Overview

The need
Siloed and ad-hoc processes for analyzing bank customers’ channel usage compromised report timeliness and accuracy, impacting the ability to optimize channel uptime and availability.

The solution
Barclays deployed IBM SmartCloud Analytics—Log Analysis software as a one-stop hub to consolidate reporting from each channel and centralize analysis.

The benefit
Streamlining and centralizing processes helps Barclays accelerate delivery of channel usage analytics by 60 percent.

Barclays Bank

IBM IT Operations Analytics software acts as a centralized hub for analyzing traffic data

Barclays Bank PLC is a British multinational banking and financial services company headquartered in London. The bank has operations in more than 50 countries and territories, serving nearly 50 million customers and employing approximately 140,000 people worldwide.

Centralizing analysis
As a global bank, Barclays executes a massive volume of transactions daily, millions of customer interactions carried out through more than 10 distinct channels, from ATMs and mobile devices to online retail banking. Capturing, reporting on and analyzing data relating to each transaction is critical to identifying customer behavioral patterns and managing application interfaces and integration complexities.

Barclays had been handling collection and analysis of such usage data largely at the channel level, with each channel acting independently and with no standard analytic processes in place. “Some channels were using spreadsheets, while others create ad hoc reports on Cognos,” says Sudin Baraokar, head of the global innovation platform at Barclays.

“We have a centralized, consolidated view of usage across all our channels, so that makes us more measurable. And since the metrics and dashboards are standardized and integrated, we’re getting our results 60 percent faster.”
—Sudin Baraokar, head of the global innovation platform, Barclays Bank PLC
“Without a centralized hub for processing and analyzing traffic data it took us five days to collect all their reports. We didn’t have timely analytics to know, for instance, whether a channel was optimized, whether or not it was growing or whether a channel backup was available if needed.”

Optimizing channel availability

Sudin Baraokar and his team at the Barclays technology center in India, working with IBM, deployed IBM SmartCloud Analytics—Log Analysis software to support the bank’s channel traffic analysis efforts. “We have a centralized, consolidated view of usage across all channels, making us more measurable. And since metrics and dashboards are standardized and integrated, we’re getting results 60 percent faster,” he says, while pointing out that Barclays now analyzes several thousand log files per hour.

Barclays now has a timely count of how many customers are using each channel and how they’re using it. The bank exploits this newfound channel-by-channel visibility to categorize transactions using many criteria, including geography and type—personal or commercial, financial or nonfinancial. Barclays then uses those insights to optimize each channel’s availability and determine which financial products are most suited to a particular channel. “We’re not just using the solution from a typical infrastructure point of view. I think by using it to understand customer patterns and usage, we’re able to figure out the network intelligence. That knowledge is critical.”

Speeding results

The standardized metrics and dashboards provided by IBM SmartCloud Log Analytics enable Barclays to analyze channel usage data 60 percent faster than previously. The bank utilizes its newfound channel-by-channel visibility to categorize transactions and gain insights that allow it to optimize each channel’s availability and determine which financial products are most suited to a particular channel.

Solution components

- IBM® SmartCloud® Analytics—Log Analysis

For more information

To learn more about IBM SmartCloud Analytics—Log Analysis software, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: