FIDELITY BANK

Fidelity Bank Uses WhereScape® Automation for Teradata to Develop its First Data Warehouse Within Four Months

Industry: Financial Services

Location: Atlanta, Georgia

Employees: 1,500

Solution: WhereScape® RED for Teradata, Teradata Data Warehouse Appliance

Highlights:

- Replaced manual efforts and siloed data with an automated, bank-wide reporting system

- Delivered a Teradata data warehouse in four months with one developer

- Reduced the time to create new reports from days or months to hours

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—**Eric Martz,** IT Project Manager, Fidelity Bank

Founded in 1974 and owned by Fidelity Southern Corporation, Fidelity Bank is one of the largest community banks in the metro Atlanta, Georgia area, with $4.5 billion in assets and more than 1,500 employees. In recent years, the bank has grown rapidly to more than 60 branches and mortgage offices throughout the Southeastern United States.

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Challenge:
Tame unwieldy data sets and eliminate silos

Any time a business grows quickly, both challenges and opportunities arise. Fidelity Bank was no exception. As the bank significantly expanded its customer base and product offering, it became increasingly difficult to consolidate and analyze data across the entire portfolio. Departments—and their data—became more siloed, with multiple sources for data and no dedicated, cross-functional infrastructure for reporting.

According to Eric Martz, IT project manager at Fidelity Bank, reports were being generated in each department and then manually consolidated. Also, source systems lacked historical data, which meant that identifying trends and comparing year-over-year or month-over-month performance was extremely difficult, sometimes requiring that data be loaded from back-up tapes first. "The reporting process was very manual, time-consuming and ripe for errors," says Martz. "Responding to new requests for reports could take days or weeks depending on the availability of programming resources."

The IT organization realized it needed a uniform way to provide the bank's business users with easy access to the data they needed for analysis and reporting. To achieve the greatest impact using the bank's limited resources, the IT organization decided to build a dedicated reporting system that would merge data from source systems and make historical data readily available.

Despite never having created one before, Martz was tasked with building the bank's first data warehouse, which would become the one version of the truth the bank needed. He also needed to build it fast: the IT department knew it didn't have two to five years to deliver the solution.

Solution:
Use automation to deliver data fast

After evaluating solutions from several vendors, Fidelity Bank chose the Teradata data warehouse appliance and WhereScape® automation for Teradata for its new data warehouse environment. "We chose WhereScape® RED for Teradata to automate the development, deployment and operation of the data warehouse and give IT a quick win with an optimal return on investment," says Martz. "With WhereScape RED, we could shorten the data warehouse learning curve and keep our toolset simple."

Fidelity Bank's risk management efforts served as a perfect target to deliver the quick success that management wanted. "The risk management department is responsible for assessing the level of risk that the bank takes with the loans that it books," says Martz. "Obtaining a full picture of the loan portfolio and all associated risks was a manual process that took approximately three weeks." This made it a prime candidate for report automation.

As the sole developer on the project, Martz created the data model for risk management reporting with some initial help from WhereScape consulting and then began the process of importing loan data from the various core systems. With no prior knowledge of Teradata or previous experience building a data warehouse, it took Martz just four months to build hundreds of tables and associated views on his own to deliver the risk management department the reports it needed.

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Results:
Respond to business needs quickly

In 18 months, Martz built more than 4,000 landing tables (copies of source system data) without writing a single Teradata Parallel Transporter (TPT) or Data Definition Language (DDL) script by hand. "With WhereScape RED, it's a simple drag and drop and then the code is created and executed automatically," says Martz.

Today, a team of five—including Martz, a business intelligence reporting manager, a business analyst, and others—supports the data warehouse and reporting needs of the entire business. With WhereScape automation for Teradata, the team can now respond to requests for new data and reports in a matter of hours or days. For instance, Martz built a model, loaded 1.5 billion rows of data, tested the model, made changes, and delivered it in less than six hours to meet an urgent request for historical reporting. "People are very excited about the data warehouse," says Martz. "It's gone from 'Can I get this data at all?' to 'How fast can I get the data?'"

Now the bank's data warehouse includes not only loan data but checking and savings account, certificate of deposit, general ledger and transactional data as well, and provides 85 reports to various departments across the bank. The latest project is importing customer information into the data warehouse to build a 360-degree view of the bank's customers.

Martz believes that the new data warehouse has changed how data is being consumed at Fidelity and he credits WhereScape automation for Teradata with helping him better meet the needs of the bank's business users. "The best part about the data warehouse is not how fast we built it, but that we created something useful and valuable for the bank," says Martz.

About WhereScape

WhereScape helps IT organizations of all sizes leverage automation to design, develop, deploy, and operate data infrastructure faster. More than 700 customers worldwide rely on WhereScape automation to eliminate hand-coding and other repetitive, time-intensive aspects of data infrastructure projects to deliver data warehouses, vaults, lakes and marts in days or weeks rather than in months or years. WhereScape has global operations in the USA, UK, Singapore and New Zealand. www.wherescape.com

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