

# Oracle BI Applications at PNC Financial Services



## client

PNC Financial Services  
Pittsburgh, PA USA  
Industry: Financial Services  
Revenue: \$7 billion  
66,000 employees

## technology

Oracle Business Intelligence  
Oracle Sales Analytics  
Oracle Marketing Analytics  
Oracle Usage Accelerator  
Siebel CRM  
Oracle Database

## KPI Partners customized Oracle Business Intelligence Applications to fit the needs of PNC Financial Services

### About PNC Financial Services

The PNC Financial Services Group is one of the nation's largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management.

### Challenges

PNC needed to increase visibility into its sales pipeline for its corporate and institutional bank sales force to improve its effectiveness. Data was spread in multiple systems including legacy mainframe applications. The business intelligence application had to be easy to use and access for sales users.

### Solution

KPI Partners customized Oracle Business Intelligence Applications to fit PNC's needs. PNC users were provided upgraded capabilities to access data. Blackberry alerts were used for up-to-date notifications.

After implementing the Oracle BI Applications, PNC Bank was able to reach its sales goals more effectively, better track competitors & products, and manage lending risk more proactively.

*"During end-user training, our staff members commented on this BI application being another example of the great technology PNC has a reputation of producing."*

- Ray Appleton, Vice President  
PNC Financial Services Group



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