

alacra[®] CONCORDANCE

CASE STUDY

Top Two US Bank Enhances Client Prospecting with Daily Updates to CRM Portal

Project Impetus

- Facilitate new customer prospect screening based on industry classifications and firm revenue thresholds.
- Enable 1,500 corporate bankers, traders, capital markets, institutional sales, finance, and accounting department end users to access the latest client and prospect records from their desktops.
- Allow Bank to accurately calculate extent of exposure to any given entity and its affiliates.



Former Process

- Bank populated portal with internal company data supplemented with a handful of outside market data sources.
- Each department loaded proprietary data separately leading to siloed entity views.
- A large internal team conducted manual research to append external data to each entity record, reconciled and de-duped records, and verified entities. The process was tedious, inefficient, and required extensive editorial oversight.

Alacra's Solution

- Each day, Alacra receives a flat pipe-delimited text file from the Bank with a universe of 15,000-20,000 entities compiled from all end user departments.
- Alacra checks the file for added or removed entities. Each entity is cross-checked against all databases of interest and new data is appended.

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- Alacra returns to the Bank a batch text file completely refreshed against 75 different possible fields including:
 - Company Descriptive Info
 - Credit Ratings
 - CUSIP
 - DUNS
 - Exchange
 - GICS
 - ISIN
 - News
 - SEDOL
 - Shareholders
 - Ticker
- Alacra's editorial team verifies and reconciles any anomalies in the data.
- Additional fields for internal notes and proprietary entity data are visible to all end users across the Bank.

Benefits & Client ROI

- Single, unified, cross-company view on any entity now available to all corporate bankers, traders, capital markets, institutional sales, finance, and accounting department end users.
- End users able to rely on accurate company records; Bank able to calculate true extent of relationship with an entity and its affiliates and corresponding risk exposure.
- 90% reduction of in-house editorial staffing, reducing CRM system maintenance costs by \$1.5M annually.



Alacra develops workflow solutions that enable 300,000 end users at financial institutions, professional services firms and corporations to search for, extract, match and analyse mission-critical business information.

Alacra has under license the largest collection of premium business information in the world and continuously collects business data and financial events from a hand-curated universe of 3,000+ web-based sources. Alacra aggregates and filters this content; each configuration offers users a single point of access to disparate information sources. Bespoke applications keep Alacra's clients up-to-date on their customers, prospects, investments, competition, partners and suppliers, driving business development and streamlining operations.

Alacra's mission is to aggregate, integrate, package and deliver business and financial content in ways that are most useful to our clients, which include nine of the top 10 global investment banks, all four major accounting firms, and nine of the top 10 consulting firms.

For more information, visit www.alacra.com.

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