icon solutions

Leveraging data modelling to accelerate corporate customer onboarding

CASE STUDY

Our Client, a global Tier 1 bank, initiated a major transformation programme to dramatically improve both the staff and customer experience for corporate customer onboarding across Commercial Banking. The key requirements of the programme were to integrate with existing banking systems, decommission obsolete applications, and accelerate and streamline the end-to-end onboarding process.

The complexity of the system setup within the Bank, across multiple countries and regulatory jurisdictions, made this programme a huge undertaking. The Bank had significant challenges in managing large amounts of commercially sensitive data, and inconsistent integration across systems, versions, and countries. The mapping of the data between the systems, and the governance surrounding this, were key to the success of the programme.

Icon led the architecture function for the programme and defined the solution for integrating the new onboarding platform with the existing systems. This included modelling the data requirements through all aspects of the onboarding journey. The Bank asked Icon to define and build both the data definition and data mapping strategy and tooling, along with a robust process to support its implementation.

Why Icon Solutions?

Icon Solutions is a trusted partner and adviser of the Bank, enabling them to successfully deliver transformational change in their Commercial, Retail and Global Banking businesses. Icon had previously led the design and delivery of a significant proportion of the architecture to be integrated with the onboarding platform. Our Data Architects had also designed and built several of the data models with which the programme was planning to integrate.

As a result of Icon's very positive reputation in the Bank, we were approached to help set up and lead the architecture function for the programme. Icon worked with the Product Owners to define the onboarding future state architecture and roadmap, which included the supporting data model, and integration with key local and global systems.

Our Approach

Icon drove the analysis, design and delivery of key aspects of the programme. This team included the Lead Enterprise Architect, Solution Architects, the Data Architect, and the Architecture Delivery Lead.

Our approach was to model the flow of data from the point of input, through the systems that data would need to traverse, to the final destination of the data. We delivered a configurable solution that modelled this data by country, system of record and dissemination requirements, and designed data structures (with full versioning flexibility) so that we could validate the data lifecycle and ensure that no data items were unaccounted for.

We were able to abstract the representation of questions and data items in the User Interface from the complexity of the technical data requirements within the downstream systems. Once this focus was shifted, the flow was simplified into a series of mappings:

Question ➡ Business Data Point ➡ Technical Data Point ➡ Integration System Data Point

The approach also reduces complexity as the platform is adopted globally, as any country-specific data transformation can be handled via data mapping configurations. The original approach of building the local configurations within the Business Data Model would have meant constant system-wide changes, increasing the risk of regression issues with each country rollout. The ability to define different data models for each country within configuration (rather than code) means that both local country and system changes will be possible without impact to existing users, effectively decoupling key phases of the onboarding process into more manageable discrete components.

The scale of the data mapping encompasses some 2,500 data points across five key systems based in fourteen countries. Due to the quantity and complexity of the data, the modelling tasks required a high level of rigour and governance. Icon was instrumental in designing and creating a dedicated tool built on a for all mapping purposes, enabling the client to manage their data mappings efficiently.

Icon worked with teams from the other integration platforms, as well as the corporate Chief Data Officer, to build a definitive list of data points adhering to the standards within the Bank. As these were in various forms (predominantly spreadsheets) we needed to standardise the data in one form, with this tool planned to become the single consolidated view of data points and mappings across key systems.

The Outcomes

Icon identified the need for both a centralised data mapping approach and process, and developed a highly flexible data model and a standardised tool to support this.

The benefits of this included:

- A centralised canonical view of data points and mappings between systems.
- A mapping tool which can be utilised across the Bank to reduce integration analysis cost and effort on all future projects.
- Support of both forward and backward compatibility of data which better facilitated the staggered, multi-country release model, and also allowed for the delayed feature delivery of the integration systems by decoupling the hard dependencies of between different systems and versions.

Transformation programmes live or die on their successful integration with existing systems; the work that Icon carried out was at the core of this critical aspect. Not only did we shape the architectural landscape, we achieved something no one had done before by creating a reusable, generalised, canonical view of the key system data points and the mapping between them.