

# Banking CIO Outlook

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## Top 10 Banking Analytics Solution Providers - 2017

**T**oday's data-driven banking industry portrays a scenario where analytics is paving a productive path for banks, by offering meaningful insights on their underlying data. Although basic reporting and descriptive analytics are prevalent in the banking sector, the need of the hour is advanced predictive and prescriptive analytics.

Sophisticated technologies—like the emerging cognitive analytics for instance—are enabling banks to make better decisions and achieve profitable growth quarter-on-quarter. At the same time, with enhanced visibility into intricate information, such as individual financial health and behavioral patterns, banks now have the upper hand in risk mitigation and fraud prevention that help them comply with mandatory regulations.

With the Blockchain gaining mainstream attraction, digital currencies such as Bitcoin and Ethereum are doing their rounds among consumers for payments and other transactions. To that end,

banks are leveraging analytics to prevent theft and fraudulent use of these digital currencies, by verifying and tracking the transactions with an unprecedented level of speed and transparency.

Identifying the numerous benefits of analytics, CIOs are on a constant quest to find solutions that deliver insightful information in a timely and accurate manner and also elevate productivity to a whole new level.

To help CIOs and CFOs find the right banking analytics solution provider, a distinguished panel comprising of CEOs, CFOs, VCs, analysts, and the Banking CIO Outlook editorial board has selected top players from the sector. The companies listed here demonstrate an ability to develop innovative technologies and methodologies along the banking value chain, while providing outstanding customer service.

We present to you Banking CIO Outlook's Top 10 Banking Analytics Solution Providers 2017.



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**Company:**  
ADRM Software

**Description:**  
Provides comprehensive banking data models that enable banks to rapidly transition to an integrated, modern analytic architecture, while reducing risk and benefiting from best practices

**Key Person:**  
Kevin Schofield  
President & CEO

**Website:**  
[adrm.com](http://adrm.com)

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## ADRM Software

# Helping Banks Transition to a Modern Data and Analytics Architecture, On-premise and in the Cloud

After weathering twenty-five years of banking data analytics evolution, ADRM Software has developed a robust set of integrated banking data models that CEO Kevin Schofield describes as “three to four times the size and level-of-detail” as that of other competitive offerings on the market. Their years of relentless testing and innovation have resulted in collaborations with Microsoft and Amazon Web Services to bring banking data and analytics to the cloud, in addition to more traditional large-scale on-premise data warehouses and managed data lakes.

“We’ve seen an increasing number of our customers shift first from traditional data warehouses to more of a hybrid managed data lake, which typically includes unstructured storage in combination with more traditional relational, and often MPP-based, data infrastructures,” explains Schofield. “Now we’re beginning to see some of our banking customers shift portions of that new infrastructure into the cloud or to a hybrid architecture including on-premise and cloud data and that is requiring many banks to revisit their information architectures to ensure they have the flexibility to maximize the return on their analytic investments.”

By using combinations of new technologies, such as Microsoft’s Azure

SQL Data Warehouse and Azure Blob storage, or perhaps Amazon Web Service’s Redshift with their S3 object storage, banks are able to transition to a modern data architecture. Whatever deployment architecture a bank chooses, ADRM helps banks deploy a comprehensive information architecture faster, with less risk, and while benefiting from best practices and lessons learned by other large and mid-sized banks.

A common challenge Schofield’s team helps banks to overcome is to integrate data from disparate sources in a way that allows banks to achieve a unified information architecture. “A very common use case for our banking customers is that they often have a wide variety of analytic assets, ranging from multiple data marts to one or more data warehouses and perhaps even a separate reporting database for BASEL compliance, so they are struggling with integration issues and the need to update the same information in multiple places,” says Schofield.

ADRM’s solution encompasses a comprehensive set of platform-independent banking data models, so that banks can readily meet their ever-

changing analytic requirements and seamlessly integrate newer technologies as they emerge. By focusing on creating a “robust and flexible information foundation,” Schofield explains, ADRM Software provides a platform for future growth and expansion so that banks can stay competitive and current in an evolving market.

Over time, as banking institutions broaden their services, the data models provided by ADRM allow them to “seamlessly integrate with other financial services lines of business,” Schofield asserts, “so our banking customers can easily incorporate support for those lines of business into their new comprehensive and flexible information foundation.”



Kevin Schofield

The ADRM team is also proud of its customer service record and the speed at which they deliver value. Their solutions enable customers “to begin deriving business value, after only two to three weeks of training and customization,” says Schofield, as opposed to the six months or more typically required by their primary competitors.

Moving forward, the ADRM Software team will continue its drive to incorporate the best data analytics strategies for their customers. Ultimately, Schofield says, “ADRM Software’s business is, at its core, all about helping our customers design and evolve to an information and analytic architecture which will meet the bank’s strategic requirements now and for many years to come.” **BC**

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