, such as the opening of a new account, becomes more efficient with the IBM WebSphere Customer Center and is prone to fewer errors.

Contact:

IBM Switzerland
Software Group Marketing
Vulkanstrasse 106
P.O. Box
8010 Zurich

Die Schweizerische Post
PostFinance
Engehaldenstrasse 37
3030 Bern

IBM ®