



Your preferred partner

in Data Management Advisory Services

Welcome

Lofty Brainchild has a team of Data Experts possessing a wide skill set in Solutions Architecture, Data Warehousing, Data Modelling, Business Intelligence, AI, Cloud, Big Data, Database Design, and Development. Over the last eight years, our team has delivered superb results, enhancing the overall efficiency of data management for our clients.

The Lofty team has extensive experience in implementing data solutions at large corporations and financial institutions. Leveraging our team's experience and skills we can help you manage your data environments effectively. Our knowledge of Business Intelligence provides you with powerful tools to support decision making.

Our solutions enable clients to harness the power of data analytics by providing historical, current, and predictive views of business operations. We firmly believe that automating the timeous delineation of high quality and accurate information is a key component of business decision making.

We at Lofty Brainchild stay true to these ideals through incorporating state of the art tools whilst applying tried and tested techniques combined with our key insights to assist businesses in achieving their data-driven goals.



significant reduction in the time taken for reporting processes



improved data accuracy



Client centric solutions delivery effectively addressing client pain-points



improved reporting and enhanced value creation



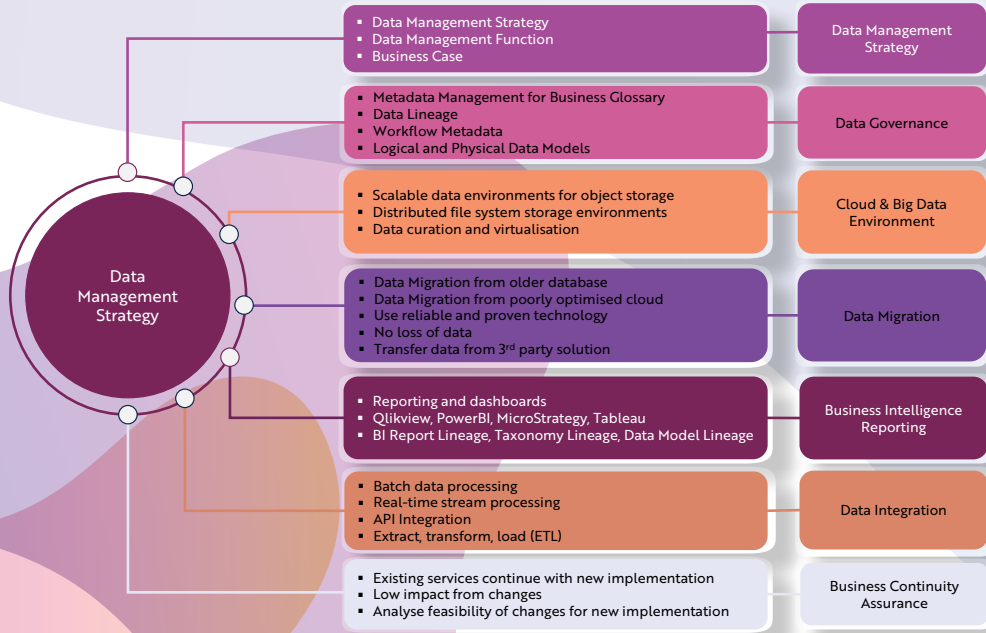
automation of manual processes and improved operational efficiencies



Improvements in overall business processes

DMA

data management advisory



Case Study 1

Development and Deployment of a Centralised Reporting Environment to Service Reporting Requirements for 15 Markets Across Africa

A major South African financial institution wanted to consolidate transactional data for its subsidiaries operating in 15 markets across Africa. The objective was to create a single point of reference for making enterprise decisions within the investment banking business unit. Previously there was no single point of reference and this led to delays in the management reporting for South Africa, Rest of Africa, and London. Due to a lack of report automation, a lack of sound metadata management as well as the added complexity of heterogeneous data landscapes in each market; the quality, accuracy, and usability of business metrics were impacted.

We were mandated to create, collate, and produce automated reporting within a single information repository for all markets. By applying various data management principles, tools, and integration patterns we successfully implemented a single view of the customer across all markets. This allowed for improved insights and reports designed to support business process functions such as customer centricity, supply chain optimisation, product positioning, sales efficiency, and other domain-centric functions. These reports were made available to in-country management teams using MicroStrategy (later migrated to Power BI).



KEY ACHIEVEMENTS

- Digitisation of Value Chain
- Operational Efficiency
- Single View of Customer

The expectation from the clients' banking partners to receive digitised capability as part of the banking offering was met. Our solution is fundamental for clients' treasury functions to operate efficiently across multiple jurisdictions.

Case Study 2

Building Automated Client-Facing Reports for Key International Multinational Clients



The mandate for this requirement was in response to the needs of key strategic International Multinational Clients of a leading financial services institution headquartered in South Africa. These clients made a significant contribution to the revenue of the transactional business unit and would continue to increase the incremental revenues of the institution. The reports enabled the clients' treasury to operate more efficiently across multiple jurisdictions. Typically, these reports are expected to provide the client with a lens on service utilisations, opening and closing of accounts, account balances as well as local charges and banking fees incurred across their various jurisdictions (15 markets).

Such information enabled the central treasury of the client to bill local subsidiaries appropriately. The implementation involved integrating data from three heterogeneous core banking systems from the various markets into a single repository. Once the data was properly integrated into a curated reporting model, it was then customised to the client's specification in order to satisfy each client's preferred reporting template. The data successfully supports the balances reporting, guarantees reporting, facilities reporting as well as fee reporting in TWIST BSB and eBAM formats. The reports were subsequently made available to the bank's Global Transactional Banker (GTB) using the preferred tool for additional BI reporting and visualisation i.e. Qlikview; with data being refreshed regularly.

KEY ACHIEVEMENTS

- Delivering Value to Clients
- Improvement of Client Experience
- Digital Enablement of Value Added Services



This report successfully removed persistent pain-points such as latencies in responding to clients as well as removing the manual engagements between the GTBs and in-country personnel in order to source data. By building a technological solution to address these challenges we cut down the time taken to prepare reports from 15 days in a month to less than 2 days.

Case Study 3

Developing and Integrating a Database Environment on Amazon Web Services (AWS) for Reporting and Analytics



A leading financial services institution headquartered in South Africa embarked on a project to develop a trade finance system for servicing letters of credit and guarantee requirements of its clients. The project was to be piloted at a subsidiary based in one of the organisation's future proof markets located in the Central Africa region. The solution was to be developed using Amazon Web Services (AWS) to host all infrastructure; cadent with the greater organisational strategy to adopt a platform-based service offering enabled by implementing solutions on the cloud. Our contributions to this project were within the data management and reporting space. This involved setting up and designing a database reporting environment in Amazon RDS that would be fully integrated with the MongoDB microservice databases supporting the platform's front-end application. The integration involved streaming event-based data by leveraging AWS Lambda, Amazon Kinesis, Amazon Kinesis Data Firehose, Amazon S3, Amazon RDS, and Amazon QuickSight for reporting and data visualisation.

The successful implementation of this solution resulted in the live streaming of events during the trade finance application process. This enabled the operations teams to get an overview of customer behaviour on the platform and measure the utilisation of the platform in volume and value. Transactional Bankers were enabled to proactively engage clients based on insights gained from the data.

KEY ACHIEVEMENTS

- Real Time Streaming of Application Event Data
- Live Metrics Immediately Available in a Simple Dashboard
- Prediction of Client Needs Sent to the Application Layer



Clients were also empowered to follow up as well as track the statuses of their applications. These reports also provided the management teams with a lens on processes that can be optimised and streamlined in order to continuously improve the customer experience.



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THINKING FOR THE FUTURE

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