



MANAGEMENT

CASE STUDY: RABOBANK: 360-VIEW CUSTOMER MULTI-DOMAIN MDM

INTRODUCTION

Rabobank Group is an international financial services provider operating on cooperative principles. It offers retail banking, wholesale banking, asset management, leasing and real estate services. Focus, in the Netherlands, is on retail and wholesale banking and on general financial services, international focus is in the food and agricultural sectors.

CHALLENGE

Rabobank International had a need to both prove compliance with international regulations when performing due diligence for taking on new global corporate customers and to simplify this existing process.

Global customers offer many complications in this regards as they are potentially formed from a complex corporate hierarchy of ostensibly unrelated entities and have directors and relationships on a global basis. The bank required that the solution was able to take account of all of this complexity and managed the workflow of on-boarding new customers.

The entire solution needed to be in place within 4 months of project commencement.

ENTITY SOLUTION

Entity was invited by Rabobank and by IBM to assist in:

- migrating Rabobank's data into the IBM Infosphere MDM software;
- enriching data through the use of Dun and Bradstreet, thus creating a central golden view of the corporate client;
- integration with a variety of data sources;
- the provision portal and workflow functionality to facilitate the management of the onboarding service; and,
- the implementation of data governance procedures.

BENEFITS

The solution was delivered within the budget and time constraints. Rabobank International's customer on boarding process is verifiably now compliant with international regulation and provides a sound platform for future growth. The success of this project has lead Rabobank to invest in an ongoing master data management strategy with IBM and Entity.