Crédit Agricole Consumer Finance takes data management to the next level with Data Virtuality Platform

Find out how an agile, easy-to-use data management solution enabled Crédit Agricole Consumer Finance to work with any data from any source, and react much faster to requests.

About Crédit Agricole Consumer Finance

With an outstanding portfolio of more than €2.2 billion, Crédit Agricole Consumer Finance Netherlands B.V. is the largest financing company in the Netherlands. As a major historic player in the consumer credit market, Crédit Agricole offers its customers and partners financing solutions that are flexible, responsible and tailored to their needs. Crédit Agricole is part of the French multinational Crédit Agricole S.A. and is the market leader in France and one of the largest banks in Europe providing services to more than 52 million customers.

Challenges

Complex System

Crédit Agricole used to work with an enterprise data warehouse and a data mart, both of which were originally developed with a financial focus. However, the data mart was a very complex model that required technical knowledge to operate and it was not possible to integrate data from outside the data warehouse into the data mart. And, Crédit Agricole also wanted to re-use data from their data warehouse, integrate data, and clean real-time and historical data to use it in their operational services. None of which was possible with the complex systems in place.

Crédit Agricole's architecture before the implementation of Data Virtuality.

Biggest challenges: very complex, long time to market and „garbage in, garbage out"

Long Time to Market

Every time someone had a request for which no data was available yet, Crédit Agricole was struggling to create new ETL environments to get the required data. As a result, it took the company a lot of time and money to give answer. Which had often become irrelevant by the time they were delivered. So, they needed a way to connect their data warehouse with other data sources to get true 360-degree insights.

Sense of Urgency

Data is very important for Crédit Agricole and they wanted to use their data for more than just financial purposes, so it has to be up to date at all times. Also, they have several applications in their system that are running on real-time data. One, for example, is an application for loan dealing. Say, a customer wants to get a loan to buy a car. They have to fill out an application which has to be checked by Crédit Agricole as quickly as possible.

However, the ETL process they had in place was based on "push", meaning they weren't able to simply pull the data into their data warehouse but had to wait for the source sytem to deliver the data. This proved to be problematic for two reasons. First, Crédit Agricole always depended on the speed of delivery of the source system. And, second, their ETL process was also very specialized, which increased the need for valuable IT resources.

Garbage in, Garbage Out

When Crédit Agricole started working with data warehouse in the early days, data was supposed to be processed as it comes in. However, this led to poor or incorrect data spilling over into the data mart and into reportings where everyone tried to clean it their own way. The result: different sources of data truth.

GDPR Compliance

Crédit Agricole's handling of data, and especially personal data, has also been affected by the European Union's General Data Protection Regulation (GDPR) that came into effect on May 25th, 2018. To fully comply with the new regulations, Crédit Agricole had (and has) to ensure that all personal data is complete and up to date at all times. And, more importantly, the data must not be physically replicated nor stored anywhere. A difficult endeavour with their existing architecture which didn't have the technical requirements to process and manage data in a GDPR-compliant manner.

Action

Looking for a Holistic Solution

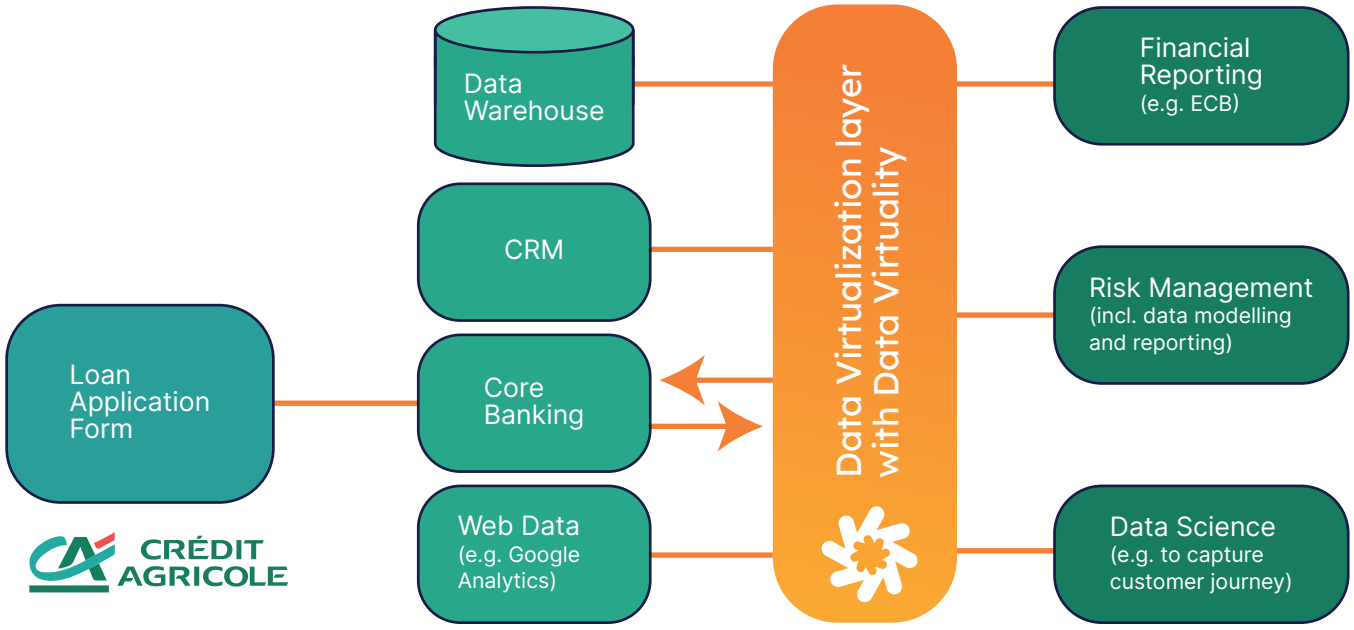
Faced with these challenges, Crédit Agricole Consumer Finance set out to find a data integration and management solution that is agile and easy to use, enabling ad-hoc querying and importing as well as the creation of subject-oriented data models for their customers and users. Further to this, they wanted a system that would off er self-service capabilities, multiple databases, data cleansing and enrichment, integration of further data sources, and metadata for impact analysis. And finally, it should also be able to reuse data from Crédit Agricole's already existing enterprise data warehouse, and connect with the active directory to ensure GDPR-compliant data governance and security as well as stable performance and high scalability. So, the search was on!

Result

Enter Data Virtuality

Crédit Agricole used the Data Virtuality Platform (DV Platform) to build a data virtualization layer on top of their enterprise data warehouse. Thanks to this, the company can now integrate and automate all their data from multiple data sources (such as application system/CRM, customer feedback on website, cloud data, etc.), add new sources whenever necessary, update sources they already have, and present the data in a frontend.

The Data Architecture with Data Virtuality



The architecture after implementing Data Virtuality that ensures a single point of truth for all the data and real-time connection to loan application programs.

> Data Virtuality is so easy to use that even our business analysts can use it and get the data whenever they need it. Before Data Virtuality only our developers could use the tool and the business analysts had to wait. Now that the developers as well as business analysts can use the solution, we are not only more efficient but also cut cost by 80%!

Fred Dunant
DMO Manager at Crédit Agricole

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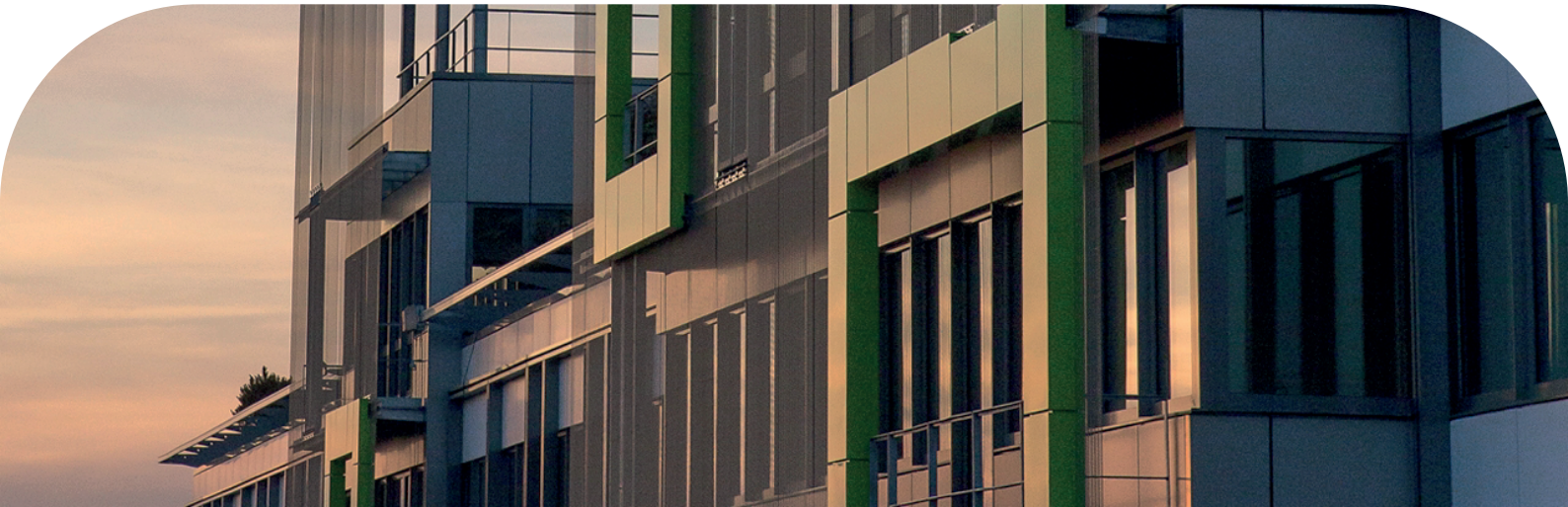

Questions can be answered quickly and cost-efficiently.

Single source of truth with Data Virtuality Platform.

GDPR-compliant and fully in line with the new regulations.

Cleansed data in the core layer following predefined rules.

The Data Virtuality Platform enables Crédit Agricole to answer questions quickly and cost-effectively. In fact, they were able to cut cost by 80% and reduce the time for building a dashboard by around 75%. And it's not only their time to market that has been improved! In the past, all the work had to be done by developers, which resulted in a resources bottleneck. But because the Data Virtuality Platform is so easy to use, Crédit Agricole can now involve business analysts as well who can work independently of the developers. This saves additional time and costs. All that needs to be done now is to provide the users with the data they need in the right format.

With the Data Virtuality Platform, Crédit Agricole finally has a strong single source of truth and can focus more on data quality and governance, as they are able to centralize and automate all data in real-time in the data virtualization layer, cleanse it in their core layer following pre-defined rules, and re-use it in the data mart. In this way, physically storing data, or working with incomplete/old data in an environment that is not GDPR-compliant has become a thing of the past and Crédit Agricole is now fully in line with the new regulations. Indeed, they were even able to implement a reporting feature that would give customers prompt access to their data if they request to view it.

And they can plan ahead: Crédit Agricole is thinking about implementing a business-wide Big Data solution. So, they wanted to be prepared and have a data integration tool in place with which they can integrate NoSQL and traditional databases. No problem for the Data Virtuality Platform!

In short, by choosing the Data Virtuality Platform, Crédit Agricole's goal to leverage the full potential of their data is now simpler to achieve than ever!

CRÉDIT AGRICOLE

data virtuality

Data Virtuality provides data integration solutions that help companies to easily connect and manage their data from multiple data sources such as APIs, databases and flat files. The revolutionary single source of data truth platform combines data virtualization and automated ETL. In this way not only is data management simplified but data integration efforts are significantly reduced - by up to 80%

Message: info@datavirtuality.com
Visit: datavirtuality.com
Request Demo: demo@datavirtuality.com

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