

INFORMATICA SUCCESS STORY – BIG DATA MANAGEMENT

TINKOFF TAMES THE BIG DATA BEAR, INNOVATES AT LOWER COST WITH INFORMATICA

SOLUTION IN BRIEF – BIG DATA MANAGEMENT

Tinkoff sought to leverage existing Informatica resources to rapidly integrate and manage data as they adopted Hadoop. Tinkoff has standardized on Informatica's Big Data Management solutions to efficiently integrate any type of data on Hadoop, based on a unified data model.

The visual development environment, reusable business rules and collaboration tools within the Informatica solution help integrate vast volumes (currently 150 terabytes) of semi-structured and unstructured data on Hadoop from the real-time billing platform, mobile applications, the bank's website and other sources.

Business Need:

- Reinventing the way retail customers engage with banks.
- Striving to become a financial marketplace where customers can shop not only for their products, but also for their partners.
- Needing to maintain rapid growth in online banking services and combat competitive threats.

Challenges:

- To rapidly integrate and analyze huge volumes of structured, semi-structured and unstructured big data required for decision making.
- Innovate the next generation of digital services, reduce costs, win new customers and maintain the loyalty of existing ones.
- Rigorously monitor risk and to accurately calculate credit risk on every prospective borrower – at the point of application – to maintain high quality, sustainable customer portfolio.

"Informatica helps Tinkoff deliver on the business expectations no matter how fast data volumes grow, how complex the data model is and whichever data sources need to be integrated. By harnessing big data across the bank, Tinkoff is now uniquely positioned to target, acquire and retain more customers".

—Sergey Sotnichenko, Head of Data Warehousing, Tinkoff Bank



Tinkoff Bank