



News Release

# Democratized Data and an Expanded Teradata Data Warehouse Are Developing New Business Insights for Aditya Birla Financial Services Group

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**Teradata Corporation** (NYSE: **TDC**), the **big data analytics** and marketing applications company, announced that The Aditya Birla Financial Services Group (ABFSG), a leading non-bank financial services group has expanded its Teradata **Enterprise Data Warehouse** (EDW) project to better support their customer centricity vision.

ABFSG selected the Teradata Data Warehouse platform and revamped the Teradata Financial Services Data Model (FSDM) implementation. This follows their earlier commissioning of the Teradata Data Warehouse solution to help produce reports and provide information for all sales, marketing, and customer-service-related business units for its life insurance and asset management business, Birla Sun Life Insurance Company and Birla Sun Life Asset Management Company in 2009.

As its business and corporate ambitions grew, especially with the omni-channel operation generating significantly more data, ABFSG faced challenges in bringing together all relevant data from nine different companies and delivering actionable analytics and management information systems (MIS) reports from a single place. This led them to evaluate analytics solution providers in the market. The organisation realised that a Teradata solution expansion would give them the ability and agility to increase competences and capabilities, providing quicker turnaround and informed insights for better decision-making.

The Teradata solution will enable ABFSG to create a single source for data and insights for its entire business, across multiple group companies. The solution will help ABFSG to gain a better understanding of customers across the financial services businesses and help provide better, more relevant and more timely service to their end customers.



Highlighting this, G. V. Gopalakrishnan, Chief Operations Officer - Financial Services, Aditya Birla Group said ""We were looking for a technology partner with proven expertise, an understanding of our business, and one that offered solutions that could be scaled up to meet future demand. Teradata has proven to be the best fit and we are certain that they are future ready. ABFSG recently established a central analytics team to handle risk analytics and we are planning to leverage the platform to do all the data mining and other advanced analytics on the Teradata solution. We have in fact started doing some analytics related proof of concepts which, when live, will help serve real-time analytics enabling us to acquire more customers and reach new segments of customers. The upgrade has more than lived up to our expectation because processing time has now come down by 30-40%."

ABFSG selected the Teradata Data Warehouse, with its ability to start small and grow according to requirements, to fuel its business intelligence (BI) and customer relationship management (CRM) initiative. Scalability was a critical factor as they were looking at a five-year growth of up to 27 Terabytes of data which meant they could support more LoBs without spending extra money.

Teradata's FSDM provided ABFSG with an enterprise-wide blueprint for their data and a structure to help manage their information as well as get a single-source view of transactional, financial and risk management data. In terms of results, maximizing customer value through democratization of data across different departments and functions and then operationalizing it has been a major differentiator at ABFSG. This has helped deliver cost savings, including improved consolidated reporting, reduced external audit fees, improved product pricing and improved campaign ROI. The company also sees benefits in terms of storage savings and processing improvements, along with the extra competences and services they can now offer customers. Additionally, IVR and customer-care call-centre operations are two areas where ABFSG has used web services to leverage Teradata. The solution has helped their team members to make more accurate calculations and decisions.

Commenting on this, Sunil Jose, Managing Director, Teradata India, said "It is indeed a pleasure to be working with a customer like ABFSG who is completely focused on providing better services and experiences for their customers. ABFSG chose our solutions as they consider them to be the best in the market in terms of not only technology and functions but also with regard to return on investments. Adopting Teradata solutions has helped them understand their business data better, paving the way for further business expansion along with enhanced customer engagement."

#### Aditya Birla Financial Services Group

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding LIC) with an AUM of INR 185,515 Crore as on 31st December 2015. Having a strong presence across the life insurance, asset management, private equity, general insurance broking, wealth management, broking, online personal finance, housing finance, pension fund management and NBFC, ABFSG is committed to serve the end-to-end financial

services needs of its retail and corporate customers. ABFSG is in the process of seeking a licence from IRDAI for launching health Insurance business in a joint venture with MMI Group of South Africa. For the half year ended 31st December 2015, ABFSG reported consolidated revenue from these businesses at Rs. 6,270 Crore and earnings before tax of Rs. 743 Crore. Anchored by about 11,500 employees and trusted by over 7.4 million customers, ABFSG has a nationwide reach through 1,350 points of presence and about 112,000 agents / channel partners. For more information, please visit [www.abfsg.com](http://www.abfsg.com).

#### About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at [Teradata.com](http://Teradata.com).

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