



BANK INCREASES PRODUCTIVITY WITH NEW OPERATIONAL BUSINESS CONTROL CENTER

LA CAIXA

/// CASE STUDY



To enable monitoring of its outsourced banking operations, la Caixa looked to EDS, an HP company, for a virtual Operational Business Control Center. Greater visibility, improved systems flexibility and best-in-class reporting are just a few of the returns EDS' solution delivered.

CLIENT PROFILE

www.lacaixa.es

La Caixa is a savings bank, investing in social, educational, scientific and cultural projects. La Caixa also supports a range of training and educational activities, preventive measures, aid work and hospital projects, while also contributing to a range of scientific and cultural initiatives.

Industry: Financial Services

Headquarters: Barcelona, Spain

Market Position:

The first savings bank in Europe and third bank in Spain

Business Needs Addressed:

Innovation
Productivity

"The new operational business control center has transformed la Caixa's back-office operations to be more effective, while reducing the number of professionals involved. In fact, productivity per operator has improved up to 50 percent."

Beatriz Kissler
Banking Operations Director
la Caixa

Bank wanted enterprisewide visibility and control of operations

As Spain's largest savings bank, la Caixa has more than 5,000 branches across the country with more than 25,000 employees. Unlike a traditional banking operation, la Caixa contributes significant time and resources to social programs from immigrant integration projects to the development of financial tools that enable Latin American and North African immigrants to transfer money to their native countries from any of the bank's 7,200 cashpoint terminals nationwide.

Yet to effectively maintain these programs and the service integrity that has become the cornerstone of its success, la Caixa decided to outsource its banking operations. This would enable the bank to focus its talent and resources on value-added business objectives rather than mundane, administrative tasks.

Being a hands-on operation, la Caixa also wanted greater visibility into banking operations. A real-time control platform would give employees anytime, anywhere access to complete, up-to-date data, enabling employees to make knowledgeable, informed business decisions. Beyond enhancing visibility, a robust new platform would modernize the bank's critical back-office operations such as payment processing and issue resolution. Both directly impact la Caixa's profitability, as well as its corporate image and level of social trust.

The bank attempted a bottom-up approach to finding a real-time systems monitoring solution, which resulted in a stockpile of data that proved difficult to manage and analyze. EDS stepped in with a top-down approach, providing the bank with a big picture view of its business and IT needs.

Services featured

- Applications Development Services

“EDS provided a complete solution from consulting to systems operation. It was dedicated to understanding how la Caixa works and adapted the solution platform and interface to the business needs of business operators and managers. EDS also streamlined communications with IS and infrastructure groups at la Caixa.”

Luis Ramos
IS Project Manager
la Caixa

EDS delivered an innovative, real-time business monitoring solution

EDS began by defining a business model for la Caixa, and then worked with the bank to develop business indicators to focus information gathering. A complex endeavor, the project required six months to define and understand demand. The team devoted another six months to developing and rolling out a pilot solution.

This involved adapting a commercial, real-time systems monitoring product for real-time business monitoring, while capturing data from disparate sources.

The team implemented ongoing enhancements to the solution over the next 18 months, working to customize the solution to la Caixa's changing business requirements and shifts in the market.

Today, 40 users in la Caixa's Banking Business Operations rely on the system to monitor and manage operational control. The system is displayed on several giant projection screens, providing up-to-the-minute operational status across the bank headquarters. Employees then take action on their own screens as soon as an alarm is raised.

Operational Business Control Center enhanced productivity by 50 percent

Thanks to EDS' leading-edge business monitoring solution, la Caixa has been able to better maintain and control banking operations, as well as outsource its most important business processes with confidence.

In addition, the bank has gained the tools it needs to perform in-depth, thorough business analyses to enhance back-office operational control.

By reassigning more than 20 employees to value-added tasks, the bank has improved productivity per operator by 50 percent. This reallocation of resources creates exciting new opportunities for employee development, improving employee satisfaction, and as a result, la Caixa's overall customer service experience.

EDS maintains the platform and continually enhances the solution by adding new business indicators and new infrastructure functionality. Indeed, the solution has proven itself through the unprecedented flexibility, availability and automated reporting capabilities it brings to la Caixa's business vision.

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