

Fostering Change

QDB implements SAP Business Intelligence to serve the Qatari community more efficiently.

Qatar Development Bank (QDB) is a public financial institution created to foster economic development and diversification in Qatar. They sought the help of Clariba to implement a Business Intelligence (BI) solution that would improve and speed up access to information, helping them to achieve their goals.

A whole country to boost

QDB's role in the Qatari economy is not a small one: promoting and encouraging economic and industrial development through financing solutions and services aimed at several sectors (such as manufacturing, agriculture, education and tourism), delivering housing and social development services, aiding exportation of local products and more. The bank has been growing and their 2012 annual report shows that approved loans crossed QR 1 Billion with over 60 project clearances. QDB aspires to impact the Qatari economy with a 3% GDP contribution by 2015.

Controlling all their initiatives is a challenging task, made even more arduous due to the lack of a proper BI infrastructure, which meant that the information was scattered across departments. From their core banking systems, text files were extracted and then manually inputted to Microsoft Excel (opening the process to human error) in order to analyze the data and create graphs that were later placed in Microsoft Power Point for dissemination. A process that took 4 to 5 days every month. Reporting was done manually in each department and this information was also used to build the monthly financial reports demanded by regulation by Qatar Central Bank and the yearly financial report, which took 3 months to finalize.

The tools in use did not cater to the complex and growing needs of QDB, in terms of accuracy, process, speed and visual presentation. The objective was to achieve a single version of the truth, empowering employees with quick access to trustworthy information, and on top of that, make this information mobile.

A solid base

Clariba consultants knew that a solid base needed to be built, before tackling the reporting side. Clariba implemented SAP Data services, a solution for data integration, data quality, data profiling, and text analysis that would allow QDB to report on trusted data. With a centralized and trusted data source in place everyone had access to a single version of the truth.

SAP BusinessObjects Web Intelligence was used to build reports to cover different areas such as finance, treasury, risk management, planning, import/export and others, to support the several initiatives ran by QDB.

SAP BusinessObjects Dashboards was also used to deliver highly visual and interactive dashboards to enable high-level management to quickly grasp insight and take action.



The Company

Qatar Development Bank

Industry

Investment Banking

Objectives

- Speed up reporting process
- Improve report accuracy
- Deliver overview of key departments to high-level management
- Provide information mobility enabling decision-making outside the office

The Solution

- SAP Data Services to integrate data and increase data quality
- Streamlined reporting process with SAP BusinessObjects Web Intelligence
- SAP BusinessObjects Dashboards providing quick actionable overview

Customer Benefits

- Reduction of 85% in financial report production time.
- Timely delivery of monthly financial report to Qatar Central Bank.
- Employees can produce and share reports easily, increasing information consumption for fact-based decisions
- Top level sees a clear overview of their company.
- Employees can make decisions on-the-go with mobile reports.

Choosing SAP BusinessObjects with Clariba to support us really gave us an edge. In less than a year we have live reports and dashboards in many departments and everyone can see the latest figures on-the-go with mobile apps. One of my CFO colleagues has been driving a BI project for over 3 years and is still far from what we achieved. Clariba delivered consistently at a minimal overall cost and the relationship between our teams is great.

Kamel Fathi Fayed, Financial Controller
Qatar Development Bank - Qatar

Returns on Investment

Now there is no more time wasted on data gathering and analysis, and the manual process was substituted by an automatic one, eliminating human error thus improving employees' trust in the information provided. Reports can be scheduled and shared easily, reducing the use of assumptions to make decisions. The end-result is also eye-catching and visually portrays QDB's professionalism.

"I'm really proud of what we achieved in a small amount of time. One year ago, data was scattered in different departments, figures and layout were inconsistent, and most of the report creation tasks were manual and time-consuming. Creating the financial performance dashboard used to take around one week, so we published it only once a month. But today, the dashboard is automatically refreshed every night. When we come to the office, it's there ready for us" says Kamel, QDB's financial controller.

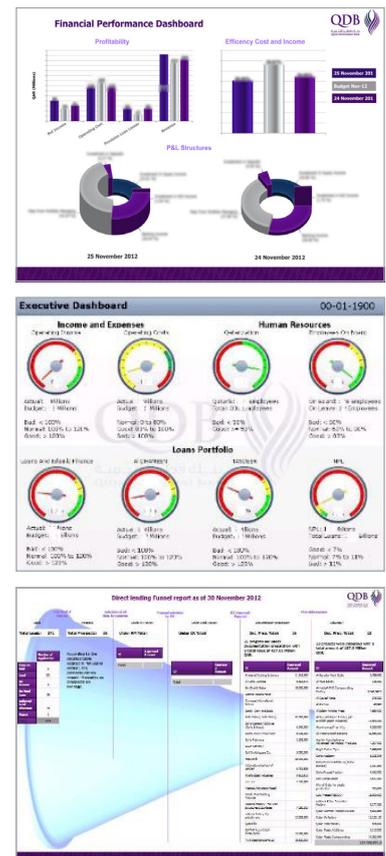
QDB just doesn't save time, they are now able to have weekly financial meetings rather than monthly ones. "Being able to take better decisions more frequently is clearly one of the reasons why we've made more profit in the first 4 months of 2013 than during the whole previous year" comments Kamel.

Furthermore, the mandatory reports that have to be sent to Qatar Central Bank have increased in accuracy and are now automatically delivered on deadline. Another striking improvement is that the generation of the yearly financial statements went down from 3 months to a mere 10 days.

This solution also fulfilled another of QDB's needs - mobility. Reports are available on mobile devices so that the employees can make decisions on-the-go. "Our CEO really appreciates accessing all the financial figures while attending commitments outside the office" remarks the financial controller.

Now the bank plans on continuing to build over the solid BI foundation developed, expanding the use of the tools in place by building more dashboards for example, and also by implementing other SAP BusinessObjects tools such as SAP BusinessObjects Explorer.

The long term objective is to have a global overview, composed of the multiple views of the different areas of the bank. "Thanks to the great training we received, our internal BI team is now ready to develop the system for new departments - Human Resources, Housing Loans, Operations, etc. So we are really confident in the future of the solution inside QDB" finishes Kamel.



Finance Performance Dashboard, Executive Dashboard and Funnel Report

About QDB

Qatar Development Bank (QDB) is a public financial entity founded to invest in the Qatari economy to promote and facilitate development and growth of small and medium enterprises and also improve the living standards of the Qatari community.

www.qdb.qa