IBM Software Group

Branch Performance Blueprint

IBM

Solution Description

Delivering integrated activity-based planning and analysis capabilities, the IBM Cognos Branch Performance Blueprint offers branch managers an on-the-ground view, with real-time profitability feedback of decisions related to branch volume, accounts, rates, spreads, fee income, compensation, staffing, direct expenses and assigned expenses.

The Branch Performance Blueprint uses a sophisticated, bi-directional calculation engine to manipulate and analyze data. It uses the Web to accelerate and ease the challenge of data collection and performance measurement and facilitates what is most important—a better branch customer experience and enhance profitability. Additionally, the Branch Performance Blueprint provides access to reporting and administration tools developed for finance personnel and for all levels of management in a retail bank and those in operations that support the branch network.

Features & Benefits

Based on banking industry best practices, the Branch Performance Blueprint goes beyond annual budgeting. Providing simplified, streamlined planning, forecasting, analysis and reporting functionality, including:

- **Driver-based, rolling branch planning** at the product and customer segment level lets banks manage key revenue and expense lines in detail

- **Staff planning** by position lets each branch plan headcount expenses with a high degree of precision

- **Costs and expenses** fed from Acorn Systems' Activity-Based Costing and Management System (ABC/M) and the pre-built planning model mean each branch spends less time on calculations and more time implementing initiatives to improve performance

- **Reports and dashboards** allow branches to monitor and analyze key revenue, cost and profitability measures by branch, product type, product, customer segment, and even household

Value Proposition

By implementing the Branch Performance Blueprint, a bank can benefit from forward-looking visibility into workforce decisions at both the branch level and company level. Branch managers can view and evaluate performance management by looking at bank internal factors and combining that information with the external factors that will impact the profit and growth potential for any branch location.

IBM Segment
- Cognos

Business Function
- Performance Management

Target Industry
- Banking and Financial Markets

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