INFOCENTRIC
Insight On Demand

Merchant Profitability Analytics

FINANCIAL SERVICES

The Challenge

A Global Australian Bank initiated an upgrade to its Merchant Billing System, while in parallel considering the introduction of new Pricing and Cost Recovery strategies.

These changes directly impacted downstream Customer Analytic systems, including a detailed Customer Profitability Analytics Platform, which is critical to the banks Customer Management and Communications.

Data supporting the Customer Profitability Analytics platform include:

- 10-15 million Point-of-Sales (POS) transaction per day
- 35 Separate source data files, plus an additional 20 manual data feeds
- 6.5 billion accumulated records

Enhancements to the Profitability Analytics platform needed to be performed with minimal disruptions to the daily operations.

Our Solution

InfoCentric was engaged during the early project concept development phase, and managed the entire Software Development Life Cycle (SDLC) for all changes to the full Customer Profitability analytics suite.

InfoCentric provided a full team of experts, including Project Management, Technical Architects, Database Designers, Business Analysts and Developer roles.

Deliverables included:

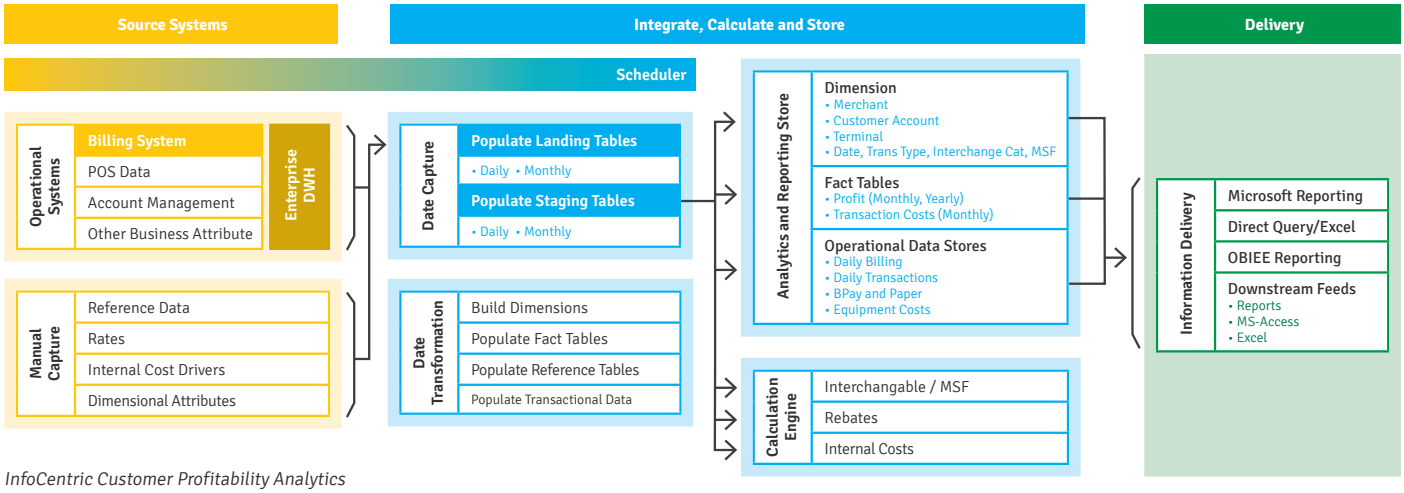
- Initial Funding Business Case, and a detailed Project Charter
- Project Management and Governance Plans, including Risk/Issue Registers and Change Control
- Fully Developed and Deployed Solution
- Stakeholder Coordination
- On-going Business Support

InfoCentric employed best practices and thought leadership in service delivery, supported by proven methodologies and tool sets in order to reduce implementation risks and deliver cost effective solutions.

The Benefits

The result was a smooth transition to an enriched Analytics Platform, with no disruption to daily operations and increased actionable Customer Insights.

How will InfoCentric help enhance your organization Insight today and tomorrow?



InfoCentric Customer Profitability Analytics

Trusted Delivery Partner

"I'm delighted to have InfoCentric as a Trusted Core Delivery Partner, supporting our Customer Insights and Analytic infrastructure, which directly underpins the bank's Campaign Management and Customer Communications for the Australian division. InfoCentric continues to provide valuable thought leadership and future innovations, and remains integral in the development of our foundational Informational Management technologies and processes"

Senior Manager, Information Strategy and Delivery, Major Australian Bank

Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisation's information today.

Ground Floor East, 101 Collins Street
Melbourne VIC 3000

T. +613 9650 1000
E. info@infocentric.com.au
infocentric.com.au