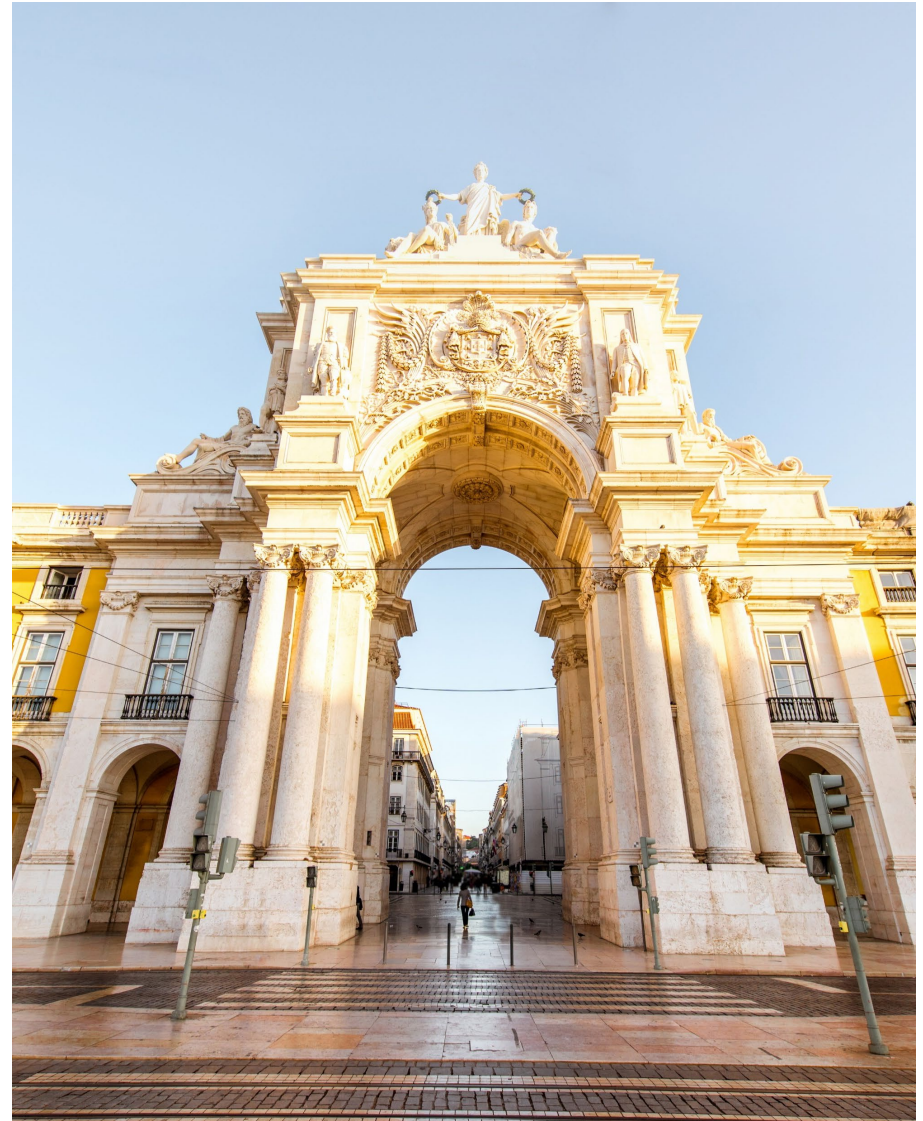# OPPLANE
INTELLIGENCE DRIVEN BY DATA

Case Study

Data Platform, Data Lake & Enterprise Data Model

Unicorn financial services company in hyper growth stage regulated through HIPAA & CCPA

Challenges:
- Business units cannot access relevant data. Data lives in silos.
- Cannot build next-gen data products or monetize existing data due lack of a data lake and relevant infrastructure
- Poor data quality and inconsistency in business terms across departments lead to a slow decision making and reduced product development efficiency
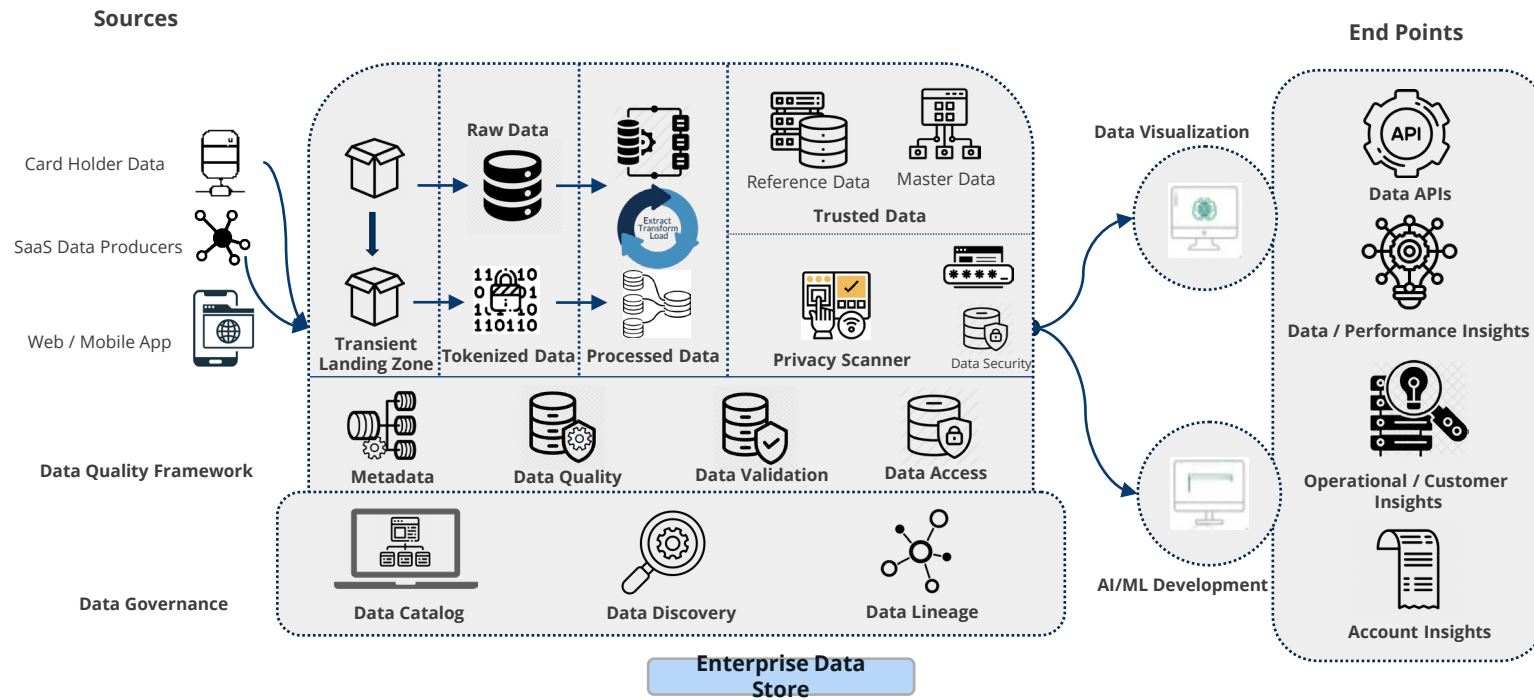
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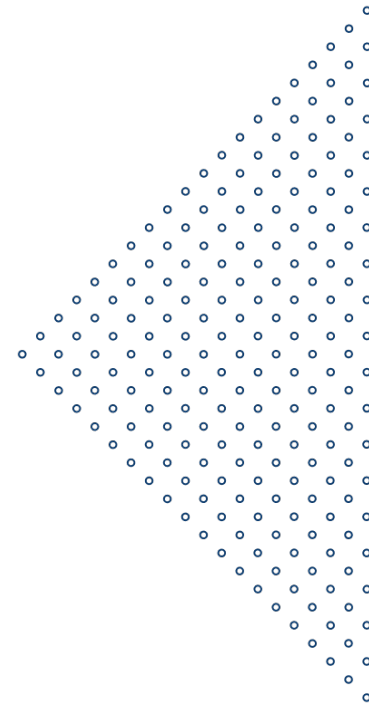
Our Solution:
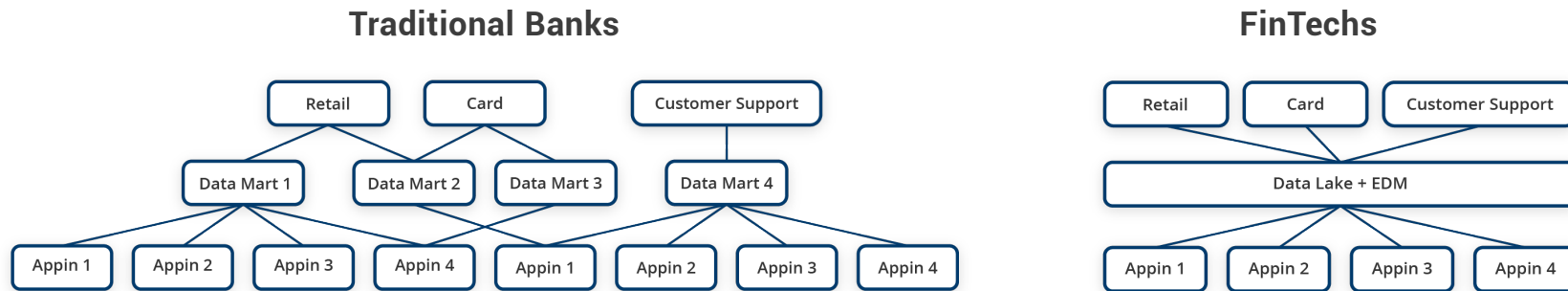## Implementation of Data Reservoir

- ✓ Building a Modern Data Reservoir
- ✓ Create Enterprise Data Model to simplify Data Access,
  including
  - ✓ Customer Linkage
  - ✓ Balance Reconciliation
- ✓ Integrate data from various sources (Core-banking, Investments, CRM, Billing,
  Customer Support etc.)
- ✓ Handle Regulated Data
- ✓ Platform Architecture, Tool selection and Make data accessible for Self Service
  BI, while working with various stake holders (Infosec, Technology Leadership,
  Product & Site reliability)
- ✓ Data Platform Setup for Next Gen Data Products
- ✓ ML powered Predictive behavioral insights for Data Monetization

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A Modern Data Reservoir

Sources

Card Holder Data

SaaS Data Producers

Web / Mobile App

Data Quality Framework

Data Governance

Raw Data

Transient Landing Zone

Tokenized Data

Processed Data

Reference Data **Master Data**

Trusted Data

Extract Transform Load

Privacy Scanner **Data Security**

Metadata **Data Quality** **Data Validation** **Data Access**

Data Catalog **Data Discovery** **Data Lineage**

Enterprise Data Store

Data Visualization

AI/ML Development

End Points

Data APIs

Data / Performance Insights

Operational / Customer Insights

Account Insights

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Data Platform:
Optimized Enterprise Data Model

Traditional Banks

Retail | Card | Customer Support

Data Mart 1 | Data Mart 2 | Data Mart 3 | Data Mart 4

Appin 1 | Appin 2 | Appin 3 | Appin 4 | Appin 1 | Appin 2 | Appin 3 | Appin 4

FinTechs

Retail | Card | Customer Support

Data Lake + EDM

Appin 1 | Appin 2 | Appin 3 | Appin 4

✓ Opportunities to re-engineer core data model vs. lift and shift

✓ Banks have key learnings from years of experience that can be leveraged during new Data Lake formation

✓ Ideal time to implement Data Governance and Data Quality routines; Data Glossary, Data Lineage, Balance Reconciliation

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Key Results:
Launching new products while saving money and time

All stakeholders have access to the self-service BI tool.

The business team can make dashboards in just *days* instead of weeks without involving the engineers!

Reduced Data Integration costs by 54%

We developed a new modern data architecture blueprint that protects data and makes it more available. In the process, it reduced data integration costs by 54%.

Enterprise Data Model opened more avenues

EDM enabled the DS team to create advanced client segmentation models, perform life-time value calculations, power up-lift product marketing campaigns, launch x-sell.

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www.opplane.com