Praxinet
THE Performance Management EXPERTS.

CASE STUDY

UBS | PaineWebber Gains an Enhanced Tool for its Product Managers

THE CLIENT

UBS PaineWebber serves the wealth management needs of more than 2 million clients and employs more than 21,000 in the U.S. UBS PaineWebber is a business unit of UBS Warburg - a subsidiary of UBS AG (NYSE:UBS), headquartered in Zurich, Switzerland. Additional information can be found on the World Wide Web at www.ubspainewebber.com.

THE CHALLENGE

UBS PaineWebber (UPW) was looking for a major process improvement that would allow its Market Planning and Research Department to analyze its retail commission data. UPW has over 300 branches with over 6,000 brokers. It had been working off a mainframe system with a limited number of static reports and very little analytical capability. Any additional reports had to be requested separately and could take anywhere between a couple hours to several days to get the required data to the managers.

Typical complaints from managers were the long duration needed to get the data and the quality of its integrity once obtained. Typical complaints from analysts were data cleanliness and the amount of time needed to write and execute programs. PW is looking to introduce new technology that will give information to their Product Managers in a much quicker and more informative way.

THE SOLUTION

UBS PaineWebber engaged Praxinet to develop and implement an Essbase Product Manager Application (EPMA). The engagement team conducted initial joint requirements planning meetings (JRPs) to determine UPW's needs. As a result of the requirements gathering study, they separated the engagement into initial steps. The initial phase of the engagement was spent developing Essbase cubes, which called for the creation of a data mart to store adjusted monthly data and another to store unadjusted daily data. The data load processes and calculations were automated and a front-end application was created in Hyperion Analyzer. The engagement team wrapped up the initial project by conducting end-user training.

As part of the initial project, Praxinet collaborated with UPW to determine enhancements and continual development that was in the best interest of UPW's long-term business intelligence needs and architecture. As a result, UPW engaged Praxinet to continue its work with added enhancements that would allow UPW to incorporate external data, and have access to an intranet and Executive Information System (EIS).

Praxinet began the enhancements by updating and optimizing the existing Essbase Multidimensional database. Praxinet then designed the EIS by building upon a form UPW had already developed. The engagement team developed a user-interface that was made available over the company intranet.

The enhancements also required that UPW replace its DB2 mainframe database and incorporate that data into the EPMA database. Praxinet managed the process for UPW to insure data integrity and determine back-up and recovery strategies.

Lastly, the Praxinet engagement team provided UPW with the necessary documentation, formal testing, and end-user training.

THE TECHNOLOGY

Hyperion Essbase Multidimensional database
WIRED for OLAP
Microsoft Visual Basic

Hyperion Analyzer
HP-UX Server
Microsoft Excel

THE BENEFITS

The system Praxinet developed for UBS PaineWebber met the needs of their Market Planning and Research Department. EPMA was designed to be easily adopted and changed to reflect the changes in corporate structure through the addition/deletion of branches or products.

EPMA gave UPW the ability to analyze its data with a broad scope (i.e. Branches and Brokers). Since it supports multiple sources for data feeds such as its underlying mainframe system and excel spreadsheets, UPW's IPMs are now confident that they have robust and clean information. UPW now has an easy-to-use, centralized, dynamic, secured front-end application for reporting that supports the needs of its managers with complete flexibility.

EPMA has provided UPW with extremely fast turnaround of product reporting using existing (e.g. Microsoft Excel) and new (Wired for OLAP) client tools. It also gave UPW inter/intranet deployment capabilities. Additionally, EPMA has provided UPW an environment that facilitates rapid and diverse data delivery and manipulation. "On the fly" numeric and graphical representation of data has empowered Product managers/Upper managers with greater insight into trends that are developing in the company and/or marketplace.

About Us…

Praxinet, Inc. provides consulting and software solutions that improve business performance across government and private enterprise. Praxinet leverages its core competencies in strategic consulting, Internet technologies, and business intelligence to enable its clients to manage their operations more efficiently and intelligently. Praxinet has designed and developed mission-critical solutions for major clients such as Avaya, Swiss Re, Pitney Bowes, GE, Star Gas Partners, Deloitte & Touche, PricewaterhouseCoopers, Citibank, Pfizer, Verizon, UPS, IRS, NH Dept. of Health & Human Services, and Tishman Speyer Properties.

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