MAPCITE

BIG DATA VISUALISATION FOR WORLDS 3RD LARGEST BANK

About MAPCITE. MAPCITE is a location intelligence software company committed to helping global organisations gain more insight from their data. MAPCITE products have earned a reputation for innovation, ease of use, speed, and the highest quality user experience. MAPCITE software puts the ability to analyse geographic based data in the hands of ordinary users. In the Finance sector MAPCITE tools and applications are used globally by organisations such as Barclays Bank, Lloyds Bank, Wells Fargo, Fannie Mae and EFTPOS Australia.
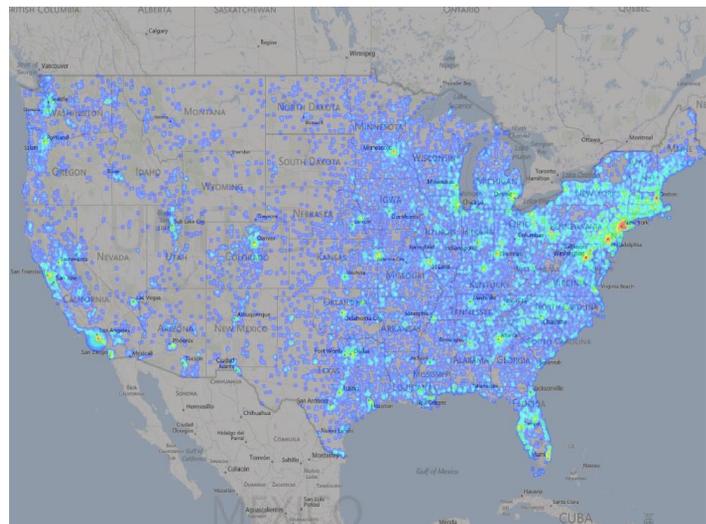
About. Our client has long been renowned for its innovative use of technology to help launch new services to clients, manage massive transactional data and analysis of data around spend habits, credit card use etc with BI tools such as Cognos and Tableau. Recently our client has successfully completed a major project creating a single view of the customer leading to the ability to access all data pertaining to a single customer across all business units.

The Challenge. With the completion of the single view of customer data, our client had to implement a deployment system to Senior Managers, Directors, the Branch Network and Operational Staff on desktop, laptop and tablet (iPad) devices. The delivery channel had to be operational in under 3 months, simple to use, deployed in the data centre and extremely visual. A review was undertaken of all available BI tools to identify how and with which vendor this could be achieved. Mapping technology suppliers were also reviewed but only MAPCITE had the blend of tools and applications required. Barclays has now become a Beta tester of all new developments.

The Solution. The MAPCITE platform was implemented into the clients technology stack and deployed using Active Directory. Currently use of the platform spans the Retail Bank, International Banking Operations and Wealth Management. MAPCITE technology is being used to visualize and analyse:

- Liquidity balances
- Fraud
- Employee Skill and salary visualisation
- Credit/Debit card transaction analytics
- Consumer card take-up in new markets
- Spend segmentation by age and ethnicity
- Animated new product usage across UK
- Card merchant distribution globally

"We have just started to explore how we can unlock the potential of MAPCITE, such as allowing us to better match the needs of our customers to our services. In the short time we have been working with them we have been really pleased with the hands on support, and with the look and feel of the software." Transformation Director

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