

Citibank Mexico (Banamex)



Opsol OmniHub (RTFS) comprises packaged software components, real time processing architecture, and services based on adaptive infrastructure with capabilities that enable financial institutions to enhance payments and finance-related data with real-time, comprehensive, cross channel information to provide a “market of one”.

Opsol’s OmniHub(RTFS) delivers a up-to-the-second view of each customer’s status while eliminating information latency throughout the Enterprise.

Even before Banamex’s merger with Citibank, it was one of the largest banks in Mexico. Citibank Mexico (Banamex) has 1,400 branches throughout Mexico and handles 20 million accounts and more than 135 million customer transactions per month. It is also the country’s largest Internet banker, offering a broad range of online services through its comprehensive Internet site. Citibank Mexico has built its success on a strong focus on the customer.

Providing top-notch customer service has become more challenging in recent years. Mergers and acquisitions have brought large international banks into Mexico, and e-business startups have begun moving into traditional financial services. To meet increasing competition, Citibank Mexico decided to revamp its customer service, with the goal of creating a computing infrastructure designed specifically to handle more service-oriented, Internet-based offerings.

Citibank Mexico needed a system that would provide an up-to-the-second view of each customer's status. The bank wanted to eliminate information latency, and communicate directly and immediately with the customer-whether through an ATM, teller, or Web-based transaction

Challenge

- Provide a single view across all customer accounts and transaction channels, with the ability to analyze transactional data in real time
- To deliver this view 24 by 7 to reduce banks exposure to fraud and provide around the clock access to online banking services
- To eliminate double postings and information latency throughout the Enterprise
- To provide single point of authentication and authorization
- To provide for faster time to market for new solutions
- To provide for an easier way to develop new solutions

Opsol Customer Solution Brief

Solution components

- Opsol Omnihub (RTFS); includes
 - an operational data store(ODS) to keep consolidated view of all customer accounts
 - a rules engine to direct transactions and assess customer position
 - high speed transaction capture from banks
 - data models for customer and transaction detail
- HP & Opsol Services ; providing
 - Solution architecture delivering operational data store implementation integrating financial service processes and data across the enterprise
 - *Intelligent Channel* to integrate legacy systems and data to the operation data store
 - Design real-time rules based service-oriented Internet-based offerings
 - Design real-time rules to authorize transaction handling

Results and benefits

- Single customer view resulted in the ability to analyze customers in real time providing better customer service,
- Reducing the number of fraudulent ATM, POS and Credit Card transactions
- Open industry standards are supported to enable fast, cost-effective deployment of new features and services
- Low total cost of ownership(TCO)
- Ability to develop and deploy new services and features quickly, for greater competitive advantage at lower cost

Conclusion

Opsol and HP were jointly able to deliver a very cost effective and timely solution that solved a very complex situation. The solution not only provides an up-to-the-second view of the Enterprise, but also delivered the needed single customer view, while decreasing the operating cost of their IT operation.