



#### CORTAL CONSORS

Cortal Consors is a leading investment bank for private investing and online trading in Europe. It provides a comprehensive product portfolio of financial-investment products and services to more than a million European customers.

*"At Cortal Consors there are often more than 150 market campaigns running at the same time. Keeping track of all of them is a challenge. Using TIBCO Spotfire, we can prepare meaningful analyses on the fly. Spotfire's flexible visualization capabilities enable us to directly answer new questions that inevitably arise. Developments are more understandable and planning scenarios become easier. That's an invaluable benefit, particularly at management meetings."*

**Jörg Neumann, Manager Customer Intelligence, Cortal Consors**

## Spotfire Brings Cortal Consors Customer Data to Life

#### TIBCO Spotfire Application

TIBCO Spotfire® software compiles, analyzes, and meaningfully visualizes customer and market data in order to derive new trends and markets, allowing investment banks to optimize its information cycle composed of several specialized customer data systems.

#### The Task

Smart data evaluation is the key to success for Cortal Consors. When making business decisions, the entire company looks to the data generated by its business intelligence infrastructure, the "circle of intelligence." The company was using several specialized customer data systems from MicroStrategy, SAS Institute, and Clarify (in addition to TIBCO Spotfire software) for decision-making, in this information cycle. With these systems Cortal Consors had mapped out its core business fairly well, but the company was constantly evolving to service new target groups and develop additional products and services. "There are always new expectations being placed on us," says Jörg Neumann, Manager Customer Intelligence at Cortal Consors. Cortal Consors' integration into the BNP-Paribas Group and reorganization to create a European investment bank created challenge to the management. Information

had to be effectively aggregated and appropriately presented to quickly make the right decisions. Moreover, the tables and reports created in MicroStrategy and distributed by email proved to be too inflexible. Senior management requested more visualization to enhance its ability to quickly make well-grounded decisions about future growth.

#### The Solution

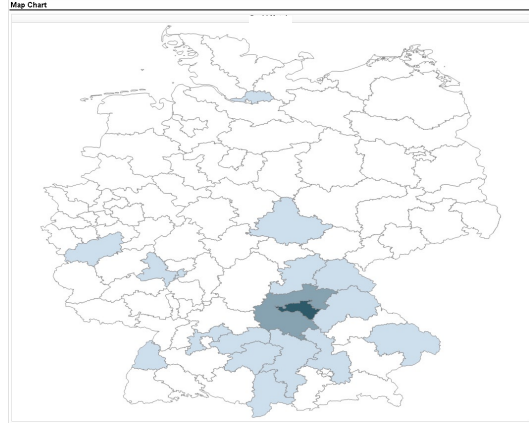
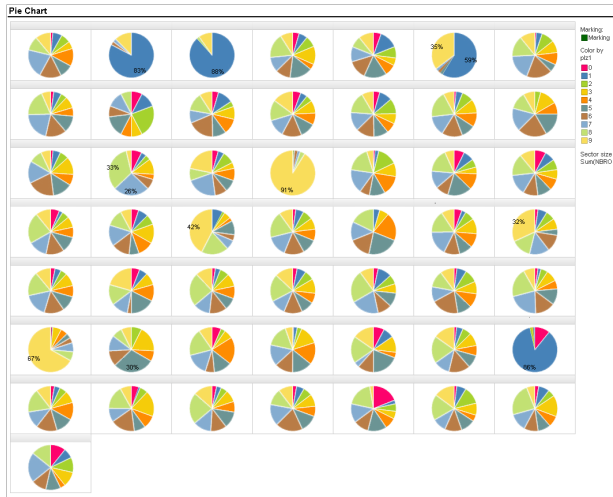
A real-time visualization platform. Cortal Consors selected TIBCO Spotfire to be part of its "circle of intelligence" in 2005. The decision was based, in large part, on the ability of Spotfire software to enable users to interactively and quickly play out scenarios and graphically view data from a wide variety of perspectives. Since first deployed, more and more technical departments within the company have discovered the flexibility of the interactive visual analysis tool. "Spotfire® allows us to integrate data from different data buckets and present it in simple analyses," comments Scott Minert, Sales Controller Consulting at Cortal Consors. "These analyses of operationally relevant data are then supplied to decision-makers throughout the company, enabling them to more readily recognize current trends and react to changes."

**On- the- fly analyses for management**

Using Spotfire enterprise analytics, Neumann’s department can provide real added value with appealing visualizations to the bank’s management team. The visual reports provide a better basis for making decisions in real-time. “If I want to react to an offer, I have to do it right away, says Neumann. “That means I get the numbers today and I perform my evaluation today. I don’t wait until the whole process has run through ETL all the way to the data warehouse. Time is of the essence.”

**Targeted campaign management bundles multiple data sources**

In addition to the data from the data warehouse, the bank also uses other data sources to manage its marketing campaigns. The information from other sources is imported into Spotfire software, combined with the data warehouse data, and prepared for analysis. For example, results of current offers are pulled in directly from the campaign system. Among other things, Cortal Consors examines the products that are especially successful in a given new-customer offer, the channel used by the customers, and the co-op partners involved. In addition, evaluating the performance of incentives is an important element of campaign strategy to see which stimulus was especially well received by new customers. This enables Cortal Consors to quickly discover whether a coupon, an especially lucrative interest rate, or perhaps another tangible offer performed best to attract new customers.



Cortal Consors also uses Spotfire enterprise analytics to observe the deposit and withdrawal activities in customer securities accounts for comparison to its competition, an important metric for the company. By answering questions such as “Where do the withdrawals go?” and “Where do the deposits come from?,” the company can relatively quickly determine if a competitor is currently advertising very aggressively and making attractive offers to its customers.

In addition to supporting daily operations, Spotfire enterprise analytics is also invaluable in making strategic decisions. When Cortal Consors was preparing to introduce the Wealth Management Division for parent company BNP in Germany, numerous questions and scenarios had to be considered. Spotfire analyses helped provide important answers, such as the potential for the financial services company within the new business model, and what locations would best be addressed with a new offer, which are critical information for the new Cortal Consors business area.

Spotfire software provides many benefits to Cortal Consors including an intuitive, visual approach to data analysis, fast, real-time answers to urgent questions about market and customer behavior, intuitive identification of new market possibilities, and the ability to take information from different data sources and integrate in a single interface.



**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