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Proactive Management (Or Proactive Decisions)

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ABSTRACT

This paper discusses the evolution of Volvofinans Bank's daily operational business with analysis and proactive decisions. Volvofinans worked to define its vision and make strategic decisions that helped the bank create a roadmap for achieving its operational goal.

A key to achieving this goal is consolidating business intelligence with all of its business data, which helps the organization to make better business decisions. Volvofinans is using a Common Information Model to control its risk, budget and planning, customer relationship management, and anti-money laundering solutions.

INTRODUCTION

The challenge in BI is to get the full effect of the investment in the perspective of the whole company. Many departments want to go their own way, optimizing only within their own organization but that is almost always devastating for the corporate goals. You get a short-term benefit in a limited area but you will make it almost impossible to repair the damage to the overall goal of making a full company effect. The worst damage is not the cost of many products, scattered competence or problems to consolidate. The worst thing is the loss of trust for BI data which can spread like cancer and in the end endanger the whole BI investment.

FORMING THE VISION AND STRATEGY

If you don't have a vision, your roadmap will be undefined and the decisions will form a scattered view of what's best at the moment with a very narrow view.

Our vision was to get full effect of BI over the entire company.

The strategy is to

- get full corporate benefit of BI
- secure the quality of end-user data
- ensure that if you ask the same question from different departments with different views, you should get the same result
- overall company acceptance that almost all data is "the same data" which could and should be stored and analyzed in the same scope
- reduce the cost of having lots of platforms, tools and competences

THE ROADMAP

With such a vision it is clear to everyone that you can't make small solitary decisions that are in conflict with the overall goal.

- Make a GIM (Global Information Model). Not for all data, but for the most vital and common concepts and attributes
- Consolidate all BI-data to a common database
- Try as much as possible to use the same platform and tools to increase efficiency in work flows and reduce scattering of competence
- Take leadership over the entire BI area instead of letting each department decide, buy/build their own solution

CONTACT INFORMATION

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