



# PRINCIPALITY BUILDING SOCIETY

## DATA WAREHOUSE & BUSINESS INTELLIGENCE CASE STUDY

### THE BANKING CRISIS

Following the banking crisis in 2007 the Financial Services Authority (FSA) imposed a series of comprehensive regulatory reports on all financial institutions in order to increase the transparency of each company's projected liquidity.

These requirements cover mortgages, investments, corporate lending, wholesale funding and indeed virtually every other aspect of the group's business.

### PREPARING PRINCIPALITY BUILDING SOCIETY FOR THE FUTURE

In order to increase their competitive edge, Prncipality Building Society have taken the proactive decision to invest in their future by implementing a group-wide data warehouse platform, providing the group with:

- A single version of the truth
- Fast, accurate information
- Cash flow, static pool analysis and liquidity projections at a level of detail and accuracy never before available
- Instant preview of all regulatory returns, weeks before they need to be submitted
- Reduced reliance and load on the mainframe for reporting purposes
- Fully transparent and auditable data management and calculation process



#### Data Warehouse Facts

- ⇒ 15 Source Systems
- ⇒ 150 SSIS Packages
- ⇒ 30 Fact Tables
- ⇒ 80 Dimensions
- ⇒ 1 Data Warehouse
- ⇒ 6 Cubes

### THE PURPLE FROG SOLUTION

Prncipality Building Society commissioned Purple Frog to analyse their requirements, recommend, design and build a business intelligence platform that not only met their current regulatory, analytical and reporting needs, but provided a future proof platform which would grow with the business for years to come.

Using Microsoft's SQL Server 2008 business intelligence suite, Purple Frog implemented a scalable and manageable SSIS ETL framework to extract, clean and transform data from over a dozen source systems. This was loaded into a new Kimball dimensional data warehouse in a number of conformed star schema models.

A series of SSAS OLAP cubes were built, encapsulating the core business logic and pre-aggregating the data to provide incredibly fast response times to even the most demanding and complex requests.

SSRS reports were designed to provide canned reports, with Report Builder made available for those users wanting to create their own reports, and Excel providing the ad-hoc investigative functionality.

As all reporting and analysis (regulatory and internal) is now derived from the data warehouse and OLAP cubes, they all share the same common business logic, providing total confidence in the consistency, accuracy and timeliness of the results.



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