



Major Bank uses Oracle Autonomous Analytics Cloud to optimize assets



Major Commercial Bank in India – Oracle Analytics Cloud

CUSTOMER PROFILE

National Bank.
3500+
branches.

Network of 4240 ATMs.

Rapidly expanding customer base.
Opened one million customer accounts
in a span of 3 months.



REQUIREMENTS

The bank is experiencing fast growth through acquisition of new customers. This growth has required the bank to analyze and understand Branch Performance and optimize placement of ATM Assets.



SOLUTION

Leveraged Oracle Analytics Cloud to effectively identify, visualize, and analyze data to understand,

- Branch Performance
- ATM Data Analytics
- Telecommunications Network Performance



RESULTS

The ability to understand metrics from ATM assets and branch locations.



Some of the business insights delivered,



- The right locations to set-up new branches and ATMs.
- The bank services that customers are likely to use.
- Expected Profitability and Deposits at a new branch.
- Expected Telecommunications network availability and performance.

OneGlobe – Digital Hubs & Contacts

United States

Rajiv Anbazhagan
Director
rajiv.a@oneglobesystems.com
+1-603-866-4895

Kalai Selvan
Managing Director
kalai.s@oneglobesystems.com
+1-703-989-5591

EMEA and APAC

Amrut Akkone
General Manager
amrut.a@oneglobesystems.com
+965-6688-3816
+91 9148890268

Goushalya Ayyappan
Senior Manager
goushalya.a@oneglobesystems.com
+91-97910 24359

OneGlobe Digital Hubs

United States

Nashua
1, Tara Blvd, Suite 200,
Nashua, NH 03062
Tel: +1-603-324-7234

UAE

Dubai
Dubai Silicon Oasis,
4th Floor, D Wing
341041.
Tel: +971 4 501 5378

INDIA

Chennai
1206, 12th Floor, TIDEL Park
Taramani, 600113
Tel : +91-44-33544888

Coimbatore
DC- 25, Fourth Floor, TIDEL Park,
ELCOSEZ, Aerodrome Post, 641014
Tel:+91-422-2978886



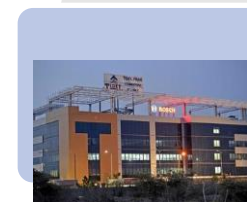
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