data blueprint

UNLOCKING BUSINESS VALUE

IMPROVING QUALITY WITH A DATA ASSESSMENT & ENTERPRISE DATA WAREHOUSE ROADMAP

Data Blueprint develops tailored solutions for a Large Credit Union

BUSINESS CASE

This Large Credit Union (Top 50 in the country) has set the strategic objective to improve the data quality and reporting capabilities of the entire organization. The strategic goal is to have an enterprise data warehouse and reporting solution supporting the entire organization with 'A Single Version of the Truth'. This would allow the credit union to use one set of information to support queries and reports. With the enterprise data store, information locked up in some departmental systems could be accessed and used by the rest of the organization. Another strategic data goal is to have a 360° view of the credit union member. The credit union plans to use this information to provide better services and product offerings, which will enrich relationships with both current and prospective members.

ORGANIZATION
A Large Credit Union

INDUSTRY
Financial Services, Banking

TAILORED SOLUTIONS
Data Assessment
Enterprise Data Warehouse Roadmap

TAILORED SOLUTION

Data Blueprint was engaged to conduct a current data assessment and develop an Enterprise Data Warehouse/Reporting Roadmap for the organization. In order to support the strategic goal 'A Single Version of the Truth', we considered all of the major systems and department needs for the credit union. The roadmap document consists of the Data Warehouse Framework, Implementation Plan, Team Structure, and Data Management best practices.

RESULTS

Upon completion of this project, Data Blueprint successfully provided the framework and roadmap to support industry data management practices. This solution is expected to provide the following benefits:

- Improved visibility of the activities and actions of the member
- Improved data infrastructure and integration that allow for increased automation and less manual error
- Consistent data definitions and reporting throughout the organization
- Time savings, improved operational capabilities and competitive edge
- Updated IT roles and responsibilities to support Data Warehouse efforts
- Increased visibility in the profitability of product and services offered

ABOUT DATA BLUEPRINT

Data Blueprint is a data management consulting firm that puts organizations on the right path to leverage data for competitive advantage and operational efficiency. We unlock business value. It is our belief that strong data management capabilities are the key to sustained long-term value creation. Our unique approach leverages core competencies in both foundational and technical data management practices. We help clients leverage data as a strategic investment and become data-driven.

data blueprint

2235 Staples Mill Road, Suite 200 | Richmond, Virginia 23230 | Phone 804.521.4056 | datablueprint.com