

Factsheet – Fusion Retail Analytics

Leverage banking data analytics and insights to enhance customer experience

Fusion Retail Analytics is a modern data platform using pre-packaged or end-user produced dashboards to assess financial institutions’ performance. It generates detailed insights and enables flexible deployment, offering products and services based on consumer needs.

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We want to create a hyper-compelling consumer proposition that will revolutionize the way money works in the region. Finastra’s Fusion Essence Cloud will give us the agility to get these services to market quickly and efficiently. We are also impressed by the modern, open and scalable capabilities of the solution, particularly the in-built Fusion Retail Analytics solution, which will help us to better understand our customers’ smart digital banking needs.

Greg Krasnov
 Founder and CEO, TONIK

Many financial institutions strive to become more consumer-centric, meaning granular insights are required to manage financial performance. Modern systems require data platforms which can handle the emerging data complexity and provide relevant insights intuitively to the end user. The platform should also allow users to derive their own insights, build custom dashboards and integrate data from multiple sources.

Developing a modern data platform requires IT involvement and expertise, as well as significant investment which increases the time to market. Fusion Retail Analytics is a platform that generates granular, custom and integrated insights enabling financial institutions to assess their performance and improve customer experience.



Analytics diagram shown above

How it works

In-depth business insights are becoming highly desirable and many financial institutions aim to become more consumer-centric. Fusion Retail Analytics allows financial institutions to leverage descriptive analytics and actionable insights to provide a deeper understanding of their customers. As a result, financial institutions deliver bespoke products and services based on consumer needs.

Fusion Retail Analytics delivers business insights to increase cross-selling opportunities and provides an assessment of the firm's business and financial performance. The ability to use quantitative data to shape business decisions and outcomes is a key source of the solution's competitive advantage. It further enables decision-makers to make decisions based on detailed insights into products, customers, branches and profitability. Authorized users can access pre-packaged reports on business and financial

performance, and users can build their own dashboards using a curated data model built for analytics.

Using extensible architecture that includes a flexible data model, banks can build their own dashboards to complement the set delivered by Finastra. To ensure information and insights are always at a bank's fingertips, Fusion Retail Analytics provides a 360° customer view in a single dynamic dashboard. Enhanced with dynamic visualizations, it also includes standard dashboards that provide business and financial insights along with possible real-time updates. Fusion Retail Analytics has off-the-shelf integration with Fusion Essence and Fusion Equation, unlocking the valuable data within these core banking systems and enabling data consumption from third-party solutions.

Why Fusion Retail Analytics?



Generate business and customer insights based on business growth, transaction pattern, geographical distribution and attrition details for each customer type.



Enable banks to perform detailed analysis of financial statements and compare their financial performance over a period of time.



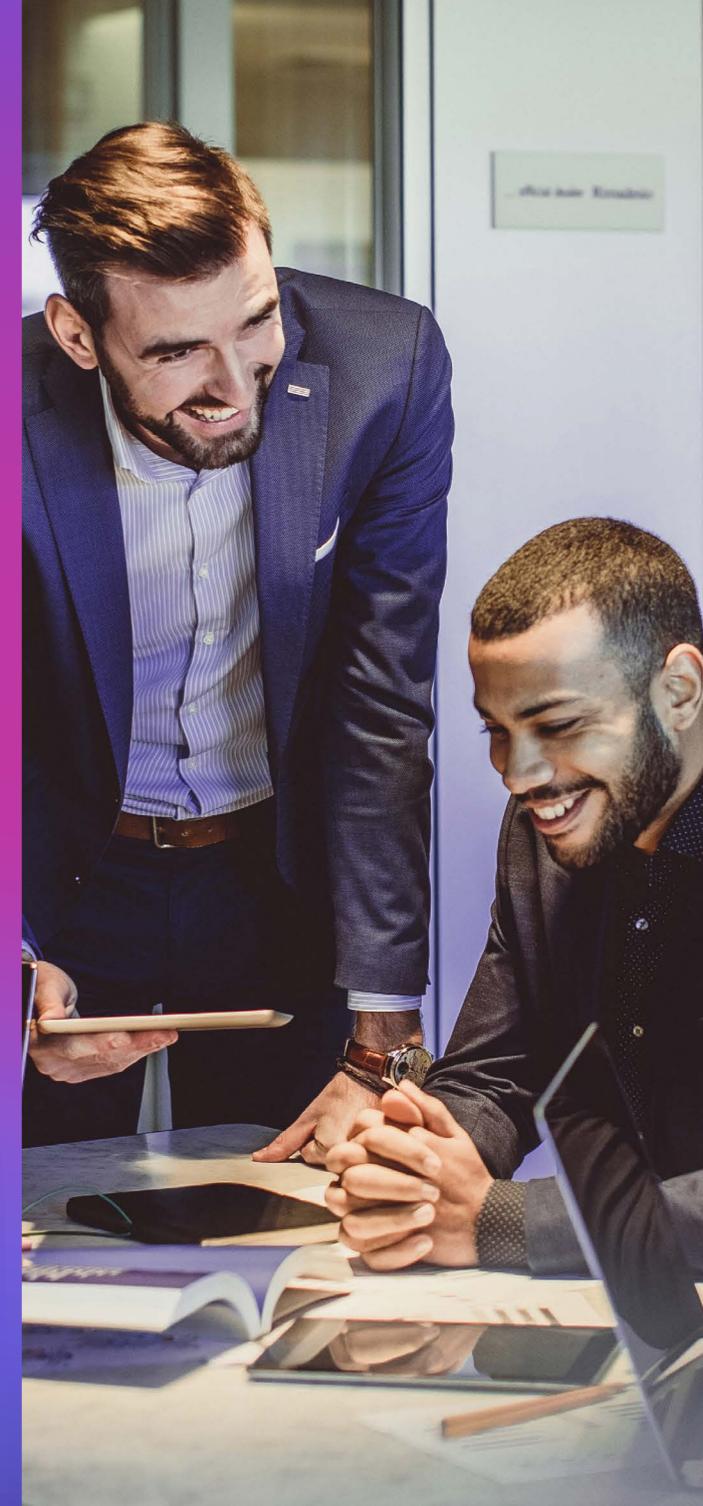
Quickly build custom insights using exhaustive pre-packaged dashboards that allow the bank's reporting team and end users to assess business and financial performance and generate detailed insights.



Flexible, semantic data model is designed for cross source extension and is flexible to support additional data elements, measure KPIs against a target and track performance against a goal.



A modern data platform enabling flexible deployment, capable of ingesting data from multiple data sources and providing a consolidated view. It supports ingestion of semi or unstructured data.



According to Gartner, financial services see data-driven capabilities as the most “game changing” technologies. With Fusion Retail Analytics banks can think about data holistically and create a single 360° customer view to support and improve the customer journey.

Key benefits



Leverage off the shelf insights

Build insights to assess bank’s financial performance. Fusion Retail Analytics generates business and customer insights by leveraging business growth details, transaction patterns, geographical distribution and attrition details for each customer type.



Flexible integration

Platform can integrate with external data sources to provide a unified view to users. Semantic data model is flexible to support additional data elements (within or without core), as well as measures or KPIs. It supports ingestion of semi or unstructured data and its transformation into structured data to view insights with other dimensions.



Improve efficiency

The solution enables banks to speed up their operations and retrieve actionable insights. It offers an opportunity for banks to utilize these insights as a central data warehouse by extending the data model to include data from other applications.



Reduce cost and risk

Reduce risk and control costs with a holistic view of the bank’s business including product utilization and profitability, performance trends for loans and deposits and exposures to specific customers or groups. Reduce the capital expenditure required by the bank in building data warehouse with off the shelf dashboards and data model.



Increase customer engagement

With a 360-degree view of the customer, their status and their business, banks are able to leverage customer data and gain all necessary insights. The solution provides existing customer relationships with the bank along with personal details in a single view. It also provides the details of all accounts, historical balances and transaction patterns for each customer.

Contact us

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world’s top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

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