

# CIBC



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## COGNOS AND CIBC: FASTER REPORTING BRINGS NEW OPPORTUNITIES TO LIGHT

CIBC is a leading North American financial institution with almost nine million personal banking and business customers. CIBC offers a full range of products and services through its comprehensive electronic banking network, branches, and offices across Canada, the United States, and around the world.

Kal Omran, General Manager of Business Solutions and Information Services for CIBC Insurance division, is pleased to see his MIS and IT team have the time to focus on strategic projects after deploying Cognos' BI analytical and reporting tools.

Mr. Omran is responsible for managing the extensive CIBC Insurance data warehouse. His team was charged with finding the answers to a steady stream of ad hoc queries that they received from various CIBC Insurance departments and business development managers working in the field. The process was long. A sales rep would request a report from a business development manager. The business development manager conveyed the request to the sales support desk. The sales support desk forwarded the request to Mr. Omran's team, which then had to search through data scattered across a mix of databases and applications, then wrestle with the different data formats to get the answers. The entire process took weeks, meaning the paper-based reports were outdated by the time they were done. Every new request, no matter how small, meant the whole process needed to start over again.

### CHALLENGES FACED

- Unstructured data format
- Lengthy turnaround time to produce reports
- No ability for ad hoc reporting

Mr. Omran needed a solution—one that could integrate disparate customer data into a structured format, that could deliver that data in a timely and accurate way, and that could enable CIBC Insurance's business development managers to do their own ad hoc reporting and analysis.

He found all three in Cognos.

### BENEFITS REALIZED

- Data now structured
- Turnaround time cut from weeks to minutes
- Business Development Managers can create their own ad hoc reports

Using Cognos-managed reporting and multi-dimensional analysis, CIBC Insurance's business development managers can now create their own ad hoc reports and conduct their own analysis. "The turnaround time was huge," says Mr. Omran. "It went from weeks to half a day." They can now examine sales performance by region, by branch, even by individual financial advisor. This gives them the flexibility they need to combine views or drill down for more detail to identify new business opportunities. "If they don't like the view, they can change it," says Mr. Omran.

“They don’t need to request another report. They can use the data cubes to quickly spot opportunities in their regions.” With sales penetration reports, business development managers can compare performance across geographies and product lines, which gives them a better understanding of their overall performance. They can pinpoint where sales are lagging, explore the reasons why, and make decisions that return results more quickly.

Mr. Omran’s operations are now leaner and more efficient. “We’re ahead of other business groups,” he says. Mr. Omran’s team is now looking at ways to expand the Cognos capabilities into other CIBC Insurance departments. “We want to give everyone that needs to access or analyze information the ability to do it by themselves with minimum interference from our technical staff. It will increase our efficiency right across the board.”

## **WHY COGNOS?**

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organisations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



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