

## Renowned Global Bank uses Oracle Customer Hub to enable automated inbound feeds from sales credit and CRM systems

### Challenge

Disparate systems at different levels of granularity

Complex understanding of total client relationships across investment banking, asset management, and private banking

Regulatory non-compliance issues

### Solution

LumenData assisted the bank in implementing Oracle Customer Hub to:

- ✔ Initiate the 'One Bank Wins' strategy
- ✔ Improve collaboration between private banking, investment banking, and asset management
- ✔ Support cross-divisional reporting
- ✔ Provide both high and granular client-level reporting

### Outcome

Daily automated inbound feeds from sales credit and CRM systems

Daily and intra-day integration with CDW

Efficient maintenance of global and regional securities client hierarchies

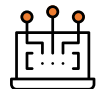
Complete view of the enterprise client hierarchy

Separate deployment in Switzerland to ensure adherence to secrecy laws

### Our Services



Cloud Modernization



Data Strategy & Business Value Assessment



Data Analytics & Engineering

### Our Recognitions



150+ Customers

