



Financial & Media Services



CUSTOMER PROFILE

Fortune 100 financial services company

THE CHALLENGE

How to manage an increasing volume of daily transactions, handling structured and unstructured data

THE APPROACH

- Analysis of current processes and methods versus anticipated growth and business issues
- Recommendations on data management structure, processes and procedures
- Implementation of preferred solution

THE SOLUTION

Implementation of an improved program with accompanying tools, processes and procedures.

THE RESULTS

New tools, processes and procedures to simplify document retrieval and maintenance by the Business Support Desk team.

A Fortune 100 Financial and Media Services Company engaged SDI Global Services to solve an increasingly complex data management issue.

BACKGROUND

The Company has multiple data centers providing back-end and day-to-day technical services and support. Data is integrated from different trading systems, each with their own architecture, into a central repository for positions, counter-party information and trades. Regulatory obligations dictate that this process is carried out several times a day, with additional risk scenarios also contributing terabytes of information each day.

The increasing volume of technical transactions, driven by new financial regulations was straining the client's internal business processes, as well as its IT infrastructure. SDI Global Services was engaged, based on over 30 years of experience in content management consulting.

SOLUTION

SDI Global Services recommended the implementation of an improved enterprise content management program, supported by other technologies. Strategies, tools, processes and skills were identified, designed and implemented to manage the formal documentation assets that were authored and used to support the activities of the Business Support Desk.

The formal documents which contributed to the servicing of internal transactions handled by the Business Support Desk were defined, structured and standardized, making the information more complete and technically accurate. The newly structured documents addressed the information and instructional needs of Business Support Desk staff by being easily searched and readily accessible. This arrangement facilitated the continuous maintenance of required source documents to reflect changes in information, process or procedure affecting the service being provided. A separate effort introduced a unified, federated enterprise search capability to eliminate multiple application tasks and more easily locate information across the enterprise.

APPROACH

The business challenges faced by our client not only included the sheer volume of data and content but also the data variety, and the timeliness in which the varied data and content needed to be aggregated and analyzed.

Approximately 80% of client's data and content was unstructured in document and text format. Any proposed solution had to contemplate the mining and extraction of the unstructured data content. This could then be converted into a structured, relevant format that would improve the client's business intelligence and insight, while simultaneously adhere to newly imposed regulatory requirements.

SDI Global Services worked with the client in two Data Center locations (Dayton, NJ and Orangeburg, NY), and conducted working sessions with corporate technology groups at the client's New York City headquarters. These working sessions provided a thorough understanding of other company functions which could have impacted and/or influenced the Business Support Desk.

The process of converting the formal documents from unstructured to structured data was accomplished through the use of a "single source" and "topic based" methodology. This followed a DITA standard framework, using an XML content management authoring tool. The resulting document output was publishable in various formats that could be searched and delivered over the company's Intranet, or produced as PDF documents for viewing and printing. This environment allowed documents, or parts thereof (*i.e.* topics within the documents), to be searched and accessed in a more precise manner and with greater control over audit, maintenance, version control and reusability, all which met compliance goals and business objectives.

BENEFITS

- The enhanced program facilitates the continuous maintenance of required source documents. This supports timely update to information, processes and procedures affecting the service being provided.
- The definition and standardization of documents allows them to be easily searched and accessed by Business Support Desk staff.
- The unified, federated enterprise search capability eliminated the previous cross-application tasks that were necessary to access information. The Business Support Desk can now perform appropriate activities, log the actions, and complete the transaction.

