



Overview

Country or region: India
Industry: BFSI

India Infoline Limited
Mumbai, INDIA
www.indiaonline.com
Revenue: ₹14.7 billion for y.e.31.3.2011
Employees: 10,924 as on 31-3-2011



Titus Gunaseelan, CTO
India Infoline Limited

I.T. Infrastructure

Enterprise Applications
1KEY BI

Database
Oracle 9i, MS SQL 2000

Data Warehouse
Oracle 10g

Comprehensive Business Intelligence solution gives an edge to IIFL, towards becoming the best in financial services company by attaining knowledge from business information and raw data

With 1KEY BI, India Infoline enables operational analysis on a real time basis to speed up its corporate decision-making process for rapid growth and to deliver overall higher quality of service to its customers.

'We have found 1KEY BI a very cost effective, quick to deploy and learn, easy to use and easily managed software. With 1000+ user base on web, the ROI for 1KEY has happened very rapid.'

- Titus Gunaseelan, CTO, India Infoline

India Infoline group (IIFL), comprising the holding company, India Infoline Ltd and its subsidiaries, is one of the leading players in the Indian financial services space. IIFL offers advice and execution platform for the entire range of financial services covering products ranging from Equities and derivatives, Commodities, Wealth management, Asset management, Insurance, Fixed deposits, Loans, Investment Banking, Gold bonds and other small savings instruments. A network of over 2,500 business locations spread over more than 500 cities and towns across India facilitates the smooth acquisition and servicing of a large customer base. IIFL caters to a customer base of about a million customers, over a variety of mediums viz. online, phone and at our branches.

‘Data utilization, incisive analysis and speeding up our departmental as well as corporate decision-making process thereby enhance productivity are key priorities for us and MAIA’s 1KEY BI software provides us with that capability comprehensively while allowing us enough headroom for future enhancement opportunities in this area.’



Nirmal Jain, Chairman & MD

India Infoline Limited

Challenge & Need for BI

Growing volume of customer data, enable operational analysis on a real time basis, speed up its corporate decision-making process for rapid growth and to deliver overall higher quality of service to its customers.

In the finance vertical, data volumes are large and require continuous monitoring and must have faster data utilization, for operational analysis and provide quality and easy to understand reports to customers keen on faster analysis of data.

Data utilization, incisive analysis and speeding up departmental as well as corporate decision-making process were key priorities for India Infoline.

The privacy of the data was another top concern, so IIFL was looking for a solution that provides reporting with powerful analysis tools without exposing the critical information or unwanted requests.

Solution

India Infoline selected 1KEY BI after an evaluation of alternative front-end BI solutions, due to its flexibility, ease-of-use and powerful ability to deliver an on-demand, self-service environment that allows end-users to create, organize and interact with information cube and business views - without having to rely on the IT department or specialized report authors.

India Infoline has passed the 1000 1KEY users on web mark in about six months after its deployment to manage its growing volume of customer data, enable operational analysis on a real time basis,

speed up its corporate decision-making process for rapid growth and to deliver overall higher quality of service to its customers. The users of 1KEY increase their performance with self-service BI and zero dependency.

Selection of BI

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The short-listing was done based on vendor and product evaluation:

- Service level capabilities of vendor
- Extent of customization required
- Security Features
- Technology fit
- Performance
- Number of installations
- Existing customer reference
- Cost
- Support & Service of the vendor company & its partners
- Flexibility
- Scalability
- Hardware / Software requirement

'We checked in the market and found that MAIA Intelligence's 1KEY BI has a low-TCO, quickly deployable and easily manageable business intelligence platform with its integrated reporting & analytics capabilities. Since 1KEY met our requirements and was already being used by many companies, it was an easy choice to go with 1KEY BI for reporting and analysis'

- Titus Gunaseelan
CTO
India Infoline

Implementation Plan

The primary business challenge was getting the top management engage on the subject of BI. IT team wanted that the requirement of information management should receive the attention of top management.

The technical challenge was to consolidate the data in a meaningful way so that IIFL could gain a deep understanding of the information available and its benefits. Another key challenge was to define a clear and concise model of user's information needs as users had their traditional way of thinking of getting the information which was limited to get information from one data set, unlike in BI where one can link 2 or more Data set to get meaningful information.

During the POC, IIFL could generate few reports from various business & back office applications which could help understand the data in terms of sales, collection etc.

Considering challenges of IT team, the project plan was to deploy a person with the respected technology knowledge and one person for the training to business users and IT software persons.

The challenges IT team was facing were crucial but not impossible. Some reports requirements got easily resolved once the product was deployed. But few requirements were complex and solution given was time consuming. But at least it was catering to the needs. The strategy was planned like going with other possible things with the products and then assign one day task to study that critical part and implement the first solution. If it suits go

with that or else switch back to earlier option.

With the help from software team, some possible modifications were done in the database so it made easy to incorporate with 1KEY BI software. No consultants were involved except some advices from the senior functional persons or technology specialist from both sides.

The project started in April 2009 and went on for 3 months to develop the initial requirements collected from different departments with the team of 2 MIS analyst and 1 developer from MAIA Intelligence.

With 1KEY BI, IIFL can

- Access complex enterprise-wide data quickly and reliably
- Gain accurate insight into risk exposure
- Proactively respond to rapidly changing conditions
- Adhere to efficient, auditable, repeatable processes
- Refine and potentially reduce financial reserve requirements
- Support regulatory and compliance

'Support from MAIA has been excellent. They are always available to extend the support as and when required. This has helped IIFL to move with better confidence, and enabling negligible downtime for the application. They interact with business users and build a better comfort with them, helping IIFL to have the change management and transformation seems smooth and painless.'

- Titus Gunaseelan
CTO
India Infoline

For More Information

For more information about MAIA Intelligence products and solutions, call Sales Information Center at: (+91) 022 668 88 999 or e-mail us at: sales@maia-intelligence.com. To access information using the Website: www.maia-intelligence.com

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Benefits

IIFL stopped creating reports in spreadsheets a few years ago because of security concerns by our executive-level users. 1KEY BI is easy to use and proved to be invaluable to its users because they were able to analyze the data before the occurrence of any event without exposing critical information to other users. Now, they are able to leverage the reports they built on the web to get more real time business decision making possible.

1KEY BI helped IIFL gain fast and accurate insight to solve complex business problems, react quickly to changing market trends, improve financial exposures, drive change thereby gain real-time insight into customer and market trends. Users at IIFL now use pre-configured reports, with powerful ad hoc capabilities & interactive visual analytics.

The greatest advantage of BI is that there is no more uncertainty – business users know exactly what to do when they arrive for work every day. To achieve this kind of success with application and to manage quick changes in business and the market, however, IIFL required extremely efficient tools and a reliable ally with top quality business intelligence expertise. MAIA Intelligence with its 1KEY BI solutions addressed these concerns.

1KEY BI helps IIFL extract operations data to gain a consolidated view of information from a wide variety of sources across the enterprise.

Return On Investment

1KEY BI has come at a cost effective price-point, and hence has turned to form a great value proposition for IIFL. The

company has achieved ROI in the very first year of implementation of BI.

Support & Service

MAIA valued IIFL with the able developers who developed the initial setup and gave a thorough training to its users on development and administrative support perspective. Currently the in-house team takes care of the development for upcoming reporting requirements from business side.

The service of Vendor Company helped IIFL gain greater insight into product and producer effectiveness and support better analysis and decision making across enterprise. The BI consultants helped the company develop a roadmap to align BI processes and technology with its business strategy.

Partial List of Reports

Many real-time reports are being used by 1000+ users across the web, to monitor the business numbers, track productivity based on volumes and manpower rooster from 1KEY BI.

- AC MIS
- MIS OWO
- Business Productivity
- Dealer wise Market share analysis
- Collection Efficiency - Daily, Monthly
- Daily Business done
- Trial Balance (TB)
- Nonstarter
- Non-Performing Assets (NPA)
- Collection Commitment

MAIA Intelligence