



BNP Paribas Securities Services, a wholly owned subsidiary of BNP Paribas, is the world's highest rated custody bank (Standard & Poor's AA+). With 3.8 trillion of assets under custody, 834 billion of assets under management and close to 6,000 funds administered, BP2S is the euro zone's leading securities services provider and number five worldwide, with local operations across 25 countries.

**Industry:** Financial Services  
**Geography:** Global

#### Objective

- Shorten lead times for generating analyses
- Adapt to fluctuating customer demand to be ever more responsive and specific
- Develop new value-added services to maintain technological leadership in the sector.

#### Solution

- Roll out Spotfire internally and on the secure Web-based platform, Codex.
- Connect Spotfire Analytics Server to the IRP data warehouse (SYBASE ASE).
- Use thick-client Spotfire and Spotfire Metrics module internally to generate analyses.
- Use Spotfire Web Player to give customers access to their analyses via the extranet.

#### Results

- Analysts have more autonomy and flexibility in generating reports.
- Users and customers can access, without assistance, dynamic and interactive attribution and performance measurement analyses on the extranet.
- More constructive communications and interaction with our customers.
- The Spotfire effect - Spotfire is now used with numerous projects: validation of strategic IRP planning, analysis of Codex extranet connections, homogenization of KPI reporting.



"Today, thanks to Spotfire, customers handle, in a flexible manner, their own data analysis requests on extranet in real-time interactively and dynamically!"

**Philippe Denis, Deputy Head of IRP Global at BNP Paribas Securities Services**

## BNP Paribas Securities Services Provides Interactive Insight to Customers With TIBCO Spotfire Interactive Data Analyses

**Spotfire speeds data insight for BNP Paribas Securities Services customers and their customers!**

BNP Paribas Securities Services (BP2S), part of the BNP Paribas Group's Asset Management and Services Division, offers the expertise of its 5,400 employees to fund managers, institutional investors, pension funds, broker dealers, banks and private bank.

With its modular offering (custody, negotiation, compensation, administration, outsourcing, transfers, shareholder services, etc.), BP2S delivers bona fide performance measurement.

Solutions on comparatives, performance analysis, investment reporting, attribution and ex-ante risk measurement, among others, are generated using the internal Investment Reporting and Performance solutions (IRP). The goal is to assist with decision-making and identify value added over time and for different actors in order to make the best possible investment choices.

Thanks to TIBCO Spotfire, all of these solutions are now available via Codex, the secure extranet, with dynamic analysis generated by BP2S for its customers and its customers' customers through the Data Navigator Advanced Suite (DNA Suite).

#### Offering online interactive reporting in the timeliest manner

In this era of necessity for quick decision-making, PDF reports have reached their limitations, and customers are demanding faster lead times on monthly, weekly and daily basis. Numerous time-consuming requests and exchanges often transpire between BP2S and its customers while aggregate data is being analyzed, trends or results explained, and detailed information obtained.

"In 1990, our customers were the first to receive reports in PDF format. Since then, we have kept our technological lead in the sector. In 1994, our external distributors were given access to an extranet that won an award. We thus set out to develop a flexible solution that would enable us to be more responsive. We wanted our performance analyst and business analyst team to be more autonomous in order to navigate interactively into the data set of the portfolio. This was an essential prerequisite insofar as the tool was to be used internally and by our customers, and even by our customers' customers," explains Philippe Denis, deputy head of IRP Global at BNP Paribas Securities Services.

Mid-2007, after spending two years studying different tools and deciding to wait for the solution that corresponded to its vision of the future to become available, the company was won over by the Spotfire Enterprise Analytics platform. "The interactive reporting via extranet possible with Spotfire filled a gap in our offering," says Philippe Denis. The project was launched in 2008 and BP2S's target for bringing it into service was quickly met.

#### **Giving power back to users and customers**

Spotfire enterprise analytics was rolled out from initial workshop, technical architecture validation, development of the data feeds and dynamic reports in less than 8 months under the supervision of the BP2S IT department with assistance from a Spotfire software expert. The first step was to install the server that sources data from the BP2S IRP data warehouse. Tasks that are traditionally time-consuming and fastidious became simple and automated: mapping of data from data sources, specification of analysis axes, design of graphic components, etc. BP2S customers rapidly enjoyed the benefits of performance, with transparent and immediate data uploads, instantaneous processing, and, most importantly, autonomy in navigation and report design: with its in-memory processing, Spotfire software allows exceptionally fast processing.

"Flexible, fast and enabling secure Web solutions, Spotfire optimizes the

communication with the client and reduces the number of phone calls required. Customers have direct access to information about their portfolios via the secure Internet portal and can thus initiate the generation of interactive reports. Our customers appreciate this ability to handle the reports themselves and often discover insights they were not expecting, through curves, histograms and tables. So many things are available and easy to read, with just one or two mouse clicks away," says Philippe Denis. BP2S performance analysts can also design and generate reports via Spotfire software's intuitive interface, even for complex analyses. They can operate autonomously, no longer relying on IT for these tasks. At the same time, this frees up valuable IT resources for other strategic initiatives.

#### **Objectives met and beyond**

Spotfire enterprise analytics has given BP2S a new offering with a high level of value added, keeping it well ahead of the competition. Long awaited and hoped for, this has led to improved customer service. "Today, thanks to Spotfire, customers process their own requests and additional analysis in real-time. This opens wider opportunities to have more interactive and direct understanding of the portfolio with the tool and with the performance analyst interaction!" says Philippe Denis. BP2S also allows customers to make the extranet available to their own customers through a white label agreement, using their own corporate identity.

*"We have trained about 20 people on Spotfire and were quickly able to use it for other projects. Proof of concept (PoC) has notably been established for setting priorities and assessing the impact of the IT plan over three years, analyzing connections on the Codex extranet to improve customer satisfaction, and homogenizing key performance indicators. Each PoC was completed in about one month, meaning that projects can be up and running within two to three months."*  
Philippe Denis



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

**For more information contact authorized Spotfire Partner:**



5330 Stadium Trace Parkway  
Suite 100  
Birmingham, AL 35244

Tel: 1-205-443-1000  
[www.syncsite.net](http://www.syncsite.net)