



# Enlightening WITH Intelligence

IT managers grapple with the challenges of empowering their organisations through business intelligence solutions

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# An **CASE STUDY:** MAHINDRA AND MAHINDRA FINANCIAL SERVICES LTD Intelligent Decision



**Suresh Shanmugam**, Head, Business Information Technology Solutions, MMFSL opted for a Business Intelligence solution to take care of the vast data needs of the Rs 15,000 cr group

**F**inancial services organisation, Rs 15,000 crore group Mahindra and Mahindra Financial Services Ltd (MMFSL), which deals with over 10,00,000 customers has increasingly leveraged IT to drive operational efficiency. The growth expansion created a need for improving performance at the business level, which enabled the management to meet the future targets. This provoked Suresh Shanmugam, Head, Business Information Technology Solutions, MMFSL, to review a comprehensive BI (Business Intelligence) solution that helped to analyse business, improve data collection and performance and meet future targets.

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—Suresh Shanmugam, Head,  
Business Information Technology Solutions, MMFSL

## Need for BI

Increased transactions required MIS reporting and data analysis solution, which generated and scheduled reports, helping the management track the performance and day-to-day operations. BI was considered an appropriate tool to draw the required information to be observed in real time. This is expected to help in bringing productivity gains.

## Challenges

The challenges were immense for Shanmugam, as the top management's expectations were huge. BI was supposed to project a clear picture, to define the corporate strategy and drive profitability for the company. "The top management understands that data they received through the system would enable them to understand the market pulse, identify strengths and weaknesses, while measuring the progress of the company from time to time," says Shanmugam. An automated email was of prime importance. While the IT team had initiated a SMS solution, this was restricted to providing summary and not details. The details were sought as part of spreadsheet driven reports.

## Selection Process

This was the toughest of all tasks for the IT head, as BI as a technology is still in the nascent stages. The market is invaded by a plethora of solutions, each vendor vouching to have the best solution. After a detailed evaluation process, MMFSL went ahead to deploy IKEY Scheduler and multi-dimensional data analysis tool from MAIA, primarily for its mass mailing feature. According to Shanmugam, the automated mailing system added predictability to the AIS (Automated Identification System) environment.

## Product Evaluation Criteria

Budget not being a constraint for MMFSL, the amount allocated for BI was to the tune of Rs 50 lakh. Shanmugam and team based their evaluation around service level capabilities of the vendor, extent of customisation required, security features, technology fit, performance, number of installations, existing customer reference, cost, support and services of the vendor, flexibility, scalability, migration capabilities to another platform and hardware and software requirements.

## Why IKEY

We found the IKEY Touch BI tool possessed the ability to create a single dashboard using reports from disparate systems, which is an added advantage, besides other specified prerequisites. The business agility feature enabled the operational managers to monitor the productivity on real-time basis and make tactical decisions on resource allocation

within the team as well as across zonal teams, which was hitherto done based on backdated information.

## Creating a PoC

Before developing a proof of concept (PoC), the initial challenge for the team was to rope in the top management into the BI arena. "As this was a Greenfield project, both the business users as well as the development team did not have an idea of what the end product would look like,"

The management was not convinced about investing in technology during such cash crunch times. The IT team took a decision to do a PoC to generate reports from various businesses and back-office applications, which could help understand the data in terms of sales collection. The outcome of this had positive impact on the management.

## Implementation Plan

Implementing IKEY BI was done with certain objectives in mind, which included, providing business users with clear opportunities to improve their business performance through information delivery. The information was reflective of the business communities' processes and their outcomes; and provide appropriate levels of formatting, timeliness, history, detail and quality as per project specifications.

As per the plan, we hired two professionals, one with technical knowledge to implement, and another to impart training to the business users and IT software group. During the implementation process, certain reports' requirements got easily resolved, while a few were complex and time consuming. It was done in a phased manner to observe the impact and consequences there of. The project team delivered the best through IKEY Scheduler where mass mailing was made possible to convert the information into reports.



## Business Benefits

According to Shanmugam, the success of existing IKEY BI implementation boosted their confidence to procure the newly launched IKEY Touch, an interactive dashboard based on the RIA (Rich Internet Application) technology.

Implementation of IKEY has resulted in 30 to 35 per cent productivity improvement at the IT level in terms of meeting the users' reporting analysis needs. "We observed 20-25 per cent productivity increase at the business user level due to user-friendly interface of the solutions and its capability to provide on-the-fly ad hoc reporting analysis", says Shanmugam. Some of the other advantages that MMFSL saw were faster decision-making owing to the interactive graphics, gauges and filters and deeper insights into the business user pay out scenarios. Shanmugam intends to implement BI at the finance level now. **ITNEXT**