



SUCCESS STORY BFSI

# RURAL BANK MODERNIZES LENDING CAPABILITIES WITH NEW DATA WAREHOUSE PLATFORM

Apexon puts new centralized data infrastructure in place to enable new insights and speed cycle time

This bank is part of the US Farm Credit System and has been lending financial and business support to agriculture and rural America for more than a century.

The company is committed to moving into the future with a progressive mindset and a passionate workforce to respond to rapid changes in the technology and business landscape. The bank strives to serve as an extension of the associations it serves, providing systems and services that can be optimized by leveraging economies of scale and centralization.

Apexon began its strategic partnership with the bank in December of 2019 starting with the current state assessment of its enterprise data warehouse and finance data warehouse.



Headquarters in Columbia, SC



Wholesale lender, BSP to local Farm and Ag credit associations



Provides real estate, production financing to 80,000 farmers, agribusiness and rural homeowners



A \$37 billion company, largest financial institution based in South Carolina, and one of four wholesale banks within the nationwide Farm Credit System

## THE CUSTOMER JOURNEY

2019

- Current State Analysis of data assets

2020

- Build a roadmap to address the challenges identified
- Build Investment Data Mart
- Build application to make adjustments on investment data

2021

- Build applications to adjust Mask data and report to Funding corp
- Rewrite Loan Data Mart
- Rewrite application to make adjustments on Loan data

2022

- User acceptance testing the Data Marts and application
- Onboard business users and execute parallel runs
- Decommission Finance data Warehouse and Cognos application

## THE RESULTS

# KEY OUTCOMES



**INCREASED FLEXIBILITY  
& EASE OF USE**



**HIGHER CUSTOMER  
SATISFACTION**



**OPERATIONAL  
EFFICIENCY**

## OUR METHODOLOGY

# THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



**GO DIGITAL**

**LAUNCH &  
EXPERIMENT**



**BE DIGITAL**

**AUTOMATE &  
ACCELERATE**



**EVOLVE DIGITAL**

**BE INTELLIGENT  
& AUTONOMOUS**

**Enable digital adoption in  
a quick, and agile manner**



**Build digital infrastructure  
and foundation for  
enterprises to scale**



**Leverage data engineering to  
make strategic decisions and  
get digital right every time**

Apexon helped assess the current state and identified opportunities to enhance the bank's current data assets.

Apexon built a roadmap showing the transformation of existing data assets and the addition of new data assets.

## THE CHALLENGE

# BUILDING A NEW PLATFORM

The bank wanted to become a truly “data-powered” company. This required building an enterprise data warehouse platform to bring all the data assets together to address several challenges:



Incomplete source data in its enterprise data warehouse



A lack of best practices in data modelling



Data adjustment being completed in multiple places



Inability to maintain and support the application to make adjustments to data



Unsupported version of on-prem Hyperion in use



Incomplete Hyperion cubes required to build new Investment and District cubes

## THE SOLUTION

# PROPOSE & EXECUTE A FOUR-PHASE PLAN

The Apexon data services team understood the challenges faced with existing data assets like enterprise data warehouse and finance data warehouse. Apexon proposed and executed on a four-phase plan to address the bank’s needs:

### PHASE 1



#### Migrate Data Marts

Migrate the data marts (loan/finance) in the bank’s finance data warehouse to an enterprise data warehouse platform and decommission the finance data warehouse. This ensured that all data would be available on the same platform.



#### Custom Application

Build a custom application to replicate the functionality from the bank’s Cognos application and then decommission it.



#### Investment Cube

Build an investment cube to process investment data and load Hyperion cube for the business to generate reports.



#### Upgrade Hyperion

Upgrade Hyperion from 11.1.2.4 to 11.2.6 to extend Oracle support to the on-prem Hyperion application.

### PHASE 2



#### Migrate Loan Data Mart

Migrate loan data mart from finance data warehouse to enterprise data warehouse platform.



#### Rewrite Existing Application

Rewrite the existing Adjust It application to accommodate approval of adjustments.

### PHASE 3



#### Migrate Finance Data Mart

Migrate the finance data mart from the finance data warehouse to the enterprise data warehouse platform.

### PHASE 4



#### Build ETL

Build ETL to process the District from loan/finance/investment data marts.



#### Build Application

Build an application to adjust the District data before loading the Hyperion cubes.



#### Build Hyperion Cubes

Build Hyperion cubes to load the District data and generate reports for users.

### Key Outcomes



#### Increased Flexibility & Ease of Use

The new application's ability to make adjustments to data and process it in near real-time gives the bank the ability to configure the business rules and process those rules in near real time. Business users can add new fields and make changes to data in the fields. This revised flow of hierarchy reduces cycle time from 48 hours to 20 minutes



#### Higher Customer Satisfaction

New report configuration capability to add/edit/delete the fields in the report and provide approvals to the adjustments made to the data



#### Scalable Architecture

To support inclusion of multiple subject areas to scale



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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#### FEELING SOCIAL?

