OFS Performance Analytics Cloud Service

User Guide

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OFS Performance Analytics Cloud Service

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9.0.0.0.0	05 February 2020	First release

Table of Contents

1   Preface

1.1   Intended Audience

Welcome to Oracle Financial Services Performance Analytics Cloud Service 9.0.0.0.0 User Guide.

This user guide is intended for the users of Oracle Financial Services Performance Analytics Cloud Service.

1.2   Documentation Accessibility

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http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc

1.3   Access to Oracle Support

Oracle customers have access to electronic support through My Oracle Support. For information, visit:

- http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info
- http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs if you are hearing impaired.

2   Introduction

Oracle Financial Services Performance Analytics Cloud Service is a complete end-to-end web-based Business Intelligence solution for Customer Analytics which provides a 360 degree view of the customer relationship for key insights into the customer life-cycle. It provides tools for data integration and includes customizable, pre-built dashboards and reports, a reposting data model, and user firendly functional subject areas for ad-hoc reporting.

It enables you to actively plan, manage, and track marketing investments with pre-built reports, dashboards, and underlying data structures.

The product satisfies the profitability analysis requirements of both retail as well as institutional customer through:

- Behavioral and Engagement trends of its target segments - exposures, commitments, line utilization, assets/ liabilities, deposits, withdrawals, fees, income, recent transactions, and so on.

- Performance of the business and underlying customers

- Product holdings and across the organization (that is Corporate client and any of its sub-divisions or subsidiaries)

- Efficiency of the sales force in terms of ongoing customer revenue generation, cross-sell and up-sell, product usage, and pipeline

- Efficiency of investments such as marketing, partner development, and so on.

3   Process Flow

OFS Performance Analytics (OFS PACS) utilizes OBIEE technology to present:

- Behavioral and Engagement trends of its target segments - exposures, commitments, line utilization, assets/ liabilities, deposits, withdrawals, fees, income, recent transactions, and so on.

- Performance of the business and underlying customers.

- Product holdings and across the organization (that is Corporate client and any of its sub-divisions or subsidiaries).

- Efficiency of the sales force in terms of ongoing customer revenue generation, cross-sell and up-sell, product usage, and pipeline.

- Efficiency of investments such as marketing, partner development, and so on.

This chapter discusses the following topics:

- Objectives of OFS PACS

- Data Flow

- Fact Data Flow

- BI Data Model

- Data Flow: OFS PACS BI Data Model to Essbase Cubes

3.1   Objectives of OFS PACS

Following diagram depicts the product objectives of OFS PACS:
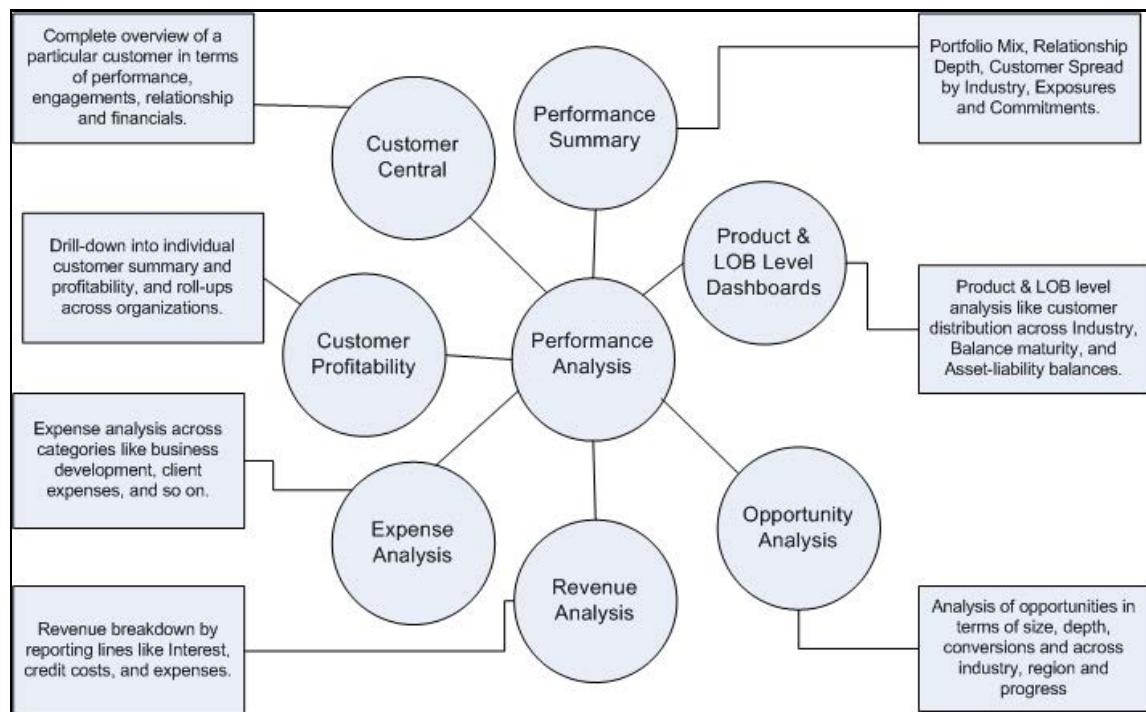
For details on OFS PACS reports and how OBIEE is being utilized, see Overview of Institutional Performance Analytics Reports.

OFS PACS is designed for OBIEE reading data from relational database. The relational database comprises of various dimensions and facts in the BI data model. OFS PACS is also designed for OBIEE reading data from Essbase cubes, which stores aggregated data. The Essbase cubes are built from the fact data of the BI data model.

OFS PACS can be independently licensed and installed to work on top of the OFSAAI infrastructure.

3.2   Data Flow

OFS Performance Analytics data model contains the staging tables from which data is loaded in to the dimensions and fact tables. Staging tables include the master staging tables, detail staging tables, staging product processor tables, and so on. The user has to populate data into these staging tables.
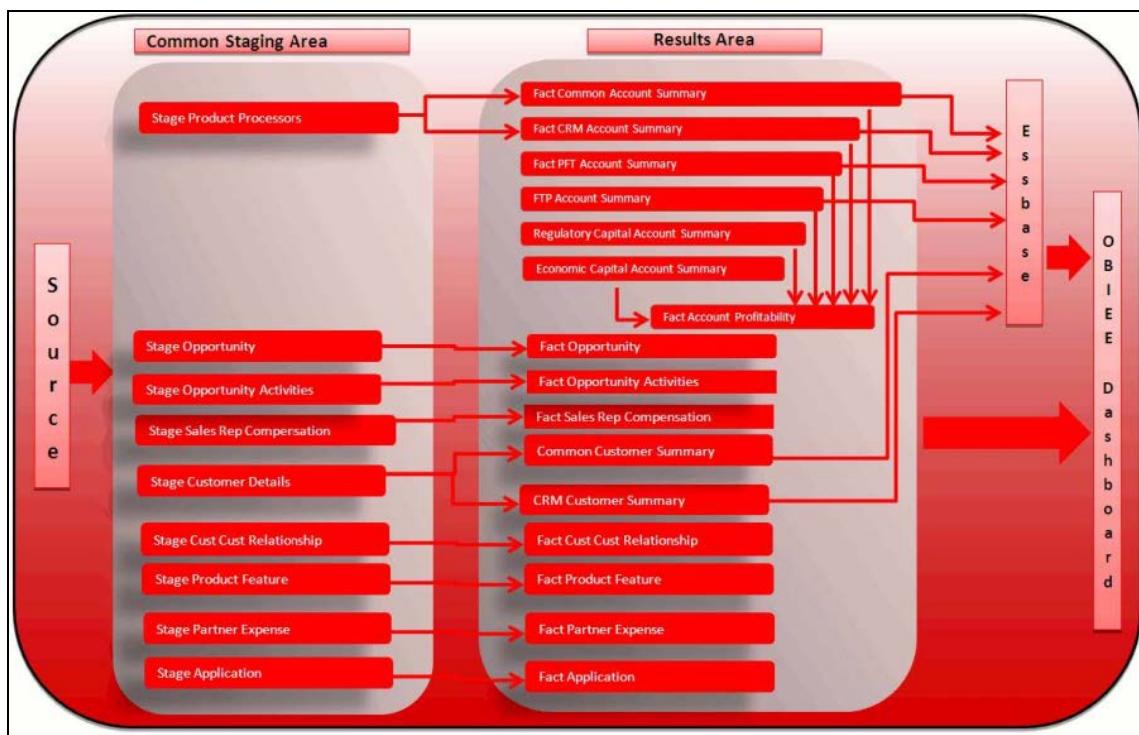
3.2.1   Dimension Data Flow

Dimension data in OFS PACS application is loaded from staging master tables using the Slowly Changing Dimensions (SCD) process. Data from source systems can be loaded into staging through flat file or source system interfaces. SCD process tracks the changes in the dimensional attributes and loads data into dimension tables. Examples of dimension tables that follow the SCD process are Product, Customer Type, Customer, and so on.

Some dimensions are static or maintained internally within the application and are not expected as a download from source system. Examples of such dimensions are Reporting Line. These dimensions are maintained through the AMHM (Attribute Member Hierarchy Maintenance) component of OFSAAI or through other framework components like DEFI.

Following are the list of Dimensions used in OFS PACS:

Dimension Entity Name	Staging Entity Name(s)	Loading/Maintenance method
Account Status Dimension	Stage Account Status Master	SCD
Application Reject Reasons Dimension	Stage Application Reject Reason Master	SCD
Application Type Dimension	Stage Application Type Master	SCD
Attrition Dimension	Stage Attrition Reason Master	SCD
Account Management Dimension	Stage Account Mgmt Master	SCD
Country Dimension	Stage Country Master	SCD
Credit Center Dimension	Stage Credit Center Master	SCD
Credit Officer Dimension	Stage Credit Officer Master	SCD
Customer Dimension	Stage Customer Master	DT
Customer Type Dimension	Stage Customer Type Master	SCD
Decision Status Dimension	Stage Decision Status Master	SCD
Deviation Reasons Dimension	Stage Deviation Reason Master	SCD
Education Dimension	Stage Customer Education Master	SCD
Geography Dimension	Stage Geography Master	SCD
Industry Dimension	Stage Industry Master	SCD
Management Dimension	Stage Account Mgmt Master	SCD
Migration Reasons Dimension	Stage Migration Reason Master	SCD
Offer Dimension	Stage Offer Master	SCD
Opportunity Dimension	Stage Opportunity	SCD
Opportunity Activity Type Dimension	Stage Activity Type Master	SCD
Organization Structure Dimension	Stage Organization Structure Dimension	SCD
Partner Dimension	Stage Partner Master	SCD
Product Dimension	Stage Product Master	SCD
Product Feature Dimension	Stage Product Feature Master	SCD
Product Type Dimension	Stage Product Type Master	SCD
Prospect Dimension	Stage Prospect Master	SCD
Reason Dimension	Stage Opportunity Win Loss Reason Master	SCD
Retention Offer Type Dimension	Stage Retention Offer Master	SCD

Dimension Entity Name	Staging Entity Name(s)	Loading/Maintenance method
Sales Representative Dimension	Stage Sales Rep Master	SCD
Vendor Dimension	Stage Vendor Master	SCD
Vintage Dimension	Stage Vintage Master	SCD
Line of Business Dimension	Stage Line of Business Master	SCD
Common Chart Of Accounts Dimension	Common COA Dimension Members, Common COA Hierarchies, Common COA Member Attributes, Common COA Member Translations	SCD
General Ledger Account Dimension	General Ledger Member Attributes, General Ledger Dimension Members, General Ledger Hierarchies, General Ledger Member Translations	SCD
DIM_ORG_UNIT	Organization Unit Member Attributes, Organization Unit Dimension Members, Organization Unit Hierarchies, Organization Unit Member Translations	SCD
Product Dimension	Product Member Attributes, Product Dimension Members, Product Hierarchies, Product Member Translations	SCD
Reporting Line Dimension	Reporting Line Dimension Members, Reporting Line Member Translation, Reporting Line Member Attributes, Reporting Line Hierarchies	AMHM/DT
Region Dimension		Direct Load
Acquisition Channel Dimension	Stage Sales Channel Master	SCD
Instrument Category Dimension		Seeded
Currency Dimension		Seeded
Consolidation Dimension		Seeded
Calendar Dimension		DT
Account Dimension	Stage LC Contracts	SCD
	Stage Commitment Contracts	SCD
Party Dimension	Stage Party	SCD
Location Dimension	Stage Location Master	SCD

Dimension Entity Name	Staging Entity Name(s)	Loading/Maintenance method
Band Dimension	Band Dimension Members, Band Member Translation, Band Member Attributes	AMHM/SCD **Note**: When updating DIM_BANDS, the lower bound of one band can not start with the upper bound of the previous band. For example, for a Customer Balance band, if the upper bound of the first band is 10,000 USD, the lower bound of the next band must start with 10,000.01 USD, if the dataload convention being followed is for two decimal points. In case of integer bands, for example, Number of Transactions; if the upper bound of a band ends with 5, the lower bound of the next band must begin with 6.
Account Dimension	Stage Stage OD accounts	SCD
	Stage Stage TD contracts	SCD
	Stage Stage Trusts	SCD
	Stage Stage Loan Contracts	SCD
	Stage Stage Mutual Funds	SCD
	Stage Bills Contracts	SCD
	Stage CASA Accounts	SCD
	Stage Guarantees	SCD
	Stage Stage leases contracts	SCD
	Stage Stage mm contracts	SCD
	Stage Annuity Contracts	SCD
	Stage Borrowings, Stage Card Accounts	SCD
	Stage Investments	SCD

Some of the stage data can also come from master data management interfaces. In such a case, data from interface is loaded into staging interface tables and SCD is run on the interface tables. Mapping of dimensional attributes to staging can be obtained by querying SYS_STG_JOIN_MASTER and SYS_TBL_MASTER table in the atomic schema.

3.2.2   Key Dimensions for Reporting

The following key dimensions are required for OFS PACS reporting as these dimensions are being directly consumed by the reports.

- Opportunity Activity Type Dimension
- Attrition Dimension
- Bands Dimension
- Acquisition Channel Dimension
- Consolidation Dimension
- Currency Dimension
- Customer Dimension
- Customer Type Dimension
- Date Dimension
- Geography Dimension
- Account Dimension
- Industry Dimension
- Line of Business Dimension
- Account Management Dimension
- Migration Reasons Dimension
- Dimension
- Organization Structure Dimension
- Org Unit BI Hierarchy
- Partner Dimension
- Product Dimension
- Product Type Dimension
- Product Family Holding Dimension
- Prospect Dimension
- Reporting Line Dimension
- Run Dimension
- Sales Representative Dimension
- Sales Stage Dimension
- Vintage Dimension
- Location Dimension

3.3　Fact Data Flow

Most of the Fact tables are mapped to staging counterparts through Table to Table (T2T) mappings. Data from source systems can be loaded into staging through flat file or source system interfaces. T2T process then loads data to fact tables. Examples include Fact Common Account Summary, Fact Opportunity, and so on. Some of the Fact tables are loaded with processed fact information from other fact tables. Examples include Fact CRM Customer Summary, Fact Account Profitability, and so on.

Fact Entity Name	Source	Source Entities	Method of populating measures
Fact Common Account Summary	Stage	Stage Annuity Contracts, Stage Bill Contracts, Stage Borrowings, Stage Cards, Stage CASA Accounts, Stage Guarantees, Stage Investments, Stage LC Contracts, Stage Leases Contracts, Stage Loan Contracts, Stage Money Market Contracts, Stage Over Draft Accounts, Stage Term Deposit, Stage Trusts, Stage Commitment Contracts, Stage Mutual Funds	T2T
Fact PFT Account Summary	Instrument	Annuity Contracts, Borrowings,Checking and Savings Account,Credit Cards,Credit Lines,Guarantees,Investments,Leases,Loan Contracts,Mortgages,Term Deposits,Trusts, Stage Mutual Funds	T2T
Fact FTP Account Summary	Instrument	Annuity Contracts, Borrowings, Checking and Savings Account, Credit Cards, Credit Lines, Guarantees, Investments, Leases, Loan Contracts, Money Market Contracts, Mortgages, Term D eposits, Trusts Stage Mutual Funds	T2T
Fact CRM Account Summary	Stage	Stage Annuity Contracts, Stage Bill Contracts, Stage Borrowings, Stage Cards, Stage CASA Accounts, Stage Guarantees, Stage Investments, Stage LC Contracts, Stage Leases Contracts, Stage Loan Contracts, Stage Money Market Contracts, Stage Over Draft Accounts, Stage Term Deposit Contracts, Stage Trusts, Stage Commitment Contracts	T2T
Fact Common Customer Summary	Stage	Stage Customer Details, Stage Party Rating Details, Stage Party Financials	T2T
Fact CRM Customer Summary	Stage and Fact	Stage Customer Master, Stage Customer Details, Fact Common Account Summary	T2T
Fact Account Feature Map Stage	Stage	Account Feature Map	T2T

Fact Entity Name	Source	Source Entities	Method of populating measures
Fact Customer to Customer Relationship	Stage	Stage Customer to Customer Relationships	T2T
Fact Opportunity	Stage	STG_OPPORTUNITY	T2T
FCT_OPPORTUNITY_ACTIVITY	Stage	STG_OPPORTUNITY _ACTIVITY	T2T
Fact Account Profitability	Fact	Fact Common Account Summary, Fact FTP Account Summary, Fact PFT Account Summary, Fact Regulatory Capital Account Summary, Fact Economic Capital Account Summary	DT
Fact Account Customer Relationship	Stage	Stage Customer Relationships	T2T
Fact Account Manager Relationship	Stage	Stage Account Manager Relationship	T2T
Fact Forecast And Plan Data	Stage	Stage Forecast and Plan Data	
Exchange Rate History	Stage	Stage Exchange Rates	T2T
Exchange rates	View	View on Stage Exchange Rates	T2T
Fact Party Account Role Map	Stage	Stage Party Account Role Map	T2T
Fact Party Financials	Stage	Stage Party Financials	T2T
Fact Account Segment MOB Summary	Fact	Fact Account Profitability, Fact Common Account Summary, Fact Account Segment Score	DT
Fact Account Segment Score	Fact	Fact Common Account Summary	DT

The OFS PACS uses some materialized views registered as "Derived Entity", that has to be refreshed as and when the dependent table has fresh data. The MVs can be refreshed by running the batches crated for the purpose.

The list of Derived Entity and the dependent objects can be found in the following table.

Summary, Fact Account Profitability, and so on.

Materialized View	Referenced Name	Referenced Object Type
ACNTSMRM	FCT_COMMON_ACCOUNT_SUMMARY	Table
	FCT_CRM_ACCOUNT_SUMMARY	Table
CUSTDETM	DIM_CUSTOMER	Table
	DIM_CUSTOMER_TYPE	Table
	DIM_GENDER	Table
	FCT_COMMON_CUSTOMER_SUMMARY	Table

Materialized View	Referenced Name	Referenced Object Type
FCSTCUSA	VW_ACCT_VAL_FCST_CUSTAGG_IPA	Table
FCSTLTVM	VW_FORECAST_LTV_IPA	Table
FCSTREPA	VW_ACCT_VAL_FCST_REPAGG_IPA	Table
FSIUSRD	FSI_USER_DATA_ACCESS	Table
MGMTPFTM	ACNTSMRM	Table
	FCT_ACCOUNT_MGR_REL	Table
	FCT_ACCOUNT_PROFITABILITY	Table
MVCACPRO	A_DIM_REP_CURRENCY	Table
	DIM_ACCOUNT	Table
	DIM_CONSOLIDATION	
	DIM_CURRENCY	Table
	DIM_CUSTOMER	Table
	DIM_CUSTOMER_TYPE	Table
	DIM_DATES	Table
	DIM_LOB	Table
	DIM_ORG_UNIT	Table
	DIM_PRODUCT	Table
	DIM_REP_LINE	Table
	FCT_COMMON_CUSTOMER_SUMMARY	Table
	FCT_CRM_ACCOUNT_SUMMARY	Table
	MVUSRACC	Table
MVCCUSAG	A_DIM_REP_CURRENCY	Table
MGMTPFTM	DIM_ACCOUNT	Table
MVUSRACC	DIM_ACCOUNT	Table
	FCT_COMMON_ACCOUNT_SUMMARY	Table
	FSIUSRD	Table
USRMGRMV	FSI_M_USER_MANAGER_MAP	Table
WTHREPMV	WITH_REP_LINE_DIRECT_INDIRECT	Table
MVCCUSAG	DIM_CONSOLIDATION	Table
	DIM_CURRENCY	Table
	DIM_CUSTOMER	Table
	DIM_CUSTOMER_TYPE	Table
	DIM_DATES	Table

Materialized View	Referenced Name	Referenced Object Type
	DIM_LOB	Table
	DIM_ORG_UNIT	Table
	DIM_PRODUCT	Table
	DIM_REP_LINE	Table
	FCT_ACCOUNT_PROFITABILITY	Table
	FCT_COMMON_CUSTOMER_SUMMARY	Table
	FCT_CRM_ACCOUNT_SUMMARY	Table
	MVUSRACC	Table
MVCPROAG	A_DIM_REP_CURRENCY	Table
	DIM_ACCOUNT	Table
	DIM_CONSOLIDATION	Table
	DIM_CURRENCY	Table
	DIM_CUSTOMER	Table
	DIM_CUSTOMER_TYPE	Table
	DIM_DATES	Table
	DIM_LOB	Table
	DIM_ORG_UNIT	Table
	DIM_PRODUCT	Table
	DIM_REP_LINE	Table
	DIM_VINTAGE	Table
	FCT_ACCOUNT_PROFITABILITY	Table
	FCT_COMMON_CUSTOMER_SUMMARY	Table
	FCT_CRM_ACCOUNT_SUMMARY	Table
	MVUSRACC	Table

Execute the batches <INFODOM>_FN_REFRSH_DE - Task1 to <INFODOM>_FN_REFRSH_DE - Task8 for refreshing the derived entities. The DT <INFODOM>_FN_REFRSH_DE is invoked from this task. This function refreshes the derived entities (materialized views) when ever the task is executed.

If user gets Runtime Exception error while accessing the Derived Entity screen, user is required to update the java setting by adding OFSAAI URI in the Exception Site List.

3.4   BI Data Model

The BI data model is a star schema for the fact table FCT_<APPLICATION>_ACCOUNT_SUMMARY.

Following are the subject areas in ERwin data model:

- Fact Account Feature Map
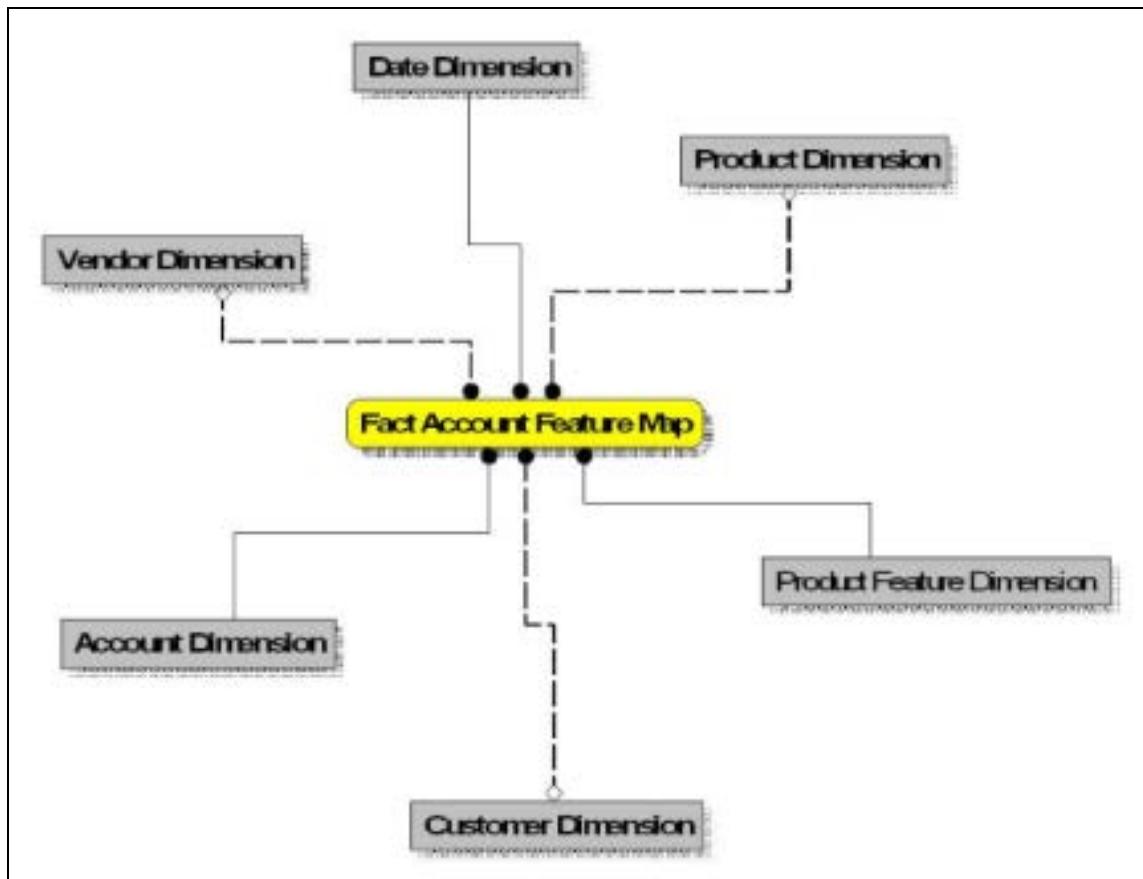
- Fact Account Manager Relationship
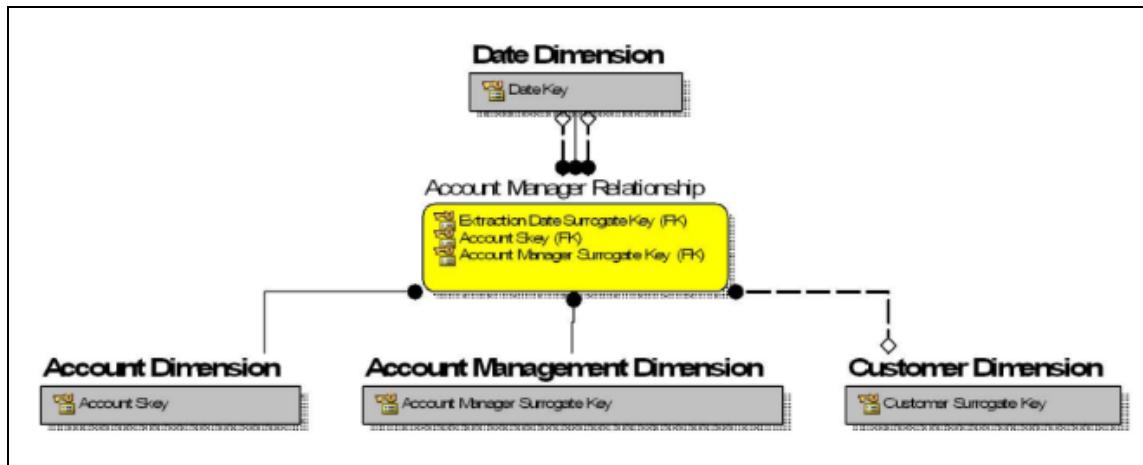
- Fact Account Party Role
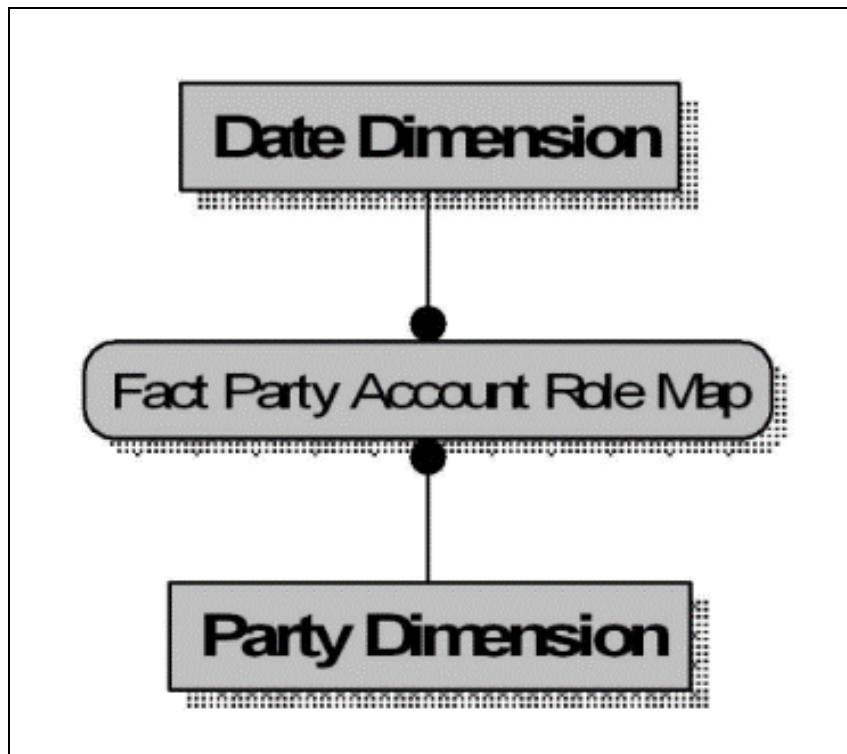
- Fact Account Profitability
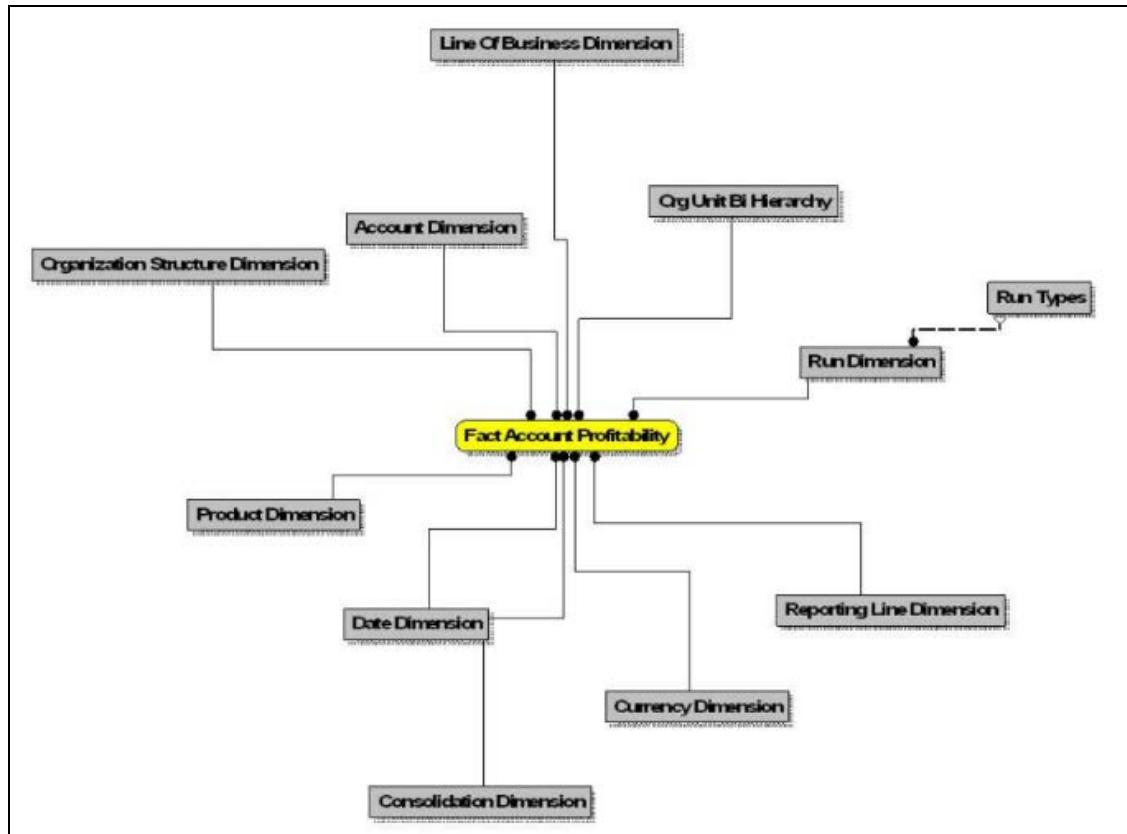
- Fact Account Segment MOB Summary
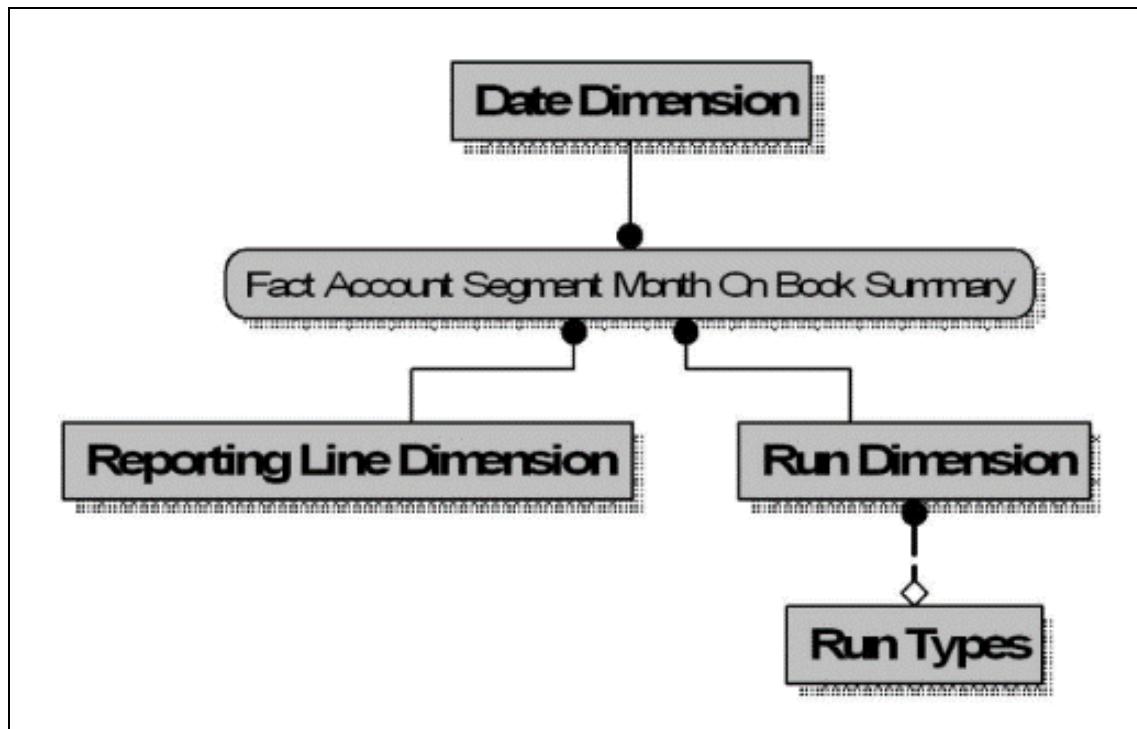
- Fact Account Segment Score
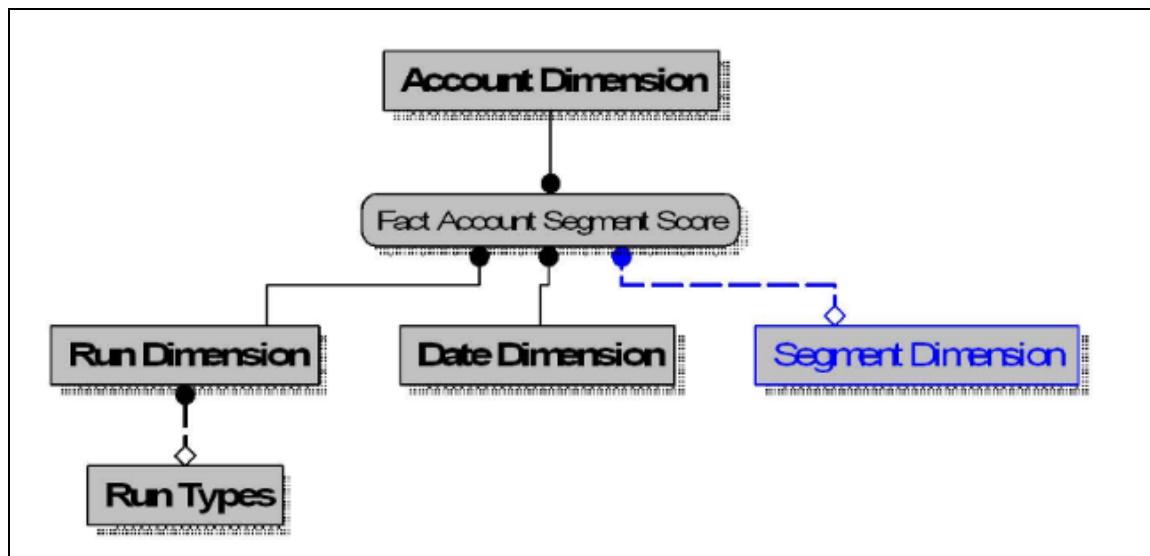
- Fact Applications Summary
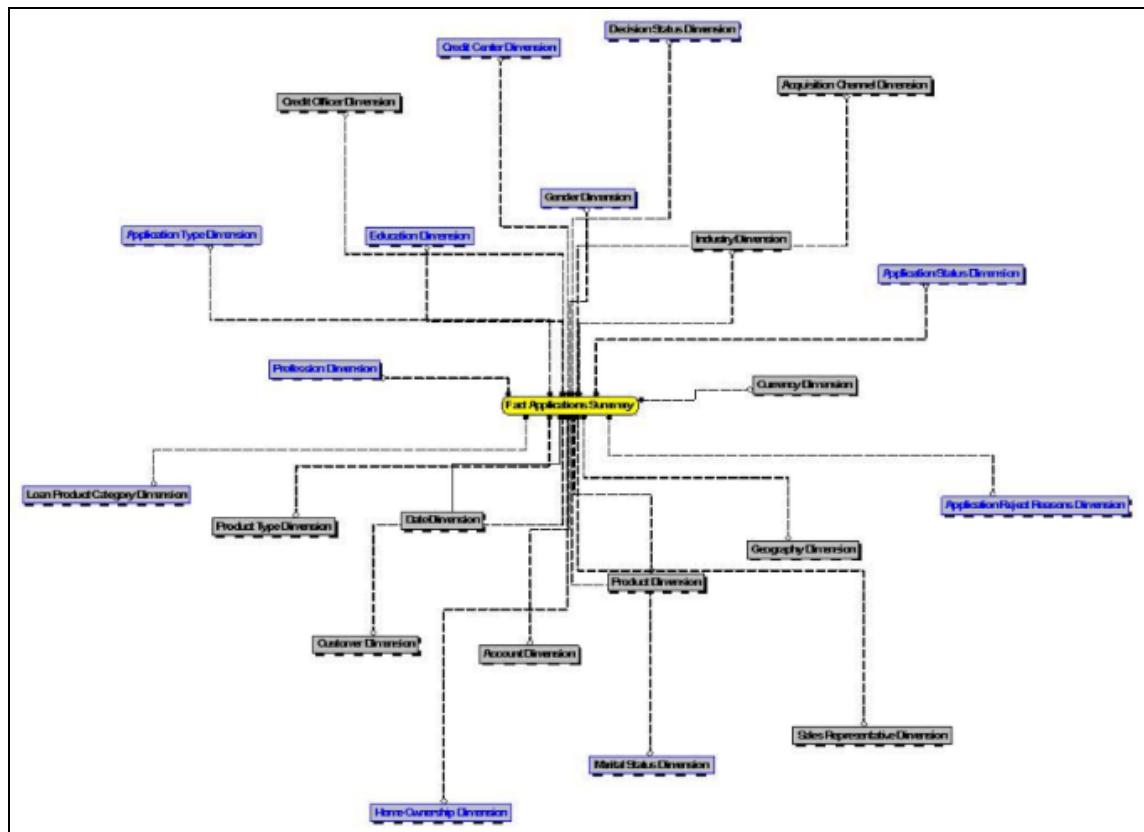
- Fact Common Account Summary
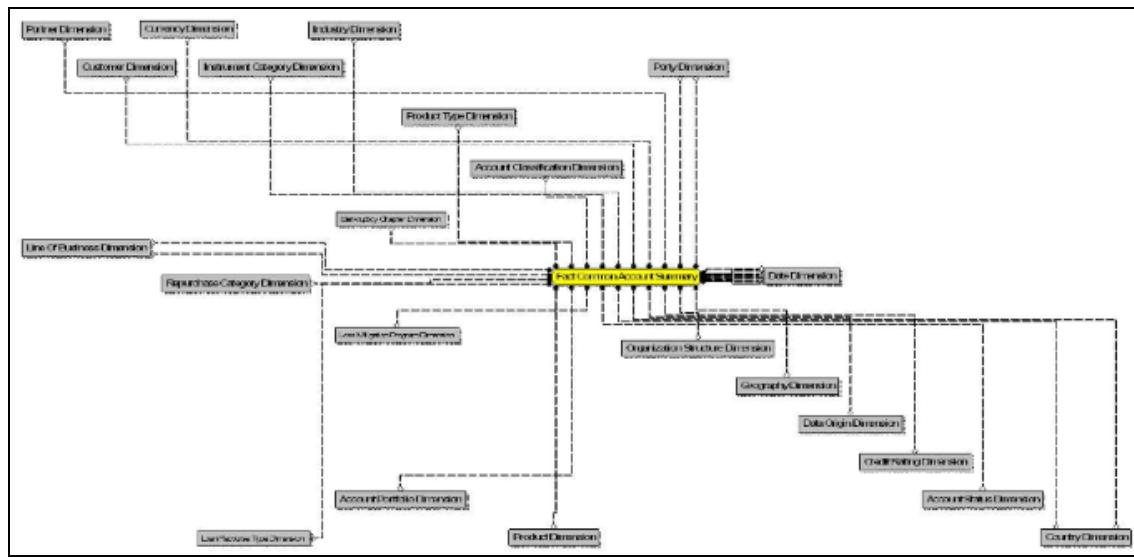
- Fact Common Customer Summary
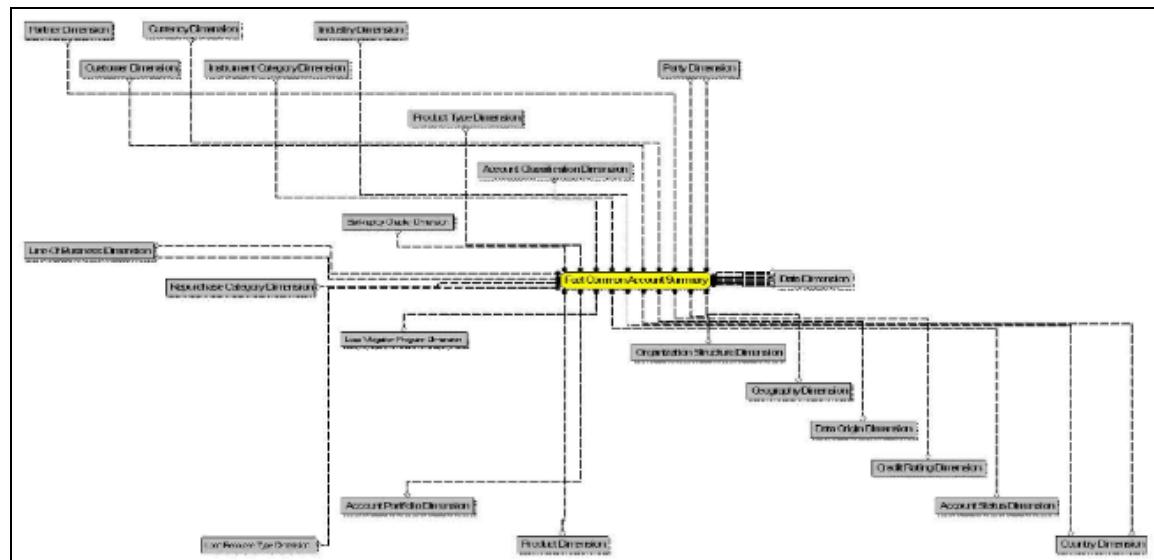
- Fact CRM Account Summary
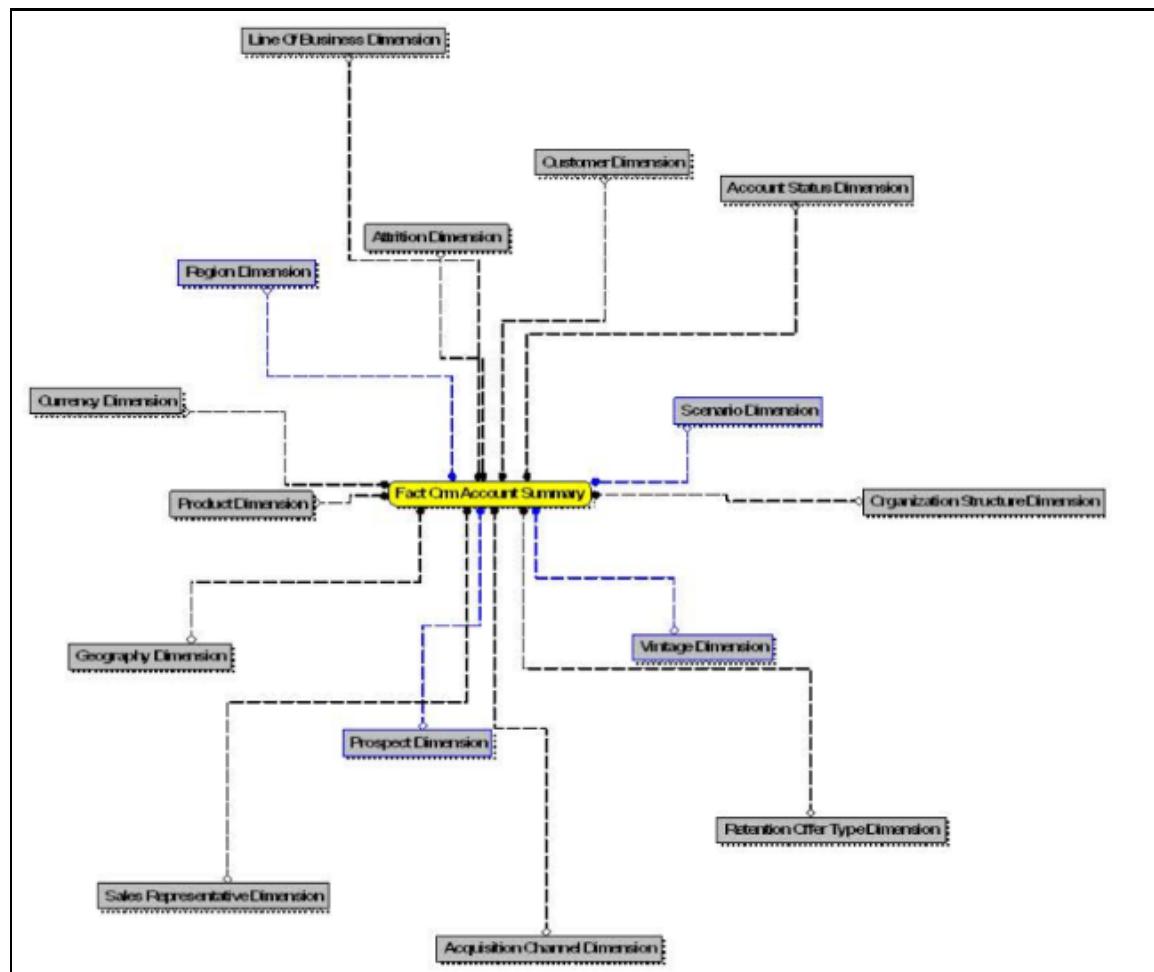
- Fact Cust Cust Relationship
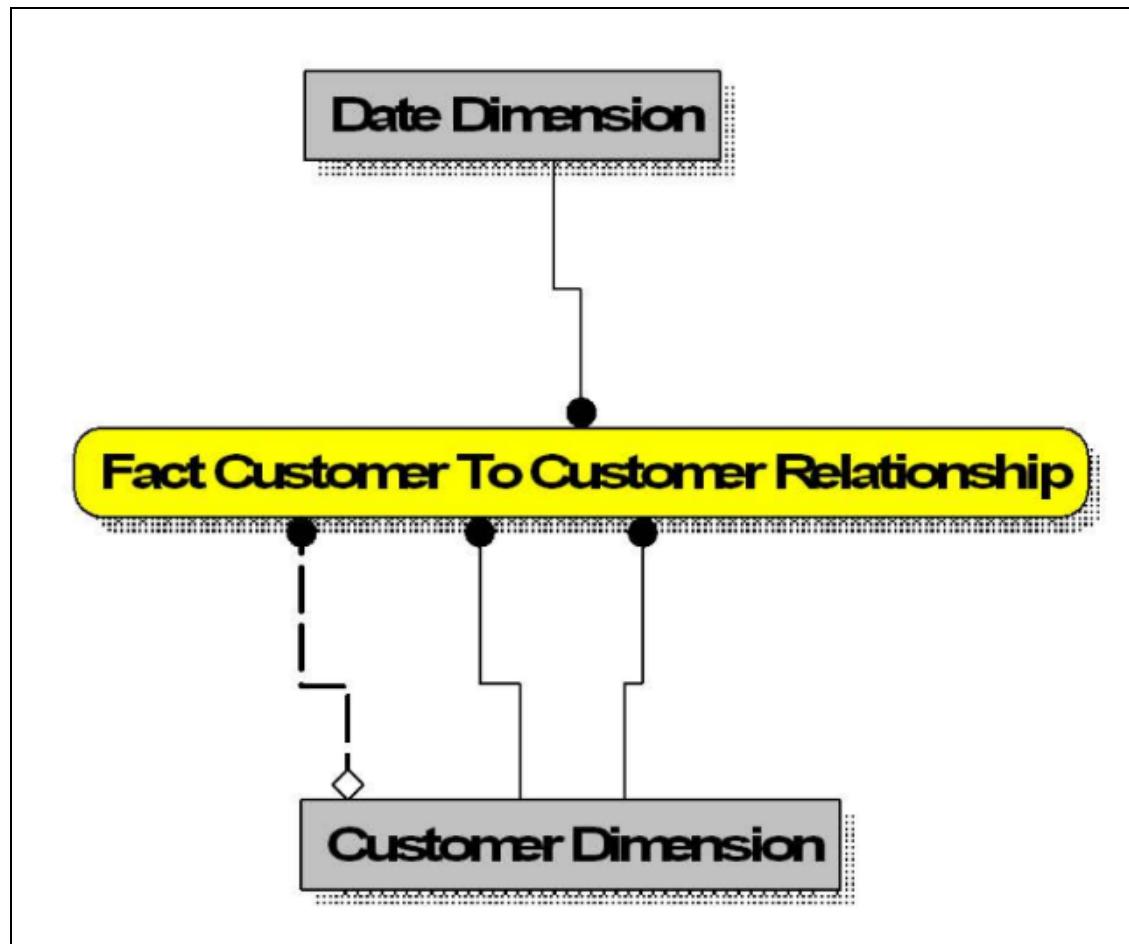
- Fact Eco Cap Account Summary
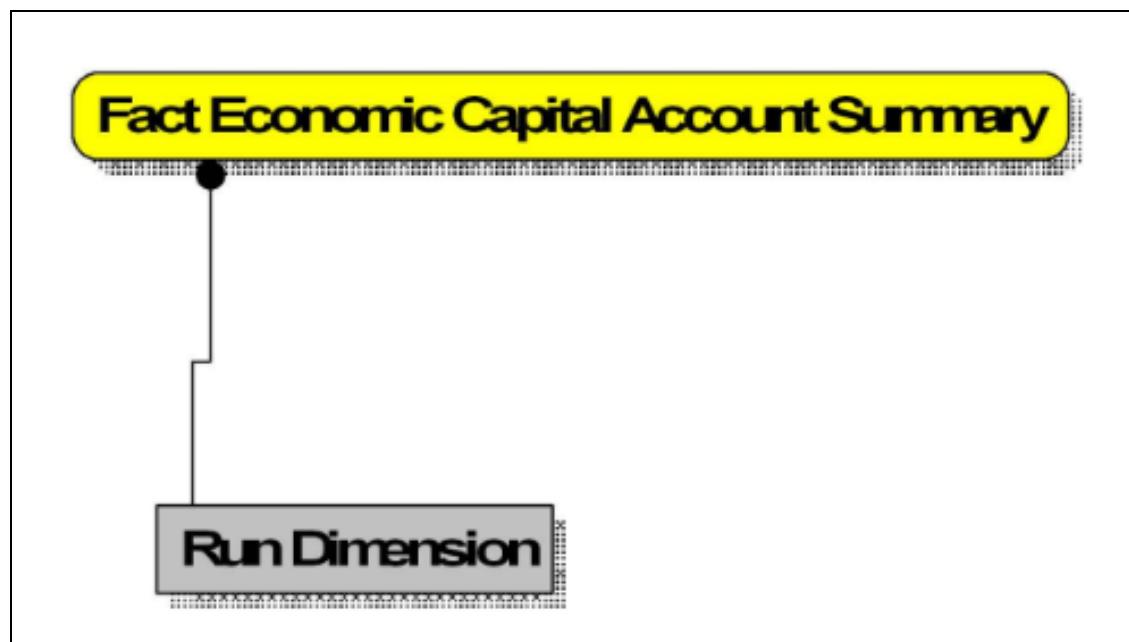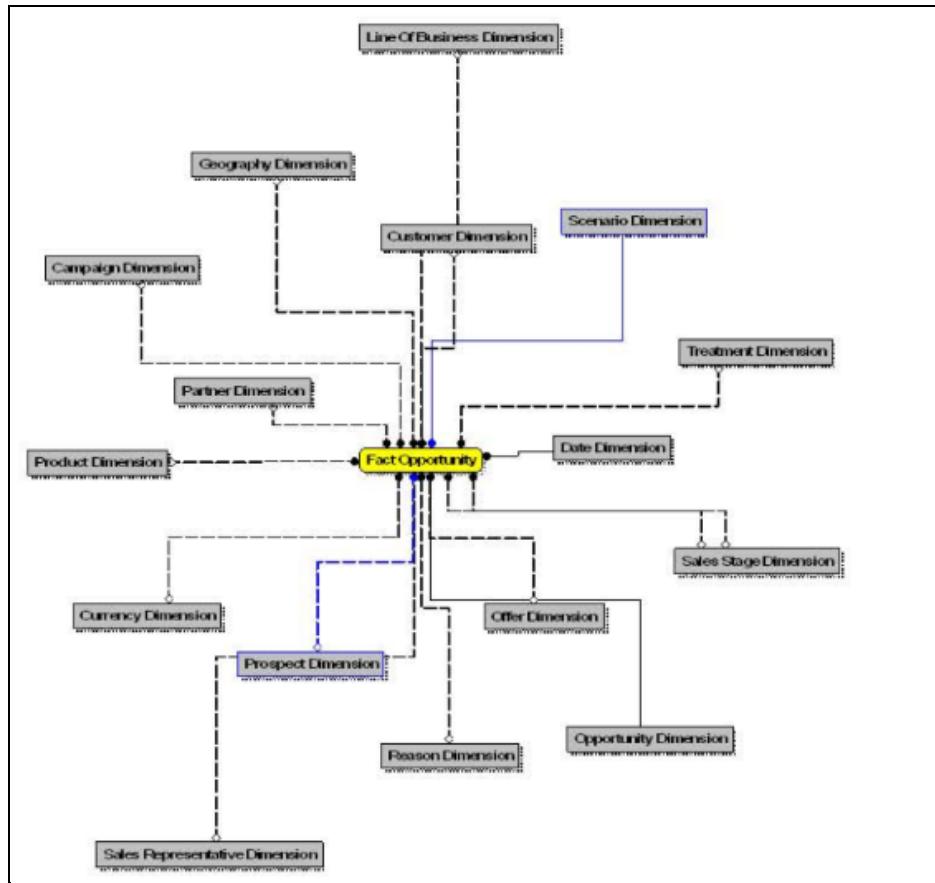
- Fact Opportunity

- Fact Opportunity Activity
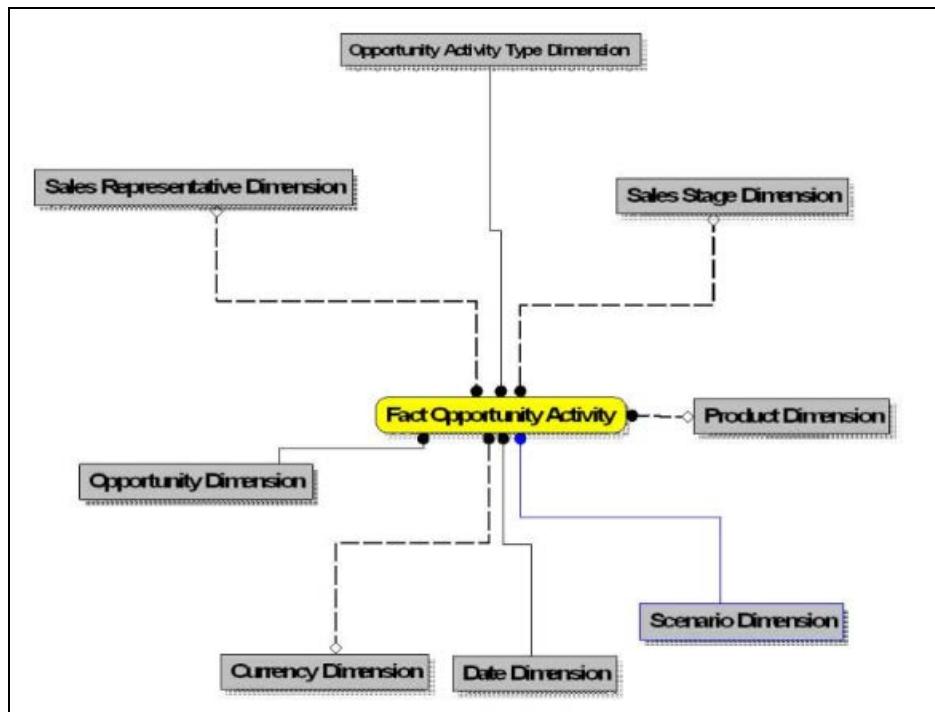
- Fact Reg Cap Account Summary
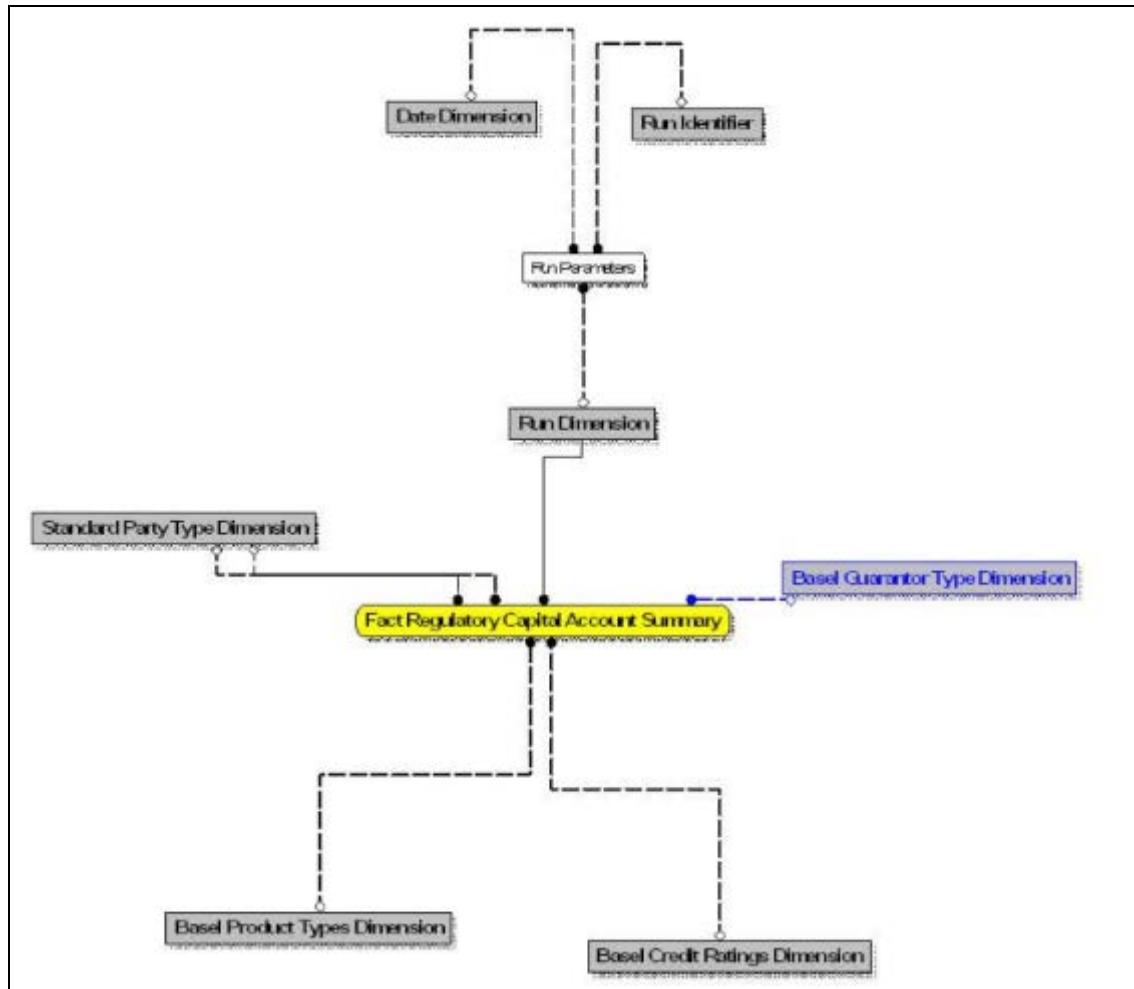
- Fact Sales Representative Compensation
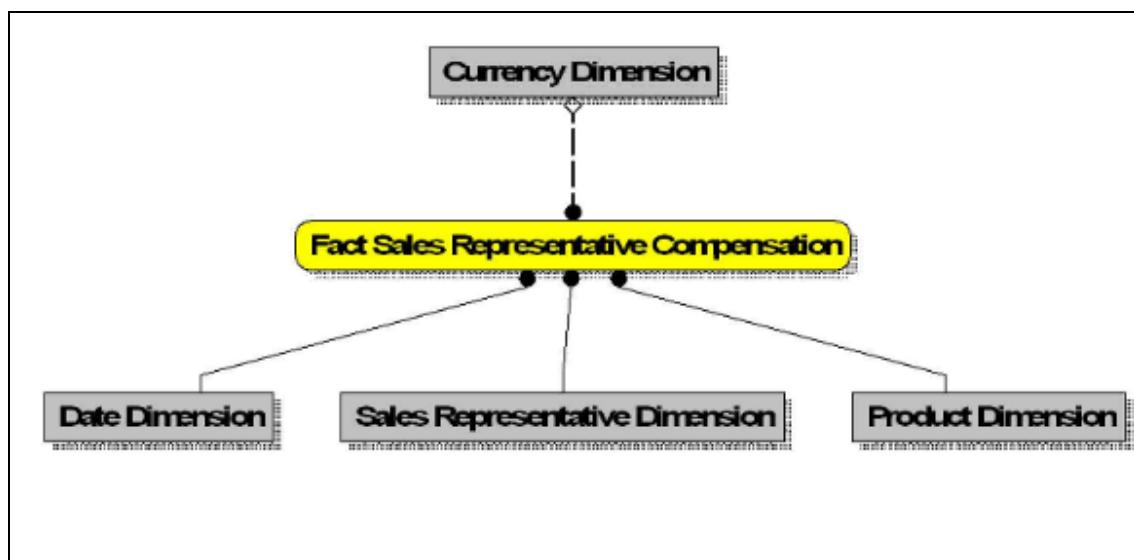
- Fact Transaction Summary
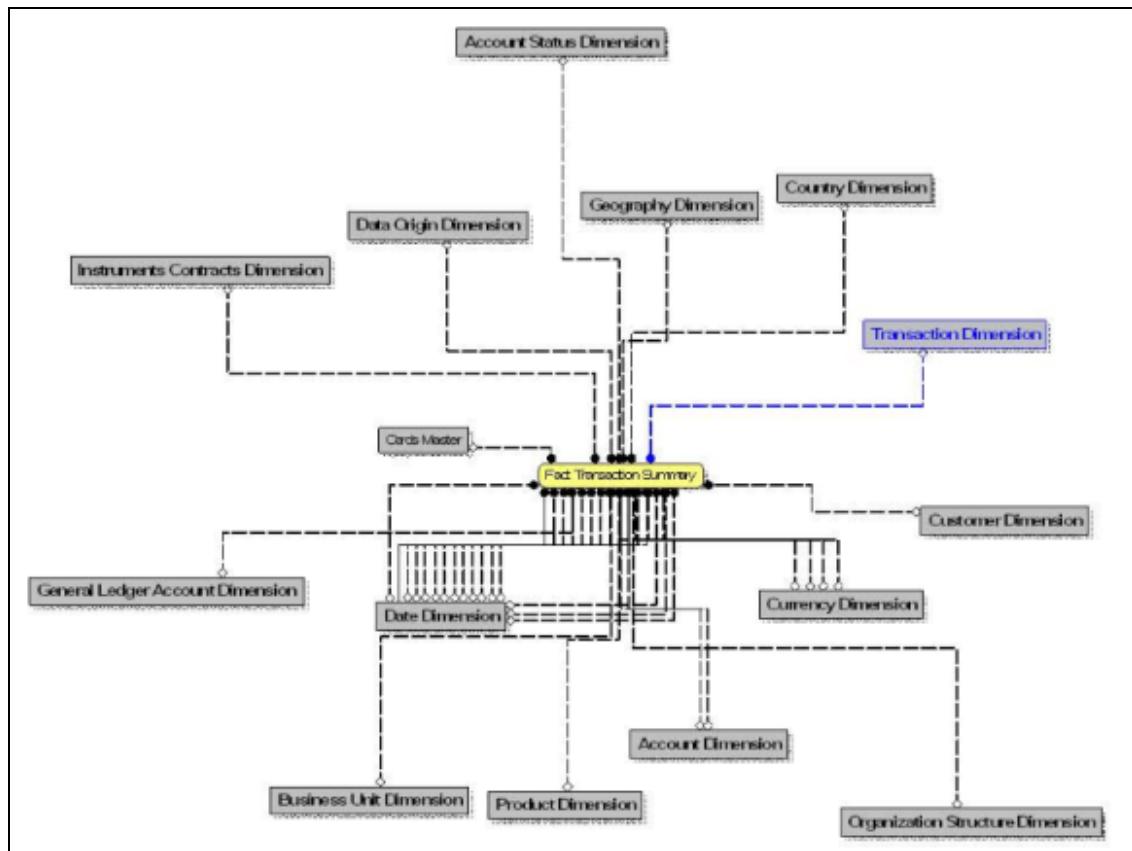
- FTP Account Summary
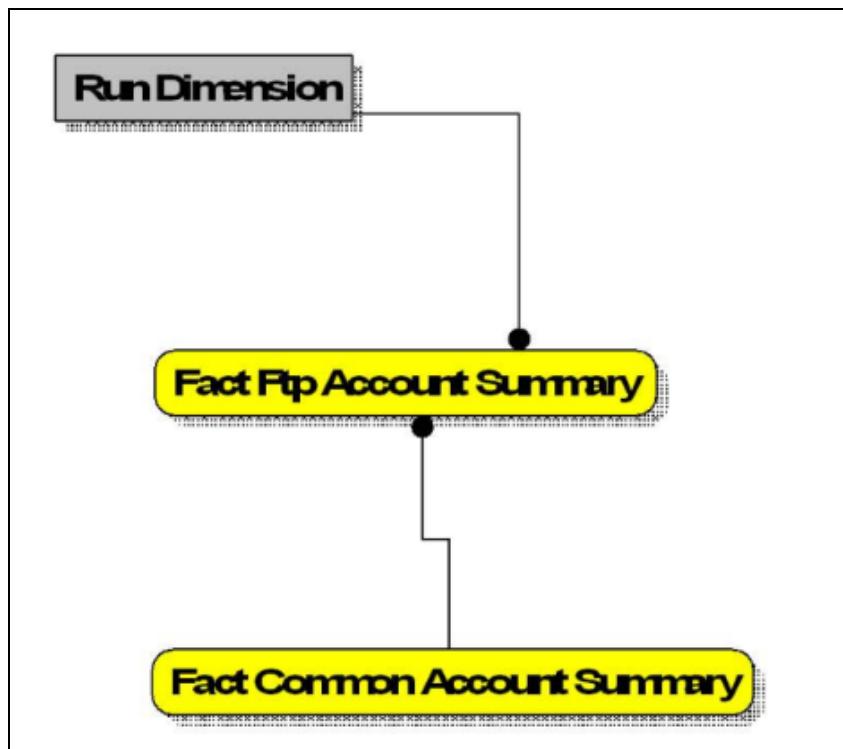
- PFT Account Summary
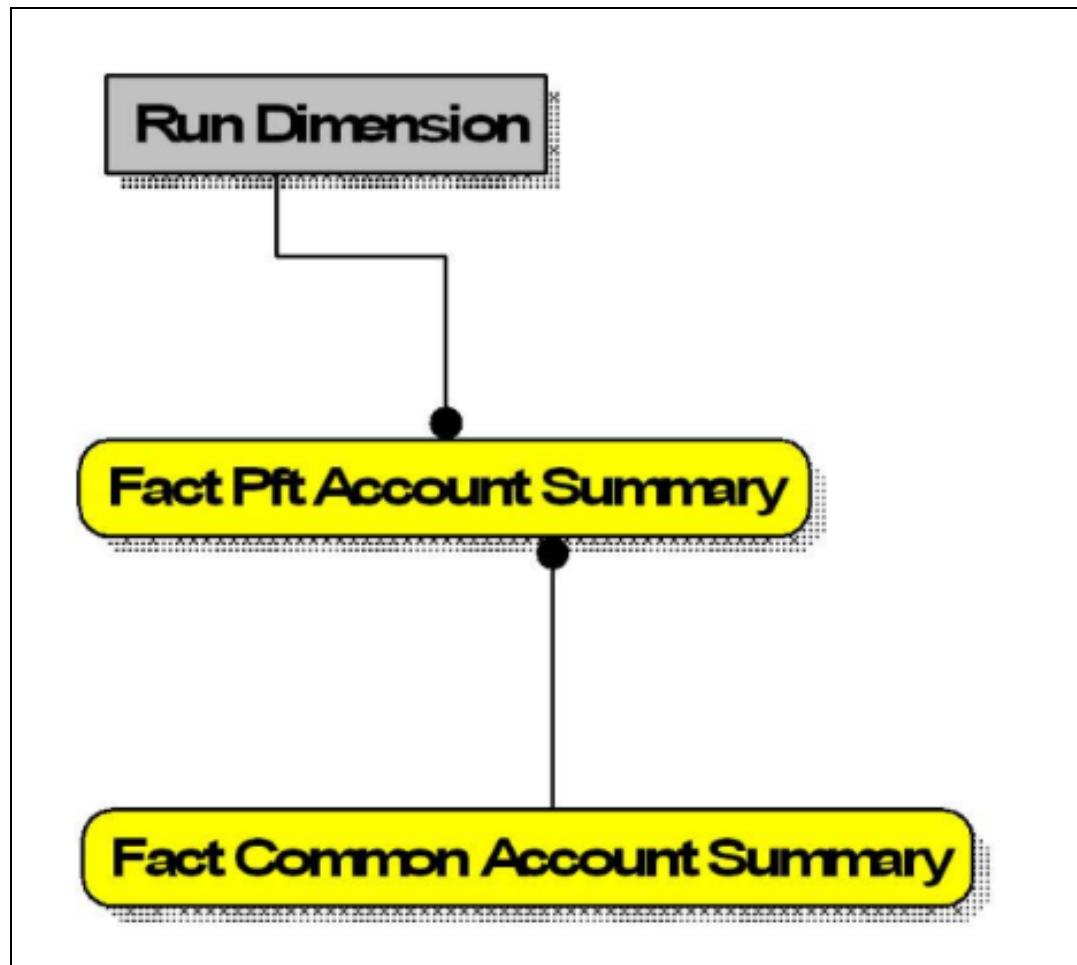
- PFT Customer Summary
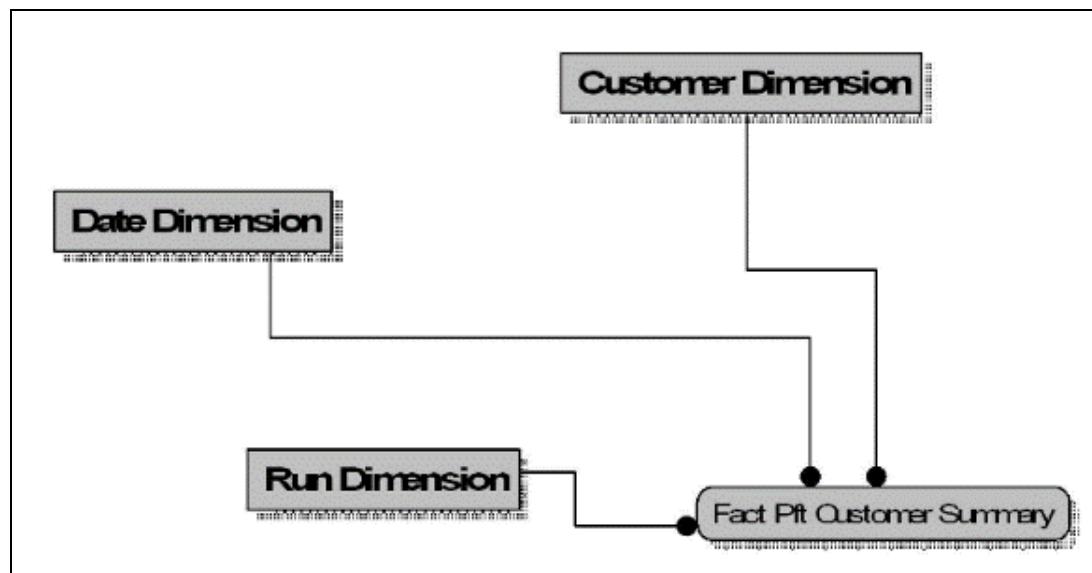
3.5   Data Flow: OFS PACS BI Data Model to Essbase Cubes

Reports of OFS PACS application can be configured to work on Relational database or Hyperion Essbase Multi-dimensional databases, that is cubes. Multi-dimensional databases store aggregated data for better performance and provide mechanisms for performing non-additive rollup within a hierarchy and defining complex derived measures using cross-dimensional operations. OFSAA Infrastructure is used for defining metadata about the cube and for building the Essbase cubes. Essbase cubes can be built out of reporting fact entities to improve performance.

OFS PACS application has the following seeded cube metadata:

| Cube Code	Cube Name	Fact Entities in dataset
ADCRM001	Institutional Analysis	Fact Common Account Summary Fact CRM Account Summary Fact Common Customer Summary Fact CRM Customer Summary Fact FTP Account Summary Fact PFT Account Summary
Adiparm2	RM L and P	DIM_MANAGEMENT DIM_RUN DIM_LOB DIM_PRODUCT DIM_ORG_UNIT DIM_DATES DIM_REP_LINE WTHREPMV USRMGRMV
ADCRM002	Retail Analysis	Fact Common Account Summary Fact CRM Account Summary Fact Common Customer Summary Fact CRM Customer Summary Fact FTP Account Summary Fact PFT Account Summary
ADCRM009	Cards Balance Summary	Fact Common Account Summary Fact CRM Account Summary Fact Common Customer Summary Fact CRM Customer Summary Fact Cards Balance Summary
ADCRM010	Account Profitability	Fact Common Account Summary Fact CRM Account Summary Fact Common Customer Summary Fact CRM Customer Summary Fact Account Profitability

Cube Code	Cube Name	Fact Entities in dataset
ADCRM011	Customer Summary	Fact Common Customer Summary Fact CRM Customer Summary
ADRPARM1	RM PnL Cube for RPA	FCT_ACCOUNT_PROFITAIBILTY FCT_ACCOUNT_MGR_REL

4   Populating Dimensions

This chapter covers the following topics:

- [Time Dimension Population](#)
- [Customer Dimension Population](#)
- [Account Dimension Population](#)
- [Fact Transaction Summary](#)
- [Customer Summary Population](#)

4.1   Time Dimension Population

Business data commonly represents information as of a point in time (for example, a balance as of a point in time) or as of a particular span of time (for example, income for the month of March). Time dimension makes it possible to report the balances by Year, Quarter or Month using the rollup functionality of cubes. Cubes makes it possible to rollup the monthly balances to a quarter and then to a year level. For example, the monthly data for January, February and March gets rolled up to Quarter 1 and the Quarter 1, 2, 3 and 4 data get rolled up to, say Year 2011. The rollup of a particular balance depending on their nature could be a simple additive rollup wherein the child member balances are added up to arrive at the parent node balance (for example, Ending Balance) or non additive rollups wherein a node formula is used to specify how to rollup the child member balances (for example, 3 month rolling average).

Point in time reporting is supported for all the reports. The report is represented as of the data selected in the dashboard time prompts. By default, reports is always displayed for the latest available data.

This chapter discusses the following topics:

- [Overview of Time Dimension Population](#)
- [Tables used by the Time Dimension Population Transformation](#)

4.1.1   Overview of Time Dimension Population

Time dimension population transformation is used to populate the DIM_DATES table with values between two dates specified by the user as a batch parameter.

The database components, used by the transformations are:

1. Database function FN_DIM_DATES
2. Database procedure PROC_DIM_DATES_POPULATION, that is called by the database function FN_DIM_DATES.

4.1.1.1   Prerequisites

- All the post install steps mentioned in the Oracle Financial Services Analytical Applications Infrastructure (OFSAAI) Installation and Configuration guide and the solution installation manual of Oracle Financial Services Institutional Performance Analytics have to be completed successfully.

- Application User must be mapped to a role that has seeded batch execution function (BATPRO).

- Before executing a batch check if the following services are running on the application server (For more information on how to check if the services are up and on and how to start the services if you find them not running, see Oracle Financial Services Analytical Applications Infrastructure User Guide).

  - Iccserver

  - Router

  - AM Server

  - Messageserver

- Batches will have to be created for executing the function. For more details see, Executing the Time dimension population transformation, page 4-2.

4.1.2   Tables used by the Time Dimension Population Transformation

DIM_DATES: This table stores the date details to be used for building the cubes.

For more details on viewing the structure of this table, refer to *Oracle Financial Services Analytical Applications Data Model Data Dictionary* or the *Erwin Data Model*.

4.1.2.1   Executing the Time Dimension Population Transformation

To execute the function from OFSAAI Information Command Center (ICC) frame work, create a batch by performing the following steps:

For a more comprehensive coverage of configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

1. From the **Home** menu, select **Operations**, then select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container) and enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Select the Batch you have created in the earlier step by clicking on the check box in the **Batch Name** container.

5. Click **New Task** ('+' symbol in Task Details container).

6. Enter the **Task ID** and **Description**.

7. Select **Transform Data** from the components list.

8. Select the following from the Dynamic Parameters List and then click Save:

   - **Datastore Type**: Select appropriate datastore from the list

   - **Datastore Name**: Select appropriate name from the list

   - **IP address**: Select the IP address from the list

   - **Rule Name**: Select Dim_Dates_Population from the list of all available transformations. (This is a seeded Data Transformation which is installed as part of the OFSIPA solution installer. If you don't see this in the list, contact Oracle support)

- **Parameter List**: Start Date, End Date (Refer the following for details on Parameter list)

Explanation for the parameter list is:

- **Start Date**: This is the date starting from which the Transformation will populate Dim_Dates table. Date should be specified in the format 'YYYYMMDD'.

- **End Date**: This is the date up to which the Transformation will populate Dim_Dates table. Date should be specified in the format 'YYYYMMDD'. Sample parameter for this task is '20081131', '20091231'.

9. You can execute the batch in two ways:

- Execute the batch from Batch Execution by choosing the batch created following the steps mentioned in the preceding sections for a date.

  A seeded batch <INFODOM>_aCRM_CommonTasks - Task2 is provided so that the user can just modify the parameters and execute the batch.

- The function can also be executed directly on the database through SQLPLUS.

Details are:

- Function Name: FN_DIM_DATES

- Parameters: P_BATCH_RUN_ID, P_AS_OF_DATE, P_ST_DT, and P_ED_DT

- Sample parameter values: 'Batch1', '20091231', '20081131', and '20091231'

4.1.2.2 Checking the Execution Status

The status of execution can be monitored using the batch monitor screen.

For a more comprehensive coverage of configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

The status messages in batch monitor are :

- N: Not Started

- O: On Going

- F: Failure

- S: Success

The Event Log window in Batch Monitor provides logs for execution with the top row being the most recent. If there is any error during execution, it will get listed here. Even if you see Successful as the status in Batch Monitor it is advisable to go through the Log and re-check if there are any errors. The execution log can be accessed on the

application server by going to the following directory $FIC_DB_HOME/log/date. The file name will have the batch execution id. The database level operations log can be accessed by querying the FSI_MESSAGE_LOG table. The batch run id column can be filtered for identifying the relevant log.

Check the `.profile` file in the installation home if you are not able to find the paths mentioned earlier.

4.2   Customer Dimension Population

In the current setup, Customer Dimension is populated as part of Party Model, where DIM_CUSTOMER derives its attributes from DIM_PARTY based on the Parties that have been assigned the role of a Customer.

Populating Party Dimension

DIM_PARTY table will be populated first from stage table STG_PARTY_MASTER using SCD. Function FN_PARTY_DENORMALIZE_DT will populate DIM_CUSTOMER from DIM_PARTY. The function is used to populate DIM_CUSTOMER table using a sequence.

The primary key for DIM_PARTY – N_PARTY_SKEY will be the surrogate key generated for the natural key - Party ID, an alphanumeric unique identifier within each staging instrument tables. This information is stored in DIM_CUSTOMER table as N_CUST_SKEY.

FSI_MERGE_SETUP_DETAILS

Customer dimension population makes use of setup table FSI_MERGE_SETUP_DETAILS. It would have seeded entries from the application installation. This table stores the mapping between source and target columns.

Column Name	Data Type	Column Description
MERGE_CODE	VARCHAR2 (50 CHAR)	This is the role of the party, that is, customer, issuer, and so on.
SOURCE_TABLE	VARCHAR2 (30 CHAR)	This is the source table for Customer dimension population.
SOURCE_COLUMN	VARCHAR2 (30 CHAR)	This is the source column for Customer dimension population.
TARGET_COLUMN	VARCHAR2 (30 CHAR)	This is the target column for Customer dimension population.
DEFAULT_VALUE	VARCHAR2 (4000 CHAR)	This is the default value for some target columns.
NVL_EXPRESSION	VARCHAR2 (30 CHAR)	This is the nvl expression applied on the source column for Customer dimension population.
AGGREGATE_FUNCTION	VARCHAR2 (30 CHAR)	This is used for aggregating data for some source columns.

Here is a sample data:

MERGE_CODE	MI		
TABLE SOURCE	DIM_PARTY		
SOURCE_COLUMN	V_PARTY_ID	V_MIDDLE_NAME	V_LAST_NAME
TARGET_COLUMN	V_ISSUER_CODE	V_D_CUST_MIDDLE_NAME	V_D_CUST_LAST_NAME
DEFAULT_VALUE			
NVL_EXPRESSION			
AGGREGATE_FUNCTION			

FSI_MERGE_SETUP_MASTER

Customer dimension population makes use of setup table FSI_MERGE_SETUP_MASTER as well. It would have seeded entries from the application installation. This table stores the mapping between source and target tables.

Column Name	Data Type	Column Description
MERGE_CODE	VARCHAR2 (50 CHAR)	This is the role of the party, that is, customer, issuer, and so on.
SOURCE_TABLES	VARCHAR2 (4000 CHAR)	This is the list of source tables for Customer dimension population.
TARGET_TABLE	VARCHAR2 (30 CHAR)	This is the target column for Customer dimension population.
ANSI_JOIN	VARCHAR2 (4000 CHAR)	This is the join condition that results in dataset.
FILTER_CONDITION	VARCHAR2 (4000 CHAR)	This is used for filtering thevalues in where clause.

Here is a sample data:

MERGE_CODE	MI
SOURCE TABLES	DIM_PARTY
TARGET_TABLE	V_PARTY_ID
ANSI JOIN	V_ISSUER_CODE
FILTER CONDITION	

4.2.1   Executing the Customer Dimension Population

To execute the customer dimension population, create a batch by performing the following steps:

1. From the **Home** menu, select **Operations**, then select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container) and enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Select the Batch you have created in the earlier step by clicking on the check box in the **Batch Name** container.

5. Click **New Task** ('+' symbol in Task Details container).

6. Enter the **Task ID** and **Description**.

7. Select **Transform Data** from the components list.

8. Select the following from the Dynamic Parameters List and then click Save:

   - **Datastore Type**: Select appropriate datastore from the list

   - **Datastore Name**: Select appropriate name from the list. Generally, it is the infodom name.

   - **IP address**: Select the IP address from the list

- **Rule Name**: FN_PARTY_DENORMALIZE_DT

- **Parameter List**: Surrogate Key Required Flag – Y or N

  Batch run ID and As of Date are passed internally by the ICC to the Data Transformation task.

9. Execute the batch.

   Execute the batch from Batch Execution by choosing the batch created following the steps mentioned in the preceding sections for a required date.

   A seeded batch<INFODOM> aCRM_CommonTasks – Task3 is provided so that the user can just modify the parameters and execute the batch.

4.2.1.1 Checking the Execution Status

The status of execution can be monitored from the Batch Monitor screen of OFSAAI Operations module.

For a more comprehensive coverage of configuration & execution of a batch, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The Event Log window in Batch Monitor provides logs for execution with the top row being the most recent. If there is any error during execution, it will get listed here. Even if you see Successful as the status in Batch Monitor it is advisable to go through the Event Log and re-check if there are any errors. The execution log can be accessed on the application server by going to the directory $FIC_DB_HOME/log/date. The file name will have the Batch Execution ID.

The database level operations log can be accessed by querying the FSI_MESSAGE_LOG table. The batch run id column can be filtered for identifying the relevant log.

Check the .profile file in the installation home if you are not able to find the paths mentioned above.

4.3   Account Dimension Population

Customer account level data from the Oracle Financial Services Analytical Applications (OFSAA) staging product processor tables must be consolidated into a standardized relational Business Intelligence (BI) data model. This consolidation is done to have all the staging product processor table data in a single Fact table.

The Account Summary table data can be used for building cubes which allow rollup of data for a dimension or a combination of dimensions.

This relational BI model consists of three vertically partitioned Account Summary tables that are organized by application subject area.

- FCT_COMMON_ACCOUNT_SUMMARY: This table is shared by all OFSAA BI applications which contain dimensional values, attributes, and financial measures which are generally applicable to the individual account records. This data is sourced directly from the staging area.
- FCT_CRM_ACCOUNT_SUMMARY: This table has the measures used by all the Customer Insight applications.

Yet, there are few other Account Summary tables which have been designed to store Enterprise Performance Management (EPM) data:

- FCT_PFT_ACCOUNT_SUMMARY: This table has Profitability Management (PFT) specific measures.
- FCT_FTP_ACCOUNT_SUMMARY: This table has Funds Transfer Pricing (FTP) specific measures.
- FCT_REG_CAP_ACCOUNT_SUMMARY: This table has Regulatory Capital specific measures.
- FCT_ECO_CAPITAL_ACCOUNT_SUMMARY: This table has Economic Capital specific measures.

Account Summary tables are loaded from the staging product processor tables using the Table to Table (T2T) component of Oracle Financial Services Analytical Applications Infrastructure (OFSAAI) framework.

This chapter covers the following topics:

- [Data Flow](#)
- [Overview of Account Summary Population](#)
- [Fact Common Account Summary](#)
- [Fact FTP Account Summary](#)
- [Fact PFT Account Summary](#)
- [Fact CRM Account Summary](#)

4.3.1 Data Flow

The following diagram depicts the flow of data into account summary tables:
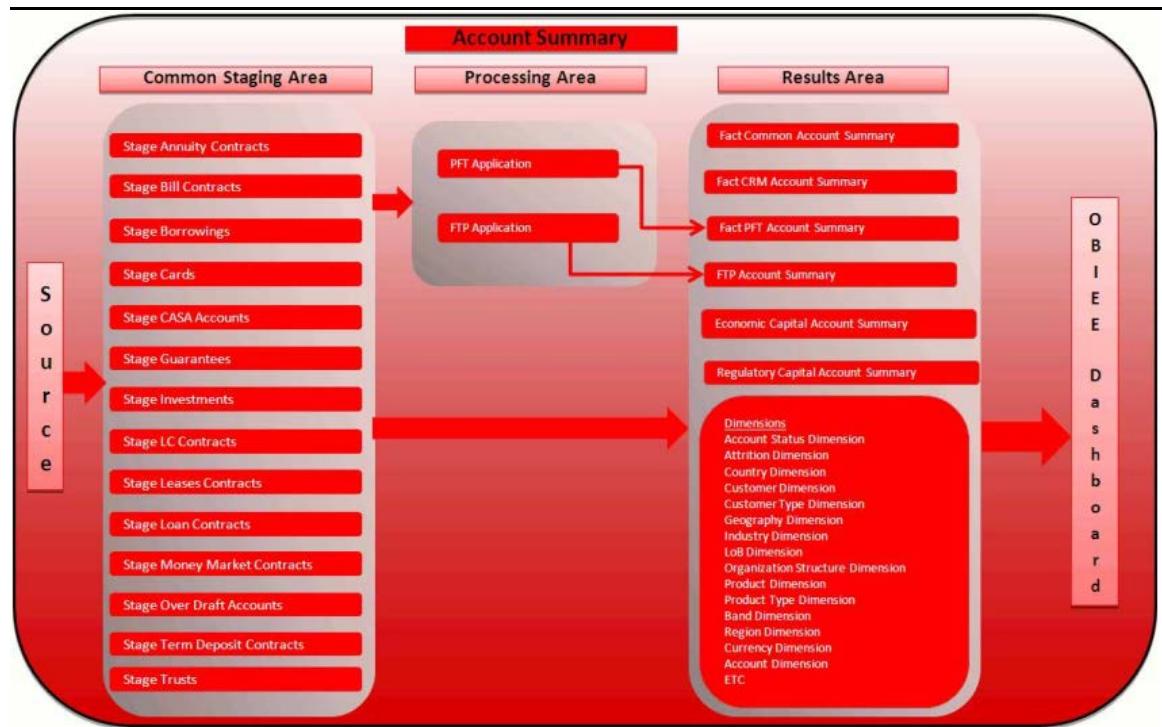
4.3.2 Overview of Account Summary Population

Table to Table seeded definitions are provided for loading data into Common Account Summary and CRM Account summary tables.

Following are the lists for the same:

Common Account Summary Definitions

SLNo	Source Table	T2T Definition Name	Destination Table
1	STG_ANNUITY_CONTRACTS	T2T_STG_ANNUITY_CONTRACTS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
2	STG_BILLS_CONTRACTS	T2T_STG_BILLS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
3	STG_BORROWINGS	T2T_STG_BORROWINGS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
4	STG_CARDS	T2T_STG_CARDS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
5	STG_CASA	T2T_STG_CASA_CAS	FCT_COMMON_ACCOUNT_SUMMARY
6	STG_GUARANTEES	T2T_STG_GUARANTEES_CAS	FCT_COMMON_ACCOUNT_SUMMARY
7	STG_INVESTMENTS	T2T_STG_INVESTMENTS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
8	STG_LC_CONTRACTS	T2T_STG_LC_CAS	FCT_COMMON_ACCOUNT_SUMMARY
9	STG_LEASES_CONTRACTS	T2T_STG_LEASES_CONTRACTS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
10	STG_LOAN_CONTRACTS	T2T_STG_LOANS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
11	STG_MM_CONTRACTS	T2T_STG_MM_CAS	FCT_COMMON_ACCOUNT_SUMMARY
12	STG_OD_ACCOUNTS	T2T_STG_OD_CAS	FCT_COMMON_ACCOUNT_SUMMARY
13	STG_TD_CONTRACTS	T2T_STG_TD_CONTRACTS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
14	STG_TRUSTS	T2T_STG_TRUSTS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
15	STG_COMMITMENT_CONTRACTS	T2T_STG_COMMITMENT_CONTRACTS_CAS	FCT_COMMON_ACCOUNT_SUMMARY
16	STG_MUTUAL_FUNDS	T2T_STG_MUTUAL_FUNDS_CAS	FCT_COMMON_ACCOUNT_SUMMARY

CRM Account Summary Definitions

SLNo	Source Table	T2T Definition Name	Destination Table
1	STG_ANNUITY_CONTRACTS	T2T_STG_CRMAS_ANNUITY_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
2	STG_BILLS_CONTRACTS	T2T_STG_CRMAS_BILLS_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
3	STG_BORROWINGS	T2T_STG_CRMAS_BORROWINGS	FCT_CRM_ACCOUNT_SUMMARY
4	STG_CARDS	T2T_STG_CRMAS_CARDS	FCT_CRM_ACCOUNT_SUMMARY
5	STG_CASA	T2T_STG_CRMAS_CASA	FCT_CRM_ACCOUNT_SUMMARY
6	STG_GUARANTEES	T2T_STG_CRMAS_GUARANTEES	FCT_CRM_ACCOUNT_SUMMARY
7	STG_INVESTMENTS	T2T_STG_CRMAS_INVESTMENTS	FCT_CRM_ACCOUNT_SUMMARY
8	STG_LC_CONTRACTS	T2T_STG_CRMAS_LC_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
9	STG_LEASES_CONTRACTS	T2T_STG_CRMAS_LEASES_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
10	STG_LOAN_CONTRACTS	T2T_STG_CRMAS_LOAN_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
11	STG_MM_CONTRACTS	T2T_STG_CRMAS_MM_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
12	STG_OD_ACCOUNTS	T2T_STG_CRMAS_OD_ACCOUNTS	FCT_CRM_ACCOUNT_SUMMARY
13	STG_TD_CONTRACTS	T2T_STG_CRMAS_TD_CONTRACTS	FCT_CRM_ACCOUNT_SUMMARY
14	STG_TRUSTS	T2T_STG_CRMAS_TRUSTS	FCT_CRM_ACCOUNT_SUMMARY
15	STG_COMMITMENT_CONTRACTS	T2T_STG_CRMAS_COMMITMENTS	FCT_CRM_ACCOUNT_SUMMARY
16	STG_MUTUAL_FUNDS	T2T_STG_CRMAS_MUTUAL_FUNDS	FCT_COMMON_ACCOUNT_SUMMARY

FTP Account Summary Definitions

SLNo	Source Table	T2T Definition Name	Destination Table
1	FSI_D_ANNUITY_CONTRACTS	T2T_FCT_FTP_ACCOUNT_ANNUITY	FCT_FTP_ACCOUNT_SUMMARY
2	FSI_D_BORROWINGS	T2T_FCT_FTP_ACCOUNT_BORROWINGS	FCT_FTP_ACCOUNT_SUMMARY
3	FSI_D_CASA	T2T_FCT_FTP_ACCOUNT_CASA	FCT_FTP_ACCOUNT_SUMMARY

SLNo	Source Table	T2T Definition Name	Destination Table
4	FSI_D_CREDIT_LINES	T2T_FCT_FTP_ACCOUNT_CREDIT_LINES	FCT_FTP_ACCOUNT_SUMMARY
5	FSI_D_CREDIT_CARDS	T2T_FCT_FTP_ACCOUNT_CREDITCARDS	FCT_FTP_ACCOUNT_SUMMARY
6	FSI_D_GUARANTEES	T2T_FCT_FTP_ACCOUNT_GUARANTEES	FCT_FTP_ACCOUNT_SUMMARY
7	FSI_D_INVESTMENTS	T2T_FCT_FTP_ACCOUNT_INVESTMENTS	FCT_FTP_ACCOUNT_SUMMARY
8	FSI_D_LEASES	T2T_FCT_FTP_ACCOUNT_LEASES	FCT_FTP_ACCOUNT_SUMMARY
9	FSI_D_LOAN_CONTRACTS	T2T_FCT_FTP_ACCOUNT_LOANS	FCT_FTP_ACCOUNT_SUMMARY
10	FSI_D_MM_CONTRACTS	T2T_FCT_FTP_ACCOUNT_MM_CONTRACTS	FCT_FTP_ACCOUNT_SUMMARY
11	FSI_D_MORTGAGES	T2T_FCT_FTP_ACCOUNT_MORTGAGES	FCT_FTP_ACCOUNT_SUMMARY
12	FSI_D_TERM_DEPOSITS	T2T_FCT_FTP_ACCOUNT_TDEPOSITS	FCT_FTP_ACCOUNT_SUMMARY
13	FSI_D_TRUSTS	T2T_FCT_FTP_ACCOUNT_TRUSTS	FCT_FTP_ACCOUNT_SUMMARY
14	FSI_D_MUTUAL_FUNDS	T2T_FCT_FTP_ACCOUNT_MUTUAL_FUND	FCT_FTP_ACCOUNT_SUMMARY

PFT Account Summary Definitions

SLNo	Source Table	T2T Definition Name	Destination Table
1	FSI_D_ANNUITY_CONTRACTS	T2T_FCT_PFT_ACCOUNT_ANNUITY	FCT_PFT_ACCOUNT_SUMMARY
2	FSI_D_BORROWINGS	T2T_FCT_PFT_ACCOUNT_BORROWINGS	FCT_PFT_ACCOUNT_SUMMARY
3	FSI_D_CASA	T2T_FCT_PFT_ACCOUNT_CASA	FCT_PFT_ACCOUNT_SUMMARY
4	FSI_D_CREDIT_LINES	T2T_FCT_PFT_ACCOUNT_CREDIT_LINES	FCT_PFT_ACCOUNT_SUMMARY
5	FSI_D_CREDIT_CARDS	T2T_FCT_PFT_ACCOUNT_CREDITCARDS	FCT_PFT_ACCOUNT_SUMMARY
6	FSI_D_GUARANTEES	T2T_FCT_PFT_ACCOUNT_GUARANTEES	FCT_PFT_ACCOUNT_SUMMARY
7	FSI_D_INVESTMENTS	T2T_FCT_PFT_ACCOUNT_INVESTMENTS	FCT_PFT_ACCOUNT_SUMMARY
8	FSI_D_LEASES	T2T_FCT_PFT_ACCOUNT_LEASES	FCT_PFT_ACCOUNT_SUMMARY

SLNo	Source Table	T2T Definition Name	Destination Table
9	FSI_D_LOAN_CONTRAC TS	T2T_FCT_PFT_ACCOUNT_LOAN S	FCT_PFT_ACCOUNT_SUMMARY
10	FSI_D_MORTGAGES	T2T_FCT_PFT_ACCOUNT_MORT GAGES	FCT_PFT_ACCOUNT_SUMMARY
11	FSI_D_TERM_DEPOSITS	T2T_FCT_PFT_ACCOUNT_DEPO SITS	FCT_PFT_ACCOUNT_SUMMARY
12	FSI_D_TRUSTS	T2T_FCT_PFT_ACCOUNT_TRUS TS	FCT_PFT_ACCOUNT_SUMMARY
13	FSI_D_MUTUAL_FUNDS	T2T_FCT_PFT_ACCOUNT_MUT UAL_FUND	FCT_PFT_ACCOUNT_SUMMARY

4.3.2.1   Prerequisites

- All the post install steps mentioned in the Oracle Financial Services Analytical Applications Infrastructure (OFSAAI) Installation and Configuration guide and the solution installation manual have to be completed successfully.

- Application User must be mapped to a role that has seeded batch execution function (BATPRO).

- Before executing a batch, check if the following services are running on the application server (For more information on how to check if the services are up and on, and how to start the services if you find them not running, see Oracle Financial Services Analytical Applications Infrastructure User Guide.)

    - Iccserver

    - Router

    - AM Server

    - Messageserver

- Batches will have to be created for executing. This is explained in Executing the Account Summary Population T2T section.

- Dimension Population should have been done before you execute the T2T batch. (For more information, refer to Chapter 3, "Dimension Loading Process," and Chapter , "Time Dimension Population,".)

4.3.3   Fact Common Account Summary

Following are the lists of tables used in the population of Fact Common Account Summary & Fact CRM Account Summary tables.

Following mentioned Dimension tables are required to be loaded prior to executing the T2T:

- DIM_DATES

- DIM_ACCOUNT

- DIM_CUSTOMER

- DIM_PRODUCT

- DIM_CHANNEL
- DIM_BANDS
- DIM_ORG_STRUCTURE and so on.

4.3.4   Fact CRM Account Summary

Fact Common Account Summary entity needs to be populated before executing the Fact CRM Account Summary T2Ts.

Following are the list of tables used in the population of Fact CRM Account Summary and these tables are required to be loaded prior to running the T2T:

- DIM_DATES
- DIM_ACCOUNT
- FCT_COMMON_ACCOUNT_SUMMARY
- DIM_ACCT_STATUS
- DIM_BANDS
- DIM_CHANNEL
- DIM_CUSTOMER
- DIM_ORG_STRUCTURE
- DIM_LOB
- DIM_OFFER
- DIM_OPPORTUNITY
- DIM_PRODUCT
- DIM_PROSPECT
- DIM_RETENTION_OFFER_TYPE
- DIM_SALES_REPRESENTATIVE
- DIM_TREATMENT
- DIM_VINTAGE

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, refer to the section Dimension Tables Population.

For details on populating DIM_DATES dimension table, refer to section Overview of Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

For more information on the dimensions, refer to ERwin Datamodel.

4.3.4.1 Executing the Account Summary Population T2T

Fact Common Account Summary table has to be loaded prior loading any of the other Account Summary tables.

You can execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

4.3.5 Fact Common Account Summary

A seeded batch, <Infodom>_aCRM_Comm_Acc_Summ has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the **Batch**, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

- **Datastore Type**: Select the appropriate datastore from the list.

- **Datastore Name**: Select the appropriate name from the list.

- **IP address**: Select the IP address from the list.

- **Load Mode**: Select Table to Table from the list.

- **Source Name**: Select <T2T Source Name> from the list.

- **File Name**: Select the T2T name for the source stage channel table you want to process.

8. Data file name will be blank for any Table to Table Load mode. Default value refers to currency calculation. If there is any need for currency conversion in T2T transactions, Default value has to be provided. For example, default value is [DRCY]='USD' Here 'USD' acts as reporting currency parameter to T2T.

9. Repeat steps 4 to 8 for adding the remaining T2Ts within the same batch definition.

10. Execute the batch created in the preceding steps.

    For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

4.3.6   Fact FTP Account Summary

A seeded batch, <INFODOM>_FTP_Account_Summary has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

- **IP address**: Select the IP address from the list.

- **Load Mode**: Select Table to Table from the list.

- **Source Name**: Select <T2T Source Name> from the list.

- **File Name**: Select the T2T name for the source stage channel table you want to process.

8. Data file name will be blank for any Table to Table Load mode. Default value refers to currency calculation. If there is any need for currency conversion in T2T transactions, Default value has to be provided. For example, default value is [DRCY]='USD'. Here 'USD' acts as reporting currency parameter to T2T.

9. Repeat steps 4 to 8 for adding the remaining T2Ts within the same batch definition.

10. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

4.3.7   Fact PFT Account Summary

A seeded batch, <INFOCOM>_PFT_ACCOUNT_SUMMARY has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the Batch Name and Description.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the **Batch**, you created in the earlier step.

5. Create a new task, enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

    - **Datastore Type**: Select the appropriate datastore from the list.

    - **Datastore Name**: Select the appropriate name from the list.

    - **IP address**: Select the IP address from the list.

    - **Load Mode**: Select Table to Table from the list.

    - **Source Name**: Select <T2T Source Name> from the list.

    - **File Name**: Select the T2T name for the source stage channel table you want to process.

8. Data file name will be blank for any Table to Table Load mode. Default value field will be blank for CRM account summary T2Ts.

9. Repeat steps 4 to 8 for adding the remaining T2Ts within the same batch definition.

10. Create a Task by repeating steps 4 and 5.

11. Select **Transform Data** from components list.

12. Select the following from the Dynamic Parameters List and click **Save**.

    - **Datastore Type**: Select the appropriate datastore from the list.

    - **Datastore Name**: Select the appropriate name from the list.

    - **IP address**: Select the IP address from the list.

    - **Rule Name**: Select fn_run_exe_param from the list.

    - **Parameter List**: Pass the values 1, 180, '$RUNSK= -1', 'USD'.

    It is mandatory to pass all the five parameters. Currently, the first three does not have functional significance. The last two parameters are "Run Skey" and "Reporting Currency" values, that needs to be passed as required. If the batch is being re-run, make sure the run skey value passed is higher than the values (if any) found in "FCT_CRM_ACCOUNT_SUMMARY". If the "run_exe_parameters" table already have an entry for the desired Run Skey, delete the row from the "run_exe_parameters" table before executing the batch.

13. To set this task as a precedent task to each of the other tasks in this batch, click the **Precedence** button in the **Task Details** pane.

14. Execute the batch created in the preceding steps.

    For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

4.3.8 Fact CRM Account Summary

A seeded batch, <Infodom>_aCRM_CRM_Acc_Summ has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the Batch Name and Description.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the **Batch**, you created in the earlier step.

5. Create a new task, enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

   - **IP address**: Select the IP address from the list.

   - **Load Mode**: Select Table to Table from the list.

   - **Source Name**: Select <T2T Source Name> from the list.

   - **File Name**: Select the T2T name for the source stage product processor table you want to process.

8. Data file name will be blank for any Table to Table Load mode. Default value field will be blank for CRM account summary T2Ts.

9. Repeat steps 4 to 8 for adding the remaining T2Ts within the same batch definition.

10. Create a Task by repeating the steps 4 and 5.

11. Select **Transform Data** from components list.

12. Select the following from the Dynamic Parameters List and click **Save**.

    - **Datastore Type**: Select the appropriate datastore from the list.

    - **Datastore Name**: Select the appropriate name from the list.

    - **IP address**: Select the IP address from the list.

    - **Rule Name**: Select fn_run_exe_param from the list.

    - **Parameter List**: Pass the values 1, 180, '$RUNSK = -1', 'USD.

    It is mandatory to pass all the five parameters. Currently, the first three does not have functional significance. The last two parameters are "Run Skey" and "Reporting Currency" values, that needs to be passed as required. If the batch is being re-run, please make sure the run skey value passed is higher than the values (if any) found in "FCT_CRM_ACCOUNT_SUMMARY".

13. To set this task as a precedent task to each of the other tasks in this batch, click the **Precedence** button in the **Task Details** pane.

14. Execute the batch created in the preceding steps.

    For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

4.3.8.1   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

For a more comprehensive coverage of configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

The status messages in Batch Monitor are :

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t. The file name will have the batch execution id.

The following tables can be queried for errors:

- FCT_COMMON_ACCOUNT_SUMMARY$
- FCT_CRM_ACCOUNT_SUMMARY$

4.3.8.2   Account Summary T2Ts

T2T definitions can be retrieved as an excel document for reference from the metadata browser of the Unified Metadata Manager (UMM) component of OFSAAI.

4.4   Fact Transaction Summary

The Fact Transaction Summary stores data from the stage transactions table for further operation reporting. The data is moved through a T2T process from stage to fact, which ensures that the stage data is available in a single table in the result area.

Table to Table seeded definitions are provided for loading data into Common Account Summary.

Common Account Summary T2T Defintions

SLNo	Source Table Name	T2T Definition Name	Destination Table
1	STG_TRUSTS_TXNS	STG_TRUSTS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
2	STG_ANNUITY_TXNS	STG_ANNUITY_TXN_F TS	FCT_TRANSACTION_SUMMARY
3	STG_BILL_CONTRACTS_TXNS	STG_BILL_CONTRACTS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
4	STG_BORROWING_COMMITMENT_TXNS	STG_BORROWING_COMMITMENT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
5	STG_BORROWINGS_TXNS	STG_BORROWINGS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
6	STG_CARDS_PAYMENT_TXNS	STG_CARDS_PAYMENT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
7	STG_CARDS_SETTLEMENT_TXNS	STG_CARDS_SETTLEMENT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
8	STG_CASA_TXNS	STG_CASA_TXNS_FTS	FCT_TRANSACTION_SUMMARY
9	STG_COMMITMENT_CONTRACT_TXNS	STG_COMMITMENT_CONTRACT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
10	STG_COMMODITIES_TXNS	STG_COMMODITIES_TXNS_FTS	FCT_TRANSACTION_SUMMARY
11	STG_CORRESPONDENT_ACCT_TXNS	STG_CORRESPONDENT_ACCT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
12	STG_CREDIT_DERIVATIVES_TXNS	STG_CREDIT_DERIVATIVES_TXNS_FTS	FCT_TRANSACTION_SUMMARY
13	STG_FOREX_TXNS_FTS	STG_FOREX_TXNS_FTS	FCT_TRANSACTION_SUMMARY
14	STG_GUARANTEES_TXNS	STG_GUARANTEES_TXNS_FTS	FCT_TRANSACTION_SUMMARY
15	STG_IJARAH_TXNS	STG_IJARAH_TXNS_FTS	FCT_TRANSACTION_SUMMARY
16	STG_INTERBANK_TXNS	STG_INTERBANK_TXNS_FTS	FCT_TRANSACTION_SUMMARY
17	STG_INVESTMENT_TXNS	STG_INVESTMENT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
18	STG_ISTISNA_TXNS	STG_ISTISNA_TXNS_FTS	FCT_TRANSACTION_SUMMARY
19	STG_LC_TXNS	STG_LC_TXNS_FTS	FCT_TRANSACTION_SUMMARY
20	STG_LEASES_TXNS	STG_LEASES_TXNS_FTS	FCT_TRANSACTION_SUMMARY

SLNo	Source Table Name	T2T Definition Name	Destination Table
21	STG_LOAN_CONTRACT_TXNS	STG_LOAN_CONTRACT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
22	STG_MERCHANT_CARDS_TXNS	STG_MERCHANT_CARDS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
23	STG_MM_TXNS	STG_MM_TXNS_FTS	FCT_TRANSACTION_SUMMARY
24	STG_MURABAHAH_TXNS	STG_MURABAHAH_TXNS_FTS	FCT_TRANSACTION_SUMMARY
25	STG_MUSHARAKAH_TXNS	STG_MUSHARAKAH_TXNS_FTS	FCT_TRANSACTION_SUMMARY
26	STG_OD_ACCOUNTS_TXNS	STG_MUTUAL_FUNDS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
27	STG_OD_ACCOUNTS_TXNS	STG_OD_ACCOUNTS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
28	STG_OPTION_CONTRACTS_TXNS	STG_OPTION_CONTRACTS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
29	STG_RETIREMENT_ACCOUNTS_TXNS	STG_RETIREMENT_ACCOUNTS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
30	STG_SALAM_TXNS	STG_SALAM_TXNS_FTS	FCT_TRANSACTION_SUMMARY
31	STG_SUKUK_TXNS	STG_SUKUK_TXNS_FTS	FCT_TRANSACTION_SUMMARY
32	STG_SWAP_ACCOUNT_TXNS	STG_SWAP_ACCOUNT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
33	STG_TERMDEPOSITS_TXNS	STG_TERMDEPOSITS_TXNS_FTS	FCT_TRANSACTION_SUMMARY
34	STG_TRADING_ACCOUNT_TXNS	STG_TRADING_ACCOUNT_TXNS_FTS	FCT_TRANSACTION_SUMMARY
35	STG_FUTURES_TXNS	STG_FUTURES_TXNS_FTS	FCT_TRANSACTION_SUMMARY
36	STG_MUDARABAH_TXNS	STG_MUDARABAH_TXNS_FTS	FCT_TRANSACTION_SUMMARY

4.4.1 Executing the Fact Transaction Summary

Fact Transaction Summary table has to be loaded prior loading any of the other Account Summary tables. You can execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

Fact Common Account Summary - Batch Execution

A seeded batch, Infodom__STG_TO_FTS has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the **Batch**, you created in earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List:

   - **Data Store Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

   - **IP address**: Select the IP address from the list.

   - **Load Mode**: Select Table to Table from the list.

   - **Source Name**: Select <T2T Source Name> from the list.

   - **File Name**: Select the T2T name for the source stage channel table you want to process.

8. Click **Save**.

   Data file name will be blank for any Table to Table Load mode.

   Default value refers to currency calculation. If there is any need for currency

   conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY] = 'USD' Here 'USD' acts as reporting currency parameter to T2T.

9. Repeat steps 4 to 8 for adding the remaining T2Ts within the same batch definition.

10. Execute the batch created in the preceding steps.

4.5 Customer Summary Population

Fact Common Customer Summary table stores attributes pertaining to customer related data on an 'as-is' basis received from the source system. Data is populated into this table using T2T.

Customer balances are derived from account summary. Customer relationship table drives the relationship between accounts and customers. Common customer summary data is populated for all the active customers in customer dimension.

Following data flow diagram explains the process flow for populating Fact Common Customer Summary table:
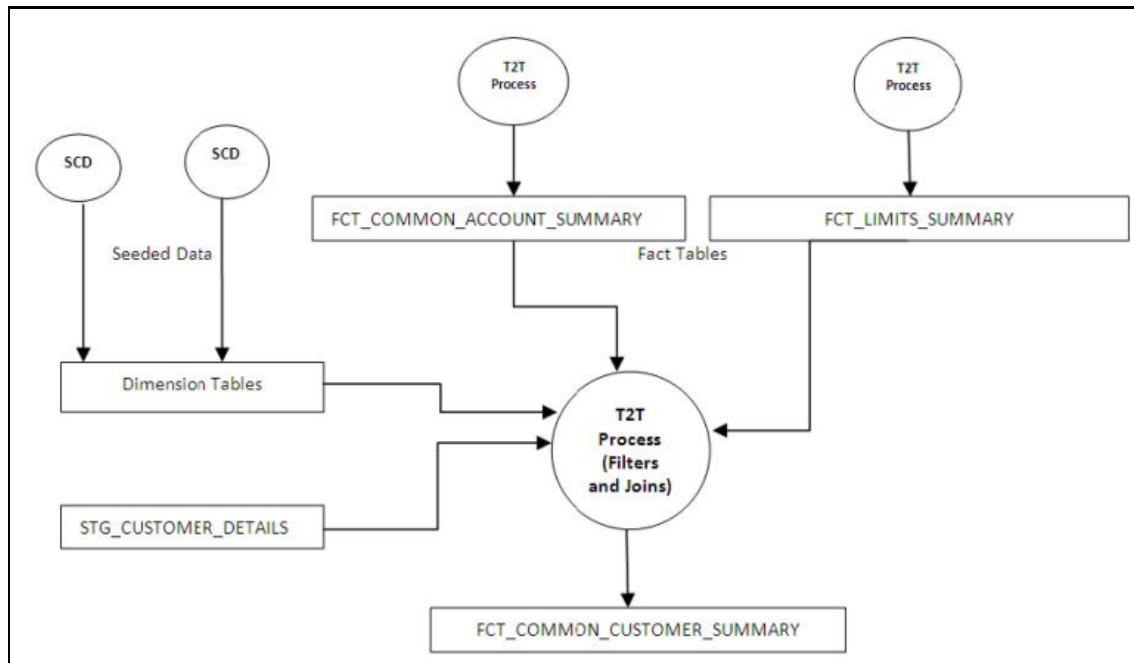
4.5.1 Prerequisites

Following are the lists of tables used in the population of Fact Common Customer Summary and these tables are required to be loaded prior to running the T2T:

- DIM_CUSTOMER
- DIM_BANDS
- DIM_EDUCATION
- DIM_CUSTOMER_TYPE
- DIM_GENDER
- DIM_INDUSTRY
- DIM_CHANNEL
- DIM_GEOGRAPHY
- DIM_MARITAL_STATUS
- DIM_MANAGEMENT

- DIM_PROFESSION
- DIM_CREDIT_RATING
- DIM_VINTAGE
- DIM_MIGRATION_REASONS
- FCT_COMMON_ACCOUNT_SUMMARY
- FCT_LIMITS_SUMMARY.
- STG_CUSTOMER_DETAILS
- STG_PARTY_RATING_DETAILS
- STG_PARTY_FINANCIALS

Dimensions tables are loaded through the SCD process. The fact tables such as FCT_COMMON_ACCOUNT_SUMMARY and FCT_LIMITS_SUMMARY are loaded from their respective T2T processes.

4.5.2   Executing the Customer Summary Population T2T

Fact Common Customer Summary T2T can be executed by executing task present in the seeded batch.

<INFODOM>_aCRM_CommCust_Appln.

Following steps will help you to execute the batch:

1. Navigate to the Batch Execution screen.
2. Select the seeded batch <INFODOM>_aCRM_CommCust_Appln where INFODOM is the information domain where application is installed.
3. Select the AS_OF_DATE for which source customer information is required to be loaded into the table.
4. Click **Execute Batch**.
5. Monitor the status of the batch using Batch Monitor.

4.5.2.1   Error Messages

Following is the most common error message which will be logged in the T2T log file present in the $FIC_DB_HOME/logs/t2t folder:

- **Unique Constraint Violation**: This occurs when attempting re-load or loading existing records for the already executed AS_OF_DATE.

5 Fact Data Population

This chapter explains all the fact tables which within describe about the seeded T2T Definitions with related Source Table and Destination tables. Prerequisites needed in population of the Fact table and tables required to be loaded prior to running the T2T. Each fact table contains a section on how to execute the T2T component from OFSAA Infrastructure ICC framework and access the execution log to check the execution status. This chapter discusses the following topics:

- [Fact CRM Customer Summary](#)
- [Fact Partner Expense](#)
- [Fact Account Feature Map](#)
- [Fact Customer to Customer Relationship](#)
- [Fact Opportunity](#)
- [Fact Opportunity Activity](#)
- [Fact Sales Representative Compensation](#)
- [Fact Application](#)
- [Account Manager Relation](#)
- [Management Forecast](#)
- [Fact Account Customer Relation](#)
- [Fact Account Profitability](#)

5.1 Fact CRM Customer Summary

Fact CRM Customer Summary entity captures different derived/computed customer attributes pertaining to Customer Insight. Fact Common Customer Summary stores the generic application-agnostic source/raw customer attributes. Fact CRM Customer Summary is a vertical partitioned entity and has relationship to Fact Common Customer Summary.

5.1.1.1 Load Data into Fact CRM Customer Summary

Customer balances in the Fact CRM Customer Summary entity are derived from account summary. Customer relationship entity drives the relationship between accounts and customers.

Following is the seeded Table-to-Table definitions that loads data related to Fact CRM Customer Summary:

Fact CRM Customer Summary Definitions

T2T Definition Name	Source Table(s)	Destination Table
T2T_FCT_CRM_CUSTOMER_ SUMMARY	STG_CUSTOMER_MASTER	FCT_CRM_CUSTOMER_S SUMMARY
	STG_CUSTOMER_DETAILS	
	FCT_COMMON_ACCOUNT_	
	FCT_CRM_ACCOUNT_SUMMARY	

Refer to *Oracle Financial Services Analytical Applications Data Model Data Dictionary* or the *Erwin Data Model* to view the detailed structure of the tables.

5.1.2 Prerequisites

Fact Common Customer Summary entity needs to be populated before executing the Fact CRM Customer Summary T2T. See Account Summary Population for details related to Fact Common Customer Summary T2T.

Following tables that are used in the population of Fact CRM Customer Summary need to have relevant data prior to executing the T2T:

- STG_CUSTOMER_MASTER: Mandatory
- STG_CUSTOMER_DETAILS: Mandatory
- DIM_DATES: Mandatory
- DIM_CUSTOMER: Mandatory
- FCT_COMMON_ACCOUNT_SUMMARY: Mandatory
- FCT_CRM_ACCOUNT_SUMMARY: Mandatory
- DIM_BANDS: Optional

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

Also, see Population of Fact CRM Customer Summary and Fact CRM Account Summary sections for details on populating these fact tables.

5.1.2.1 Executing the Fact CRM Customer Summary Population T2Ts

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the Operations module of OFSAAI). A seeded batch,

<Infodom>_aCRM_CRM_Cust_Summ has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the Home menu, click Operations and select Batch Maintenance.
2. Click New Batch ('+' symbol in Batch Name container). Enter the Batch Name and Description.
3. Click Save.
4. Click the check box in the Batch Name container to select the Batch, you created in the earlier step.
5. Enter the Task ID and Description.
6. Select Load Data from the Components list.
7. Select the following from the Dynamic Parameters List and click **Save**.
    - **Datastore Type**: Select the appropriate datastore from the list.
    - **Datastore Name**: Select the appropriate name from the list.
    - **IP address**: Select the IP address from the list.
    - **Load Mode**: Select Table to Table from the list.
    - **Source Name**: Select <T2T Source Name> from the list.
    - **File Name**: Select the T2T name "T2T_FCT_CRM_CUSTOMER_SUMMARY" you want to process.
8. Data file name will be blank for any Table to Table Load mode.
9. Default value refers to any parameter that has to be passed to T2T. It has to be blank.
10. Execute the batch created in the preceding steps.

    For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.1.2.2   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory:

$FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

This table can be queried for errors: FCT_CRM_CUSTOMER_SUMMARY

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.2   Fact Partner Expense

Fact Partner Expense entity stores expense items like marketing cost, total project expense, business development expense, incentive, and so on that are incurred with the partner of financial institutions. These expenses are captured in the Stage Partner Expense entity for every partner and applicable time period.

Following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_FCT_PARTNER_EXPENSE	STG_PARTNER_EXPENSE	FCT_PARTNER_EXPENSE

For more information, see Customer Insight Erwin Data Model to view the detailed structure of the tables.

5.2.1.1   Prerequisites

Following are the lists of tables used in the population of Fact Partner Expense and these are required to be loaded prior to executing the T2T:

- DIM_DATES
- DIM_PARTNER
- STG_PARTNER_EXPENSE

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, refer to Dimension Loading Process.

For details on populating DIM_DATES dimension table, refer to Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.2.1.2   Executing the Fact Partner Expense Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

A seeded batch, <Infodom>_aCRM_PartnerExp has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the **Batch**, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the **Components** list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

   - **IP address**: Select the IP address from the list.

   - **Load Mode**: Select Table to Table from the list.

   - **Source Name**: Select <T2T Source Name> from the list.

   - **File Name**: Select the T2T name "T2T_FCT_PARTNER_EXPENSE" you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to currency calculation. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY]='USD' Here 'USD' acts as reporting currency parameter to T2T.

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.2.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory:

$FIC_DB_HOME/log/t2t.

The file name will have the batch execution id.

This following table can be queried for errors: FCT_PARTNER_EXPENSE$

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.3 Fact Account Feature Map

A product might be facilitated with its own features. Fact Account Feature Map entity stores the mapping between the Account and Product Feature that is the features of the product availed by the customer account. Product processor tables in staging have information related to customer accounts.

Following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_FCT_ACCOUNT_FEATURE_MAP	STG_ACCT_FEATURE_MAP	FCT_ACCOUNT_FEATURE_MAP

For more information, see Customer Insight Erwin Data Model to view the detailed structure of the tables.

5.3.1.1 Prerequisites

Following are the lists of tables used in the population of Fact Account Feature Map and these tables are required to be loaded prior to executing the T2T:

- DIM_DATES
- DIM_PRODUCT_FEATURE
- DIM_ACCOUNT
- DIM_CUSTOMER
- DIM_PRODUCT
- DIM_VENDOR
- DIM_CHANNEL
- STG_ACCT_FEATURE_MAP

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, refer to Dimension Loading Process.

For details on populating DIM_DATES dimension table, refer to Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.3.1.2 Executing the Fact Account Feature Map Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

A seeded batch, <Infodom>_aCRM_Account_Feature_Map has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.
   - **Datastore Name**: Select the appropriate name from the list.
   - **IP address**: Select the IP address from the list.
   - **Load Mode**: Select Table to Table from the list.
   - **Source Name**: Select <T2T Source Name> from the list.
   - **File Name**: Select the T2T name "T2T_FCT_PARTNER_EXPENSE" you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. This should be blank.

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.3.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- ▪ N: Not Started
- ▪ O: On Going
- ▪ F: Failure
- ▪ S: Success

The execution log can be accessed on the application server in the following directory:

$FIC_DB_HOME/log/t2t.

The file name will have the batch execution id.

This table can be queried for errors: FCT_ACCOUNT_FEATURE_MAP$

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.4 Fact Customer to Customer Relationship

Fact Customer to Customer Relationship entity stores the relationship between the customers.

Following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_CUST_CUST_RELATION	STG_CUST_CUST_RELATIONSHIP	FCT_ACCOUNT_FEATURE_MAP

For more information, see Customer Insight Erwin Data Model to view the detailed structure of the tables.

5.4.1.1 Prerequisites

Following are the lists of tables used in the population of Fact Customer to Customer Relationship and these tables are required to be loaded prior to running the T2T:

- • DIM_DATES
- • DIM_CUSTOMER
- • STG_CUST_CUST_RELATIONSHIP

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, refer to Dimension Loading Process.

For details on populating DIM_DATES dimension table, refer to Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.4.1.2 Executing the Fact Customer to Customer Relationship Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

A seeded batch, <Infodom>_aCRM_Customer_Customer_Reln - Task1 has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

   - **IP address**: Select the IP address from the list.

   - **Load Mode**: Select Table to Table from the list.

   - **Source Name**: Select <T2T Source Name> from the list.

   - **File Name**: Select the T2T name " T2T_CUST_CUST_RELATION " you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. This should be blank.

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.4.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

This table can be queried for errors: FCT_CUST_CUST_RELATIONSHIP$

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.5 Fact Opportunity

Fact Opportunity entity stores fact data of an opportunity in an opportunity life cycle. It stores information like cost, current stage of opportunity, current status of opportunity, expected revenue, probability of win, and so on.

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_STG_OPPORTUNITY	STG_OPPORTUNITY	FCT_OPPORTUNITY

5.5.1.1 Prerequisites

Following are the lists of tables used in the population of Fact Customer to Customer Relationship and these tables are required to be loaded prior to running the T2T.

- DIM_DATES
- DIM_OPPORTUNITY
- DIM_PRODUCT
- DIM_GEOGRAPHY
- DIM_PROSPECT
- DIM_CUSTOMER
- DIM_SALES_REPRESENTATIVE
- DIM_OPTY_WL_REASON
- DIM_SALES_STAGE
- DIM_OFFER
- DIM_LOB
- STG_OPPORTUNITY

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, refer to Dimension Loading Process.

For details on populating DIM_DATES dimension table, refer to Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.5.1.2   Executing the Fact Opportunity Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

A seeded batch, <Infodom>_aCRM_Institutional_Analysis – Task1 has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

    ▪   **Datastore Type**: Select the appropriate datastore from the list.

    ▪   **Datastore Name**: Select the appropriate name from the list.

    ▪   **IP address**: Select the IP address from the list.

    ▪   **Load Mode**: Select Table to Table from the list.

- **Source Name**: Select <T2T Source Name> from the list.
- **File Name**: Select the T2T name "T2T_STG_OPPORTUNITY" you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. This should be blank.

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.5.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory:

$FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

This table can be queried for errors: FCT_OPPORTUNITY$

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.6   Fact Opportunity Activity

Fact Opportunity Activity entity stores the fact data related to activities that are performed for each opportunity. It stores information like start & end dates, priority and severity of activity, cost of activity, and so on.

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_STG_OPPORTUNITY_ACTIVITY	STG_OPPORTUNITY_ACTIVITY	FCT_OPPORTUNITY_ACTIVITY

To view the detailed structure of this table, refer to Erwin Data Model.

5.6.1.1   Prerequisites

Following are the lists of tables used in the population of Fact Opportunity Activity and these tables are required to be loaded prior to running the T2T.

- DIM_DATES
- DIM_OPPORTUNITY

- DIM_ACTIVITY_TYPE
- DIM_PRODUCT
- DIM_SALES_REPRESENTATIVE
- DIM_SALES_STAGE
- STG_OPPORTUNITY_ACTIVITY

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, refer to Dimension Loading Process.

For details on populating DIM_DATES dimension table, refer to Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.6.1.2 Executing the Fact Opportunity Activity Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

A seeded batch, <Infodom>_aCRM_Institutional_Analysis – Task2 has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.
2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.
3. Click **Save**.
4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.
5. Enter the **Task ID** and **Description**.
6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

- **Datastore Type**: Select the appropriate datastore from the list.

- **Datastore Name**: Select the appropriate name from the list.

- **IP address**: Select the IP address from the list.

- **Load Mode**: Select Table to Table from the list.

- **Source Name**: Select <T2T Source Name> from the list.

- **File Name**: Select the T2T name "T2T_STG_OPPORTUNITY_ACTIVITY" you want to process.

8. Data file name will be blank for any Table to Table Load mode.

Default value refers to any parameter that has to be passed to T2T. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

For example, default value is [DRCY]='USD'

Here, 'USD' acts as reporting currency parameter to T2T

9. Execute the batch created in the preceding steps.

For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.6.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started

- O: On Going

- F: Failure

- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

The following tables can be queried for errors: FCT_OPPORTUNITY_ACTIVITY$

For more information on configuration and execution of a batch, see Oracle Financial Services Analytical Applications Infrastructure User Guide.

5.7   Fact Sales Representative Compensation

Fact Sales Representative Compensation entity stores the sales incentive compensation paid for a sales representative against a product.

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_STG_SALES_REP_COMPENSA TION	STG_SALES_REP_COMPENSAT ION	FCT_SALES_REP_COMPENSAT ION

For more information, see Customer Insight Erwin Data Model to view the detailed structure of the earlier tables.

5.7.1.1   Prerequisites

Following are the lists of tables used in the population of Fact Sales Representative Compensation and these tables are required to be loaded prior to running the T2T.

- DIM_DATES
- DIM_PRODUCT
- DIM_SALES_REPRESENTATIVE
- STG_SALES_REP_COMPENSATION

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, see Dimension Tables Population.

For details on populating DIM_DATES dimension table, see Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.7.1.2   Executing the Fact Sales Representative Compensation Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through the application Batch Operations screen).

A seeded batch, <Infodom>_aCRM_Institutional_Analysis – Task3 has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   ▪ **Datastore Type**: Select the appropriate datastore from the list.

   ▪ **Datastore Name**: Select the appropriate name from the list.

   ▪ **IP address**: Select the IP address from the list.

   ▪ **Load Mode**: Select Table to Table from the list.

   ▪ **Source Name**: Select <T2T Source Name> from the list.

   ▪ **File Name**: Select the T2T name " T2T_STG_SALES_REP_COMPENSATION " you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY]='USD'

   Here, 'USD' acts as reporting currency parameter to T2T

9. Execute the batch created in the preceding steps.

For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.7.1.3 Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

The following tables can be queried for errors: FCT_SALES_REP_COMPENSATION$

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.8 Fact Application

Fact Application entity stores the fact data of applications like application details, current stage, status, rejection reason, time-taken in each stage, and so on.

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_FCT_APPLICATION	STG_APPLICATION	FCT_APPLICATION

For more information and to view the detailed structure of the earlier tables, see Customer Insight Erwin Data Model.

5.8.1.1 Prerequisites

Following are the lists of tables used in the population of Fact Application. These tables are required to be loaded prior to running the T2T:

- DIM_DATES
- DIM_APPLICATION_TYPE
- DIM_PRODUCT
- DIM_CREDIT_OFFICER
- DIM_CUSTOMER
- DIM_CHANNEL
- DIM_CREDIT_CENTER

- DIM_DECISION_STATUS
- DIM_GEOGRAPHY
- DIM_INDUSTRY
- DIM_APPLICATION_REJECT_REASONS
- DIM_DEVIATION_REASONS
- DIM_SALES_REPRESENTATIVE
- DIM_ACCOUNT
- DIM_PROSPECT
- DIM_BANDS
- STG_APPLICATION

For details on populating dimension tables like DIM_CUSTOMER, DIM_BANDS, and so on, see Dimension Tables Population.

For details on populating DIM_DATES dimension table, see Time Dimension Population.

For identifying fields required in Channel Transaction tables in staging for the purpose of Customer Insight Application(s), refer to Download Specification.

5.8.1.2   Executing the Fact Application Population T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through Operations module), a seeded batch, <Infodom>_aCRM_CommCust_Appln – Task1 has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.
2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

   - **IP address**: Select the IP address from the list.

   - **Load Mode**: Select Table to Table from the list.

   - **Source Name**: Select <T2T Source Name> from the list.

   - **File Name**: Select the T2T name 'T2T_FCT_APPLICATION' you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY]='USD'

   Here, 'USD' acts as reporting currency parameter to T2T

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.8.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

The following tables can be queried for errors: FCT_APPLICATION$

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.9   Account Manager Relation

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_ACCOUNT_MANAGERS_REL	STG_ACCOUNT_MGR_REL	FCT_ACCOUNT_MGR_REL

For more information and to view the detailed structure of the earlier tables, see Customer Insight Erwin Data Model.

5.9.1.1   Prerequisites

The following are the lists of tables used in the population of Account Manager Relation. These tables are required to be loaded prior to running the T2T.

- DIM_ACCOUNT
- DIM_CUSTOMER
- DIM_DATES
- DIM_MANAGEMENT
- STG_ACCOUNT_MGR_REL

5.9.1.2   Executing the Account Manager Relation T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through Operations module), a seeded batch, <Infodom>_ACCOUNT_MANAGER_REL has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.
2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.
3. Click **Save**.
4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.
5. Enter the **Task ID** and **Description**.
6. Select **Load Data** from the Components list.
7. Select the following from the Dynamic Parameters List and click **Save**.
   - **Datastore Type**: Select the appropriate datastore from the list.
   - **Datastore Name**: Select the appropriate name from the list.
   - **IP address**: Select the IP address from the list.
   - **Load Mode**: Select Table to Table from the list.
   - **Source Name**: Select <T2T Source Name> from the list.
   - **File Name**: Select the T2T name 'T2T_ACCOUNT_MANAGERS_REL' you want to process.
8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY]='USD'

   Here, 'USD' acts as reporting currency parameter to T2T
9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.9.1.3 Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.10 Management Forecast

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_MANAGEMENT_FCAST	STG_MGMT_FORECAST	FCT_MGMT_FORECAST

For more information and to view the detailed structure of the earlier tables, see Customer Insight Erwin Data Model.

5.10.1.1 Prerequisites

The following are the lists of tables used in the population of Account Manager Relation. These tables are required to be loaded prior to running the T2T.

- DIM_ORG_STRUCTURE
- DIM_DATES
- DIM_CUSTOMER
- DIM_LOB
- DIM_PRODUCT
- DIM_ORG_UNIT
- DIM_ACCOUNT
- STG_MGMT_FORECAST

5.10.1.2 Executing the Management Forecast T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through Operations module), a seeded batch, <Infodom>_MANAGEMENT_FCAST has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   ▪ **Datastore Type**: Select the appropriate datastore from the list.

   ▪ **Datastore Name**: Select the appropriate name from the list.

   ▪ **IP address**: Select the IP address from the list.

   ▪ **Load Mode**: Select Table to Table from the list.

   ▪ **Source Name**: Select <T2T Source Name> from the list.

   ▪ **File Name**: Select the T2T name 'T2T_MANAGEMENT_FCAST' you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY]='USD'

   Here, 'USD' acts as reporting currency parameter to T2T

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.10.1.3 Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t.

The file name will have the batch execution Id.

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.11 Fact Account Customer Relation

The following table lists the seeded T2T Definitions with related Source Table and Destination tables:

T2T Definition Name	Source Staging Table	Destination Table
T2T_ACCT_CUST_RELATIONSHIP	STG_CUSTOMER_RELATIONSHIP	FCT_ACCT_CUST_RELATIONSHIP

For more information and to view the detailed structure of the earlier tables, see Customer Insight Erwin Data Model.

5.11.1.1 Prerequisites

The following are the lists of tables used in the population of Account Manager Relation. These tables are required to be loaded prior to running the T2T.

- DIM_DATES
- DIM_CUSTOMER
- DIM_ACCOUNT
- DIM_GEOGRAPHY
- DIM_MANAGEMENT
- DIM_CHANNEL
- DIM_PRODUCT
- DIM_DATA_ORIGIN
- STG_CUSTOMER_RELATIONSHIP

5.11.1.2 Executing the Account Customer Relation T2T

To execute the T2T component from OFSAA Infrastructure ICC framework (accessed through Operations module), a seeded batch, <INFODOM>_ACCT_CUST_RELATIONSHIP has to be executed for the required MIS Date.

Alternatively, following steps will help you create a new batch:

1. From the **Home** menu, click **Operations** and select **Batch Maintenance**.

2. Click **New Batch** ('+' symbol in Batch Name container). Enter the **Batch Name** and **Description**.

3. Click **Save**.

4. Click the check box in the **Batch Name** container to select the Batch, you created in the earlier step.

5. Enter the **Task ID** and **Description**.

6. Select **Load Data** from the Components list.

7. Select the following from the Dynamic Parameters List and click **Save**.

   - **Datastore Type**: Select the appropriate datastore from the list.

   - **Datastore Name**: Select the appropriate name from the list.

   - **IP address**: Select the IP address from the list.

   - **Load Mode**: Select Table to Table from the list.

   - **Source Name**: Select <T2T Source Name> from the list.

   - **File Name**: Select the T2T name ' T2T_ACCT_CUST_MANAGERS_RELATIONSHIP ' you want to process.

8. Data file name will be blank for any Table to Table Load mode.

   Default value refers to any parameter that has to be passed to T2T. If there is any need for currency conversion in T2T transactions, Default value has to be provided.

   For example, default value is [DRCY]='USD'

   Here, 'USD' acts as reporting currency parameter to T2T

9. Execute the batch created in the preceding steps.

   For more information, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.11.1.3   Checking the Execution Status

The status of execution can be monitored using the Batch Monitor screen. The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/t2t. The file name will have the batch execution Id.

For more information on configuration and execution of a batch, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12 Fact Account Profitability

Fact Account Profitability entity stores fact data for reporting line items of revenue, costs, and expense related to each customer account. The data into this table is populated from other fact tables like:

- FCT_COMMON_ACCOUNT_SUMMARY
- FCT_PFT_ACCOUNT_SUMMARY
- FCT_FTP_ACCOUNT_SUMMARY
- FCT_REG_CAP_ACCOUNT_SUMMARY
- FCT_ECO_CAP_ACCOUNT_SUMMARY

The following table lists the seeded Post Load Transformation Definition with related Source Table and Destination tables:

DT Definition Name	Source Table	Destination Table
FN_FCT_ACCOUNT_PFT	FCT_COMMON_ACCOUNT_SUMMARY	FCT_ACCOUNT_PROFITABILITY
	FCT_PFT_ACCOUNT_SUMMARY	
	FCT_FTP_ACCOUNT_SUMMARY	
	FCT_REG_CAP_ACCOUNT_SUMMARY	
	FCT_ECO_CAP_ACCOUNT_SUMMARY	
	FCT_PFT_CUSTOMER_SUMMARY	

Refer to Oracle Financial Services Analytical Applications Data Model Data Dictionary or the Erwin Data Model to view the detailed structure of the tables.

Information from account summary fact tables are populated to Fact Account Profitability through a mapping process. Reporting line dimension is mapped to measures present in account summary. A PL/SQL procedure then populates the fact by reading the mapping definition.

Reporting line dimension is created/maintained from Attribute Member Hierarchy Maintenance (AMHM) component of OFSAAI. A Reporting line item represents a revenue, costs, or expenses. Rollup signage is set as an attribute for a reporting line. To know more about AMHM, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

The Account summary tables contain the revenue, costs, or expenses measures pertaining to an Account. Map Maintenance component of OFSAAI is used to map the measures of account summary tables (represented in a measure hierarchy) to reporting line hierarchy. A pre-defined mapping "Reporting Line Mapping" is seeded along with the application installer. Reporting Line Hierarchy and Reporting Line Measure Hierarchy are the two hierarchies which are used for the mapping. Reporting Line Hierarchy is a parent child hierarchy which is based on Reporting Line Dimension entity.

Reporting Line Measure hierarchy is a Non Business Intelligence Enabled Hierarchy which is based on measures from the Account Summary tables.

A seeded map is configured between the Reporting Line Hierarchy and Reporting Line Measure Hierarchy from Map Maintenance of OFSAAI.

For more information on defining/maintaining Mapper, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12.1 Defining Mapping for Custom Reporting Line Items

Follow the below steps to define mapping for Custom Reporting Line items:

1. Add Custom Reporting Line or Modify existing Reporting Line.

2. Add Custom Reporting Line Hierarchy or modify existing seeded reporting line hierarchy.

3. Execute the seeded batch **<INFODOM>_ Repline_Dimension_Update** specifying the Reporting line hierarchy as parameter to batch.

4. Modify the seeded Business Metadata.

5. Map Maintenance.

5.12.2 Adding Custom Reporting Line or Modifying existing Reporting Line

Custom Reporting Lines can be added or modified from AMHM.

Following are the seeded attributes of Reporting Line Dimension:

- Financial Element Code

- GL Account Code

- Rollup Signage

A Reporting line can be added or modified from the Members screen as shown below. To modify the existing reporting line, select the member by selecting the adjacent check box and select the Edit button on the menu bar.

To add a new reporting line, follow these steps:

1. Select **Add** button from the *Members* screen.

   The *Member Definition (New Mode)* screen is displayed.

2. In the *Member Definition (New Mode)* screen:

   - Enter **Numeric Code**.
   - Enter the **Name** of the custom reporting line.
   - Enter the **Description** of the custom reporting line.
   - Select **Yes**, if the custom reporting line has to be **Enabled** or not.
   - Select **Yes**, if the custom reporting line Is **Leaf** or not.

- ▪ Select the **Attributes** for the reporting line member.
- ▪ Save the Member definition.

5.12.2.1   Modifying a Reporting Line

To modify a reporting line, follow these steps:

- Click **Edit** button from the Members screen.

  The *Member Definition (Edit Mode)* screen is displayed.

- Follow Step 2 from the above procedure.

To modify a reporting line, follow these steps:

- In the *Member Definition (Edit Mode)* screen, perform the following as required:
  - ▪ Modify the **Name** of the custom reporting line.
  - ▪ Modify the **Description** of the custom reporting line.
  - ▪ Modify the selection of the radio button in the **Enabled** field.
  - ▪ Modify the selection of the radio button in the **Is Leaf** field.
  - ▪ Modify the **Attributes** for the reporting line member.
- Save the Member definition.

  For more information, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12.3 Add Custom Reporting Line Hierarchy or Modify Existing Seeded Reporting Line Hierarchy

To create a new Reporting Line Hierarchy, follow these steps:

1. Click **Add** button from the menu. The *Hierarchy Definition (New Mode)* screen is displayed.
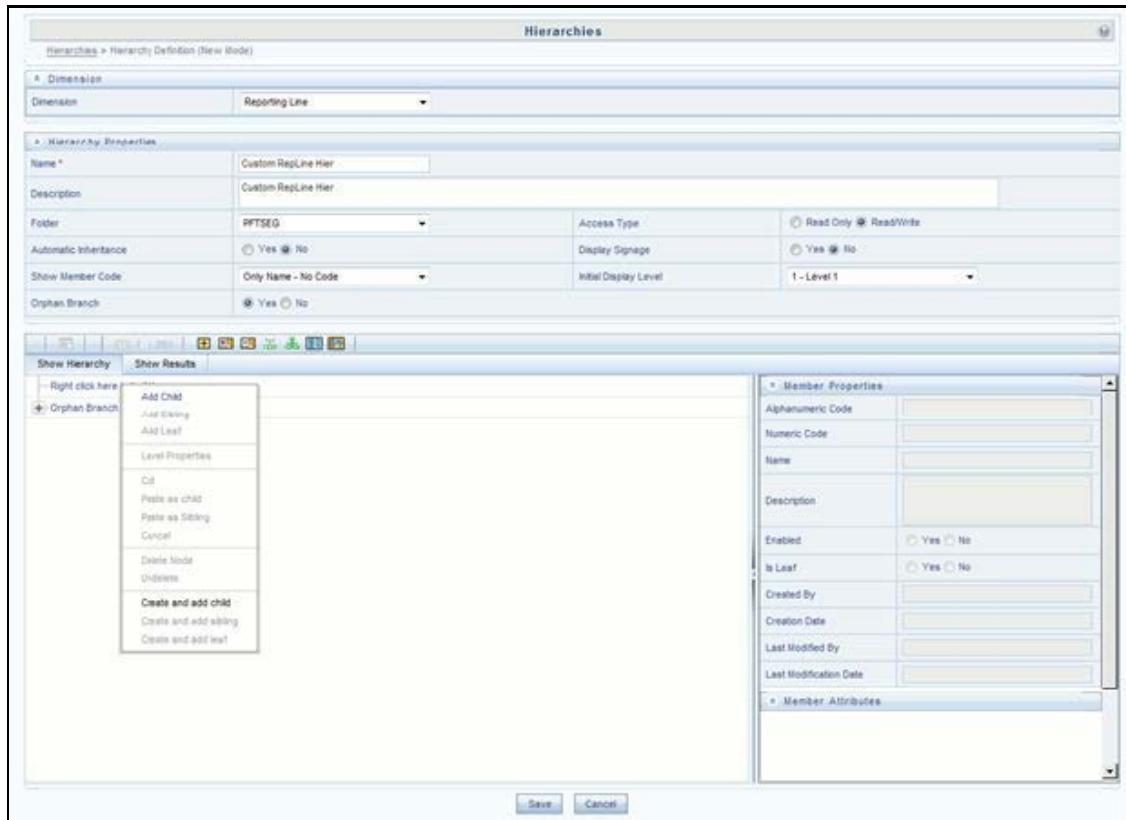
2. Enter the details in the required fields, and click **Save**.

   Alternatively, insert scripts and update scripts can be prepared into tables DIM_REPORTING_LINE_B, DIM_REPORTING_LINE_TL, DIM_REPORTING_LINE_ATTR, and DIM_REPORTING_LINE_HIER for adding any new custom reporting lines or modifying an existing reporting line.

   Execute the seeded batch **<Infodom>_ Repline_Dimension_Update** specifying the Reporting line hierarchy as parameter to batch. It populates data into DIM_REP_LINE table. This batch invokes the DT fn_rep_line_parent_child.

To modify existing seeded Reporting Line Hierarchy:

- Select the check box adjacent to the Reporting Line Hierarchy to be modified.

- Click **Edit** button from the menu.

- Modify the Hierarchy as required and click **Save**.

For more information, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12.4 Modify the Seeded Business Metadata

1. Resave the Seeded Business Metadata parent child hierarchy, "Reporting Line Hierarchy" (HPFTRL), so that the changes done are consolidated in the hierarchy as well.

2. (Optional) Create the Business Measures for the newly added reporting lines.

3. Attach and Save the defined Business Measures to the hierarchy "Reporting Line Measures".

4. Save the metadata.

   For more information, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12.4.1 Map Maintenance

Once all the above steps are done, the seeded map configured between the Reporting Line Hierarchy and Reporting Line Measure Hierarchy has to be modified if required from Map Maintenance of OFSAAI.

For more information, refer to *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12.5 Rollup Signage and Operational Signage

In the context of Reporting Lines, the significance of Signage is that it indicates whether the Reporting Line Value in question will be an addition or a subtraction to the corresponding Parent Reporting Line. The reporting line values that are loaded to the Fact tables like FCT_ACCOUNT_PROFITABILITY or FCT_MGMT_REPORTING are leaf level reporting lines.

For example, consider the following hierarchy:

The Fact table will not contain values for Advertising and Marketing as that value is expected to be calculated based on the "rollup" of the underlying leaf level values - Total Brand Management Expenses and Business Promotion Expenses. However, all the underlying values will not be added together. Some values will be expected as positive, and some will be expected as negative. For example:

Hence, when Deposit Insurance rolls up into Operating Expenses, it is considered a subtraction. This rollup into the immediate parent is called Rollup Signage.

However, when rolling up further, (in this case, Income before Taxes), the signage of Deposit Insurance will be dependent on the rollup signage of Operating Expenses.

Operating Expenses = (-1) x Deposit Insurance

Income before Taxes = (-1) x Operating Expenses

Hence, when the leaf value Deposit Insurance rolls up into Income before Taxes,

Income before Taxes = (-1)x(-1) x Deposit Insurance = (+1) x Deposit Insurance

Hence, Rollup Signage of Deposit Insurance is -1 (or negative).

However, in relation to Income before Taxes, the Operational Signage of Deposit Insurance is +1 (or positive).

The effective signage of the leaf reporting line with respect to a parent reporting line is called Operational Signage.

Operational Signage of a reporting line is defined in relation to a parent reporting line. However, the Rollup Signage is always in relation to the immediate parent reporting line.

NOTE	Rollup Signage and Operational Signage of Deposit Insurance should be either 1 or -1 and cannot be any other value.

5.12.5.1   Prerequisites

Following are the lists of tables used in the population of Fact Account Profitability and these tables are required to be loaded prior to running the DT.

- DIM_DATES - Mandatory
- DIM_REP_LINE - Mandatory
- FCT_COMMON_ACCOUNT_SUMMARY
- FCT_PFT_ACCOUNT_SUMMARY
- FCT_FTP_ACCOUNT_SUMMARY
- FCT_REG_CAP_ACCOUNT_SUMMARY
- FCT_ECO_CAP_ACCOUNT_SUMMARY

For more information on SCDs, refer to Dimension Loading Process.

5.12.6   Executing the Fact Account Profitability Population DT

To execute the DT component from OFSAAI ICC framework (accessed through Operations module), a seeded batch, <Infodom>_Pop_Account_Profitability has to be executed for the required MIS Date.

Alternatively, you can create a new Task for an existing Batch from the Batch Maintenance screen, as mentioned below:

1. Select the check box adjacent to a Batch Name in the Batch Maintenance screen.

2. Click **Add** (+) button from the Task Details grid.

   The *Task Definition* screen is displayed.

3. Enter the **Task ID** and Description.

4. Select the **TRANSFORM DATA** component from the Components drop down list.

5. In the Dynamic Parameters List, select the appropriate **Datastore Type** from the drop down list.

6. Select the appropriate **Datastore Name** from the drop down list. Usually it is the Information Domain name.

7. Select the **IP Address** from the drop-down list.

8. Select the Rule Name **FCT_ACCT_TRANSFORMATION** from the drop down list.

9. Enter the Parameter List details as mentioned below:

   - Reload Account Profitability table for the given MIS Date flag: Can be Y or N within single quotes.

   - Reporting Currency code: This has to be enclosed within single quotes.

     For Example, if reporting currency is in US Dollar, then 'USD' has to be specified.

NOTE	Batch run ID and As Of Date are passed internally by the batch to the Data Transformation task.

10. Execute the batch for which the Task has been created.

    The batches "<INFODOM>_POP_ACCOUNT_PROFITABILITY" and "<INFODOM>_aCRM_CRM_ACC_SUMM" populate a row with "Run skey & Reporting Currency Code" combo into the table RUN_EXE_PARAMETERS.

    If the user wants to run both the batches or if the user wants to re-execute one of these batches for the same "Run skey & Reporting Currency Code" combo, then the previous entry made in the table RUN_EXE_PARAMETERS have to removed manually before executing the batch for this value combo. Failing to do this will lead to the error while executing the batch.

    For more details, refer to Operations chapter in *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

5.12.6.1 Checking the Execution Status

The status of batch execution can be monitored from the Batch Monitor screen.

For a more comprehensive coverage of configuration and execution of a batch, refer to Operations chapter in Oracle Financial Services Analytical Applications Infrastructure User Guide.

The status messages in Batch Monitor are:

- N: Not Started
- O: On Going
- F: Failure
- S: Success

The execution log can be accessed on the application server in the following directory:

$FIC_DB_HOME/log/date. The file name will have the batch execution id.

5.12.7 Executing the Seeded Run Rule Framework

The CRM account summary T2Ts and the Fact Account Profitability DTs are now compatible with the OFSAAI Run Rule Framework. On executing these items from the RRF, the summary tables will be automatically populated with new Run Skey values. This section helps with brief information on executing the seeded RRF process, to populate the CRM account summary and Fact Account Profitability tables.

The CRM account summary T2Ts and the Fact Account Profitability DTs are packaged with the conventional ICC batches as well as with OFSAAI Run Rule Framework. It is recommended to use the OFSAAI Run Rule Framework to execute these items.

Consider the following points before deciding the execution path.

- On executing these items through the Run Rule Framework, the run_skey value is automatically generated by the system and the same is populated in FCT_CRM_ACCOUNT_SUMMARY and FCT_ACCOUNT_PROFITABILITY tables.

- If the items are to be executed through ICC batch:

  - The user have to manually pass the run_skey value to be used while populating the records.

  - If the tables FCT_CRM_ACCOUNT_SUMMARY and FCT_ACCOUNT_PROFITABILITY already have the records for the run_skey being passed, the user have to manually delete these records from the tables before executing.

- Consider executing these items through ICC batch only if a repopulation for the same run_skey is to be performed.

- For a fresh run, it is always advised to use the Run Rule Framework.

1. Select the seeded process by name "CRMAS_ACCT_PFTY" available in the Process screen.

2. Edit the process and click the "component" option.

3. From the list of tasks available in the right pane, click the arrow present near the "FN_RUN_EXE_PARAM" task.

4. Feed in the currency code of the Reporting Currency.

5. From the list of tasks available in the right pane, click the arrow present near the task by name "FCT_ACCT_TRANSFORMATION".

6. Feed the values for the below parameters as comma separated values enclosed individually in double quotes.

- Re Run Flag
- Regulator Capital flag (optional)
- Economic Capital flag (optional)

7. Save the Process.

8. Select the seeded "Run" by name "CRMAS_ACCT_PFTY_RUN" and click **Fire Run**.

9. In the batch execution tab , select "Create & Execute" option from the **Batch** menu.

10. Select the desired MIS Date from the calendar and click **OK**.

11. The execution log can be accessed on the application server in the following directory: $FIC_DB_HOME/log/date & $FIC_DB_HOME/log/t2t. The file name will have the batch execution id.

For more information on configuration and execution of a Run rule, see *Oracle Financial Services Analytical Applications Infrastructure User Guide*.

6   Time Series Forecasting

What-if analysis reports use the reporting line forecast values that are generated using the Arima Algorithm in the R code seeded with the application. R has a base package called "stats" which provides the function called as "arima()". This function enables the usage of ARIMA technique for time series forecasting.

Projected data is generated through statistical modeling. ARIMA/ARIMAX modeling is used to create the projected data up to a period of 5 years. Historical data for last 2 years is used for creating the projections. The projections is made at an account level. When making the projections for accounts based on the life of the accounts following rules need to be followed:

- 1 to 12 MOB – Use segment information of the account to create projections

- More than 12 MOB – The projections should be solely based on historical data of the account.

Guidelines

Following are the guidelines associated with respect to the execution R code:

- Data should be generated for at least one group for more than 12 continuous mis dates. 12 is the parameter n. Consider where we are setting how many records is significant to be considered for prediction.

- Assumption is that the data is chronological for consecutive end of month dates. By default, prediction is done for 60 months starting with the immediate month after the last available MIS Date.

- If the data provided is not for chronological end of month dates, results generated will not be accurate.

- ARIMA is a statistical technique used for time series predictions. It accepts a host of parameters of which the basic parameters are p, q, and d. p is the order of Autoregressive Process, q is the parameter for Moving Average process, and d is the number of differences after which the data can be considered stationary with a desired confidence level. It has more parameters that can be customized.

    Detailed documentation of the technique can be found at:

    - http://www.dms.umontreal.ca/~duchesne/chap7.pdf

    Documentation of implementation of ARIMA in R can be found at:

    - http://stat.ethz.ch/R-manual/R-patched/library/stats/html/arima.html

- Logging for the individual groups' arima model summaries happens in a file named "out.log". This log file is generated in $FIC_DB_HOME/bin folder. If a particular group has unstable data and prediction fails, corresponding error is also documented in the out.log file against that particular group.

Files Used

Two files are required for R script execution. Both the files are present at $FIC_DB_HOME/bin folder and need execute permissions. Following are the files used:

- RExec executable

- ARIMA_AVF.r

Errors

Following are the errors:

- Subscript out of bounds usually means that sufficient data has not gone in. Model is trying to apply an algorithm on a dataset that is returning null chunk.

- Error: Error in if ((lv > nr) || (lv == 0L && nr > 0L) || (nr%%lv != 0L)) stop(gettextf("replacement data has %s rows, data has %s",:

    - missing value where TRUE/FALSE needed
    - means an if condition is receiving null and is unable to evaluate true or false

7 Segmentation

Segmentation is the procedure of grouping together a set of customers based on certain similar features. These customers grouped together are known to have similar behavior and hence, the future behavior of accounts within a segment can be predicted to follow the similar behavioral patterns as observed for other accounts. Thus, by predicting the behavior of an account, it can be segmented with a set of similar accounts and its future projections can be created. These future projections provide the value of net income that can be expected from an account or customer.

Segmentation is done based on a certain set of dimensions wherein accounts which exhibit a particular combination of dimension members are grouped together. Based on the characteristic around which segmentation is to be created, the dimensions used for segmentation can vary.

Following are the several segmentation types that are being supported for Performance Analytics:

Institutional Analytics	Retail Analytics
Corporate Tracker Segmentation	Demographic Segmentation
Profitability Segmentation	Profitability segmentation
Risk Based Segmentation	Risk Based Segmentation
Behavioral Segmentation	Behavioral Segmentation
	Channel Usage Segmentation
	Affluence Segmentation

The objective of segmentation is to define a framework that will score accounts at MIS Date and Run level and correspondingly create clusters based on the scores.

7.1.1.1 Institutional Analytics Segmentation

Segmentation is done using the following dimensions for Institutional Analytics:

- Year of incorporation
- Status of listing
- Income
- Industry
- Country of incorporation
- Group asset size

Following is the list of Product Types used in Institutional Analytics segmentation:

- CASA for Current and Saving Accounts
- TD for Term Deposits
- LOAN for Loan Contracts
- CARDS for Credit Cards.

7.1.1.2 Retail Analytics Segmentation

These scores and segments will be stored into a new fact table. The inputs for this model will come from the following tables:

- Location
- Credit Rating
- Currency
- Geography
- Industry
- Product
- Age
- Income
- Gender

Similar Product Type which is used in Price Creation and Discovery are being referred as CARDS for Credit Cards and Term Deposits.

When Price Creation and Discovery is integrated and is installed with IPA, user is required to update column V_PRODUCT_TYPE in FSI_SEG_REP_LINE_MAP table accordingly to the match the product type used in the Price Creation and Discovery Application.

FCT_ACCOUNT_SEGMENT_SCORE

Column Name	Logical Name
N_ACCT_SKEY	Account Key
D_ACCT_START_DATE	Account Start Date
N_ACCT_SEGMENT	Account Segment
N_ACCT_SEGMENT_SCORE	Account Segment Score
N_RUN_SKEY	Run Key
N_MIS_DATE_SKEY	Date Key

The above table will act as the input for another table that stores facts of Account Profitability (Movement, Average Balance, and so on) at the level of Month on Book, Account Segment, Run, and Reporting Line. Following is the structure of this table.

FCT_ACCT_SEGMENT_MOB_SUMMARY

Column Name	Logical Name
AVG_BAL_RCY	AccountAverageBalanceReportingCurrency
N_END_BAL	AccountEndingBalance
AVG_BAL	AccountAverageBalance
END_BAL_RC	AccountEndingBalanceReportingCurrency

Column Name	Logical Name
MOVEMENT	Movement
MOVEMENT_RCY	MovementReportingCurrency
REP_LINE_CD	ReportingLineCode
RUN_SKEY	Run Key
MONTH_ON_BOOK	Month on Book
ACCT_SEGMENT	Account Segment

DIM_SEGMENT_TABLE will be populated using SCD Process (Map reference number 267) and source would be a view DIM_SEGMENT_V for which data would be from DIM_SEGMENT_B/TL and FSI_SEGMENT_TYPE_CD/MLS tables. FSI_SEGMENT_TYPE_CD/MLS table stores list of Segment Types used in IPA. For example, Corporate Tracker, Behavioral, Profitability segments, and so on.

The Segment score will not be updated. The rule will update only the n_segment.

The segmentation models within CI are also used to provide an output to OFS Price Creation and Discovery application (OFS PCD). The segments within CI calculate the average values of profitability components which are then used in PCD to analyze the future behavior of an account belonging to that segment and predict its profitability.

7.2   Creating a rule

To define a rule, follow these steps:

1. Click **Rule** and the following rule appears.
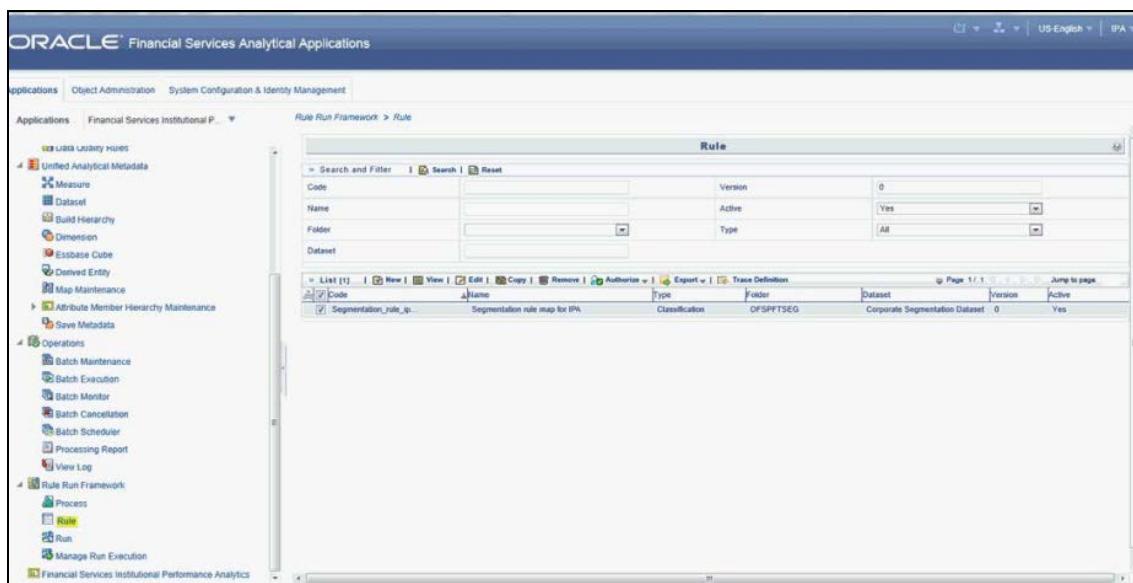
2. Select the rule and click **View**. The following screen appears.

3. On clicking **Next**, the rule defined comes up. For the first time when the rule is not defined, only default seeded node rule should appear as shown in the following screen:

7.3 Editing a rule

To edit a rule, follow these steps:

1. Select the rule and click **Edit**. The following screen appears:

2. Click **Next**. First time default node defined as rule will show up in the following figure:

3. Click **Hierarchy** as shown in the following figure and the hierarchy screen opens up.

4. Select the hierarchy and click **OK**.
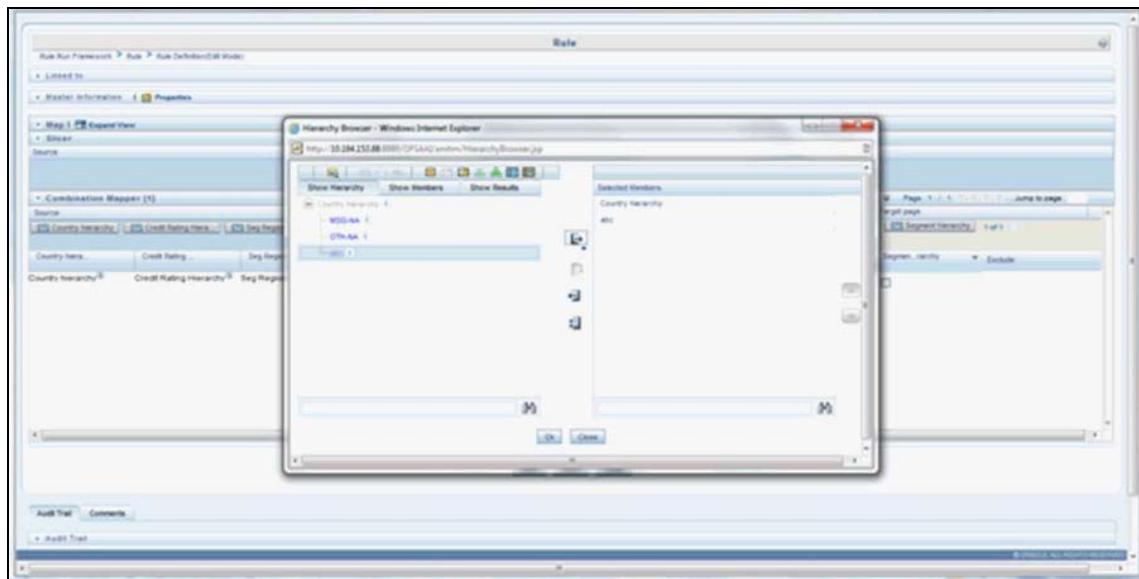
5. The selected node appears in the rule.
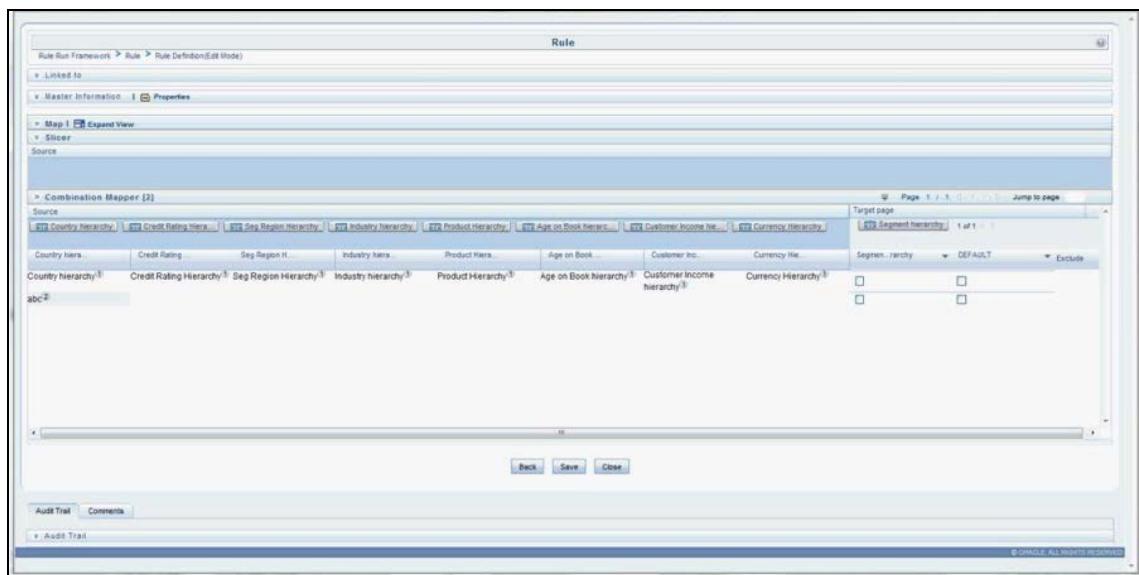
6. Similarly, select all the nodes that need to be considered for the rule and assign it to the target hierarchy. Click **Save**. A confirmation message appears as shown in the following.
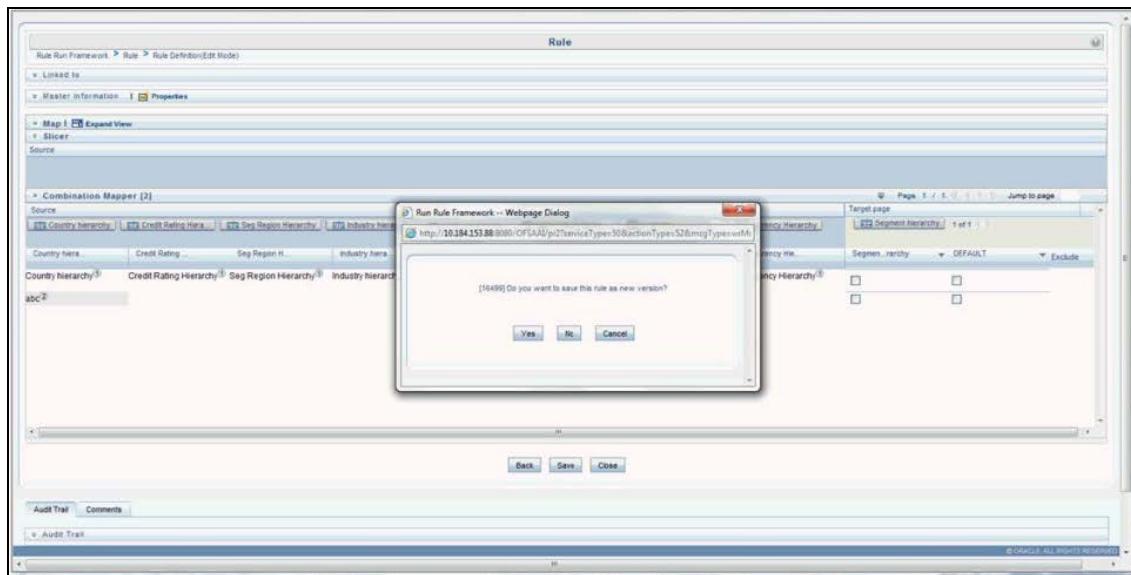
7. Click **Yes**.

8. Navigate back to the main screen and click the view rule. The rule saved is shown.
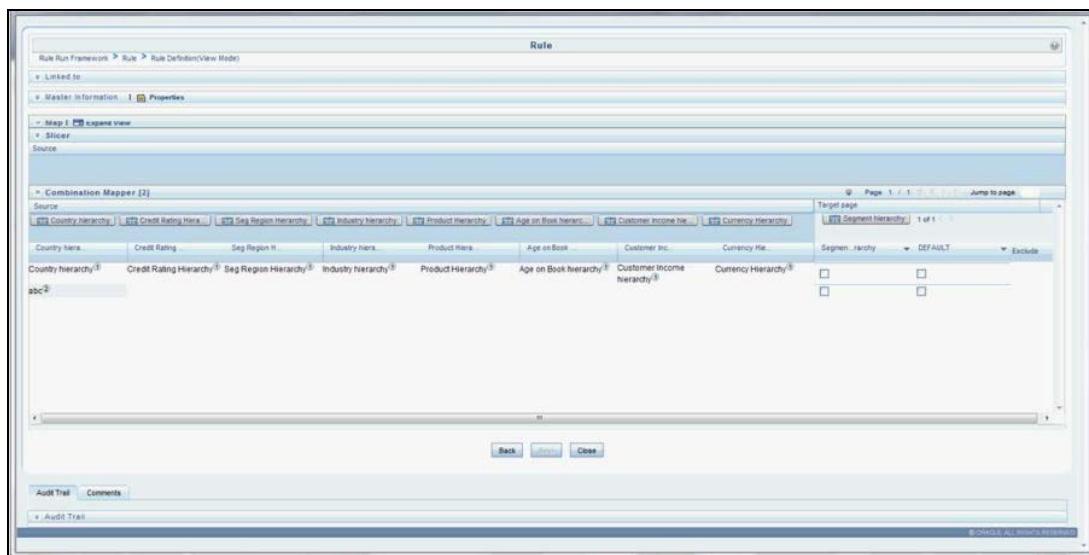
8 Overview of Institutional Performance Analytics Reports

Oracle Financial Services Institutional Performance Analytics (OFSIPA) offers dashboards to users that organize different kinds of reports by subject area.

These reports present:

- Behavioral and Engagement trends of its target segments – exposures, commitments, line utilization, assets/liabilities, deposits, withdrawals, fees, income, recent transactions and so on.

- Performance of the business and underlying customers.

- Product holdings and across the organization (that is Corporate client and any of its sub-divisions or subsidiaries)

- Efficiency of the sales force in terms of ongoing customer revenue generation, cross-sell and up-sell, product usage and pipeline.

- Efficiency of investments (like marketing, partner development).

NOTE	Time hierarchy prompted reports are all drill enabled on time hierarchy. On first load, the values are visible for a year, and on subsequent drills, we obtain values for quarter and month. These are not drill through reports.

8.1 Dashboards

Following tabs are present in the institutional performance dashboard:

- Business Summary
    - Performance Summary
    - Cross-Sell
    - Product Performance
    - Line of Business Performance
    - Margin Report
    - Customer Summary
    - What-If Analysis
- Customer Central
    - Customer 360
    - Customer Performance
    - Customer Group
- Opportunities & Activities
    - Top 10 Opportunities

- ▪ [Opportunities](#)
- ▪ [Activities](#)
- [Relationship Manager Insights](#)

The following screenshots display the essential nature of the available reports as per each tab:

8.1.1 Business Summary

This Tab contains two Tab Level Filters.

- Look Up Filter: Time
- Drop Down Filter: Currency

The Reports under this Tab are displayed for the Time Period and the Currency selected at Tab Level.

### 8.1.1.1 Performance Summary

8.1.1.1.1 Open Customers by Product

This report provides the number of Open Customers along with the associated products within a Line of Business over time.
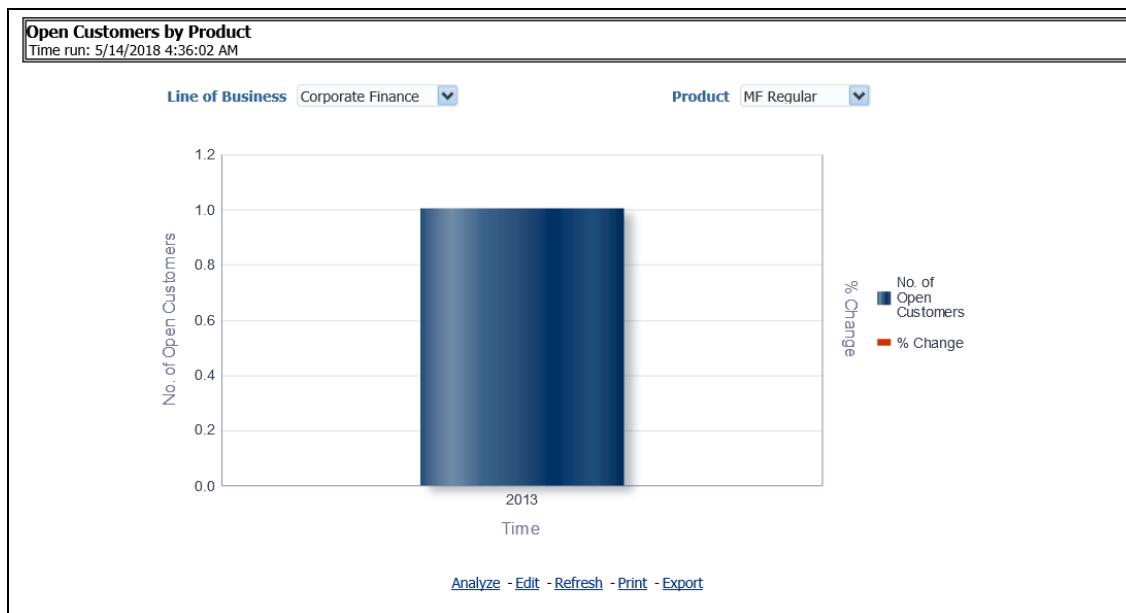
8.1.1.1.2 Revenue Distribution by LOB

This report displays the breakdown of Revenue by Line of Business.
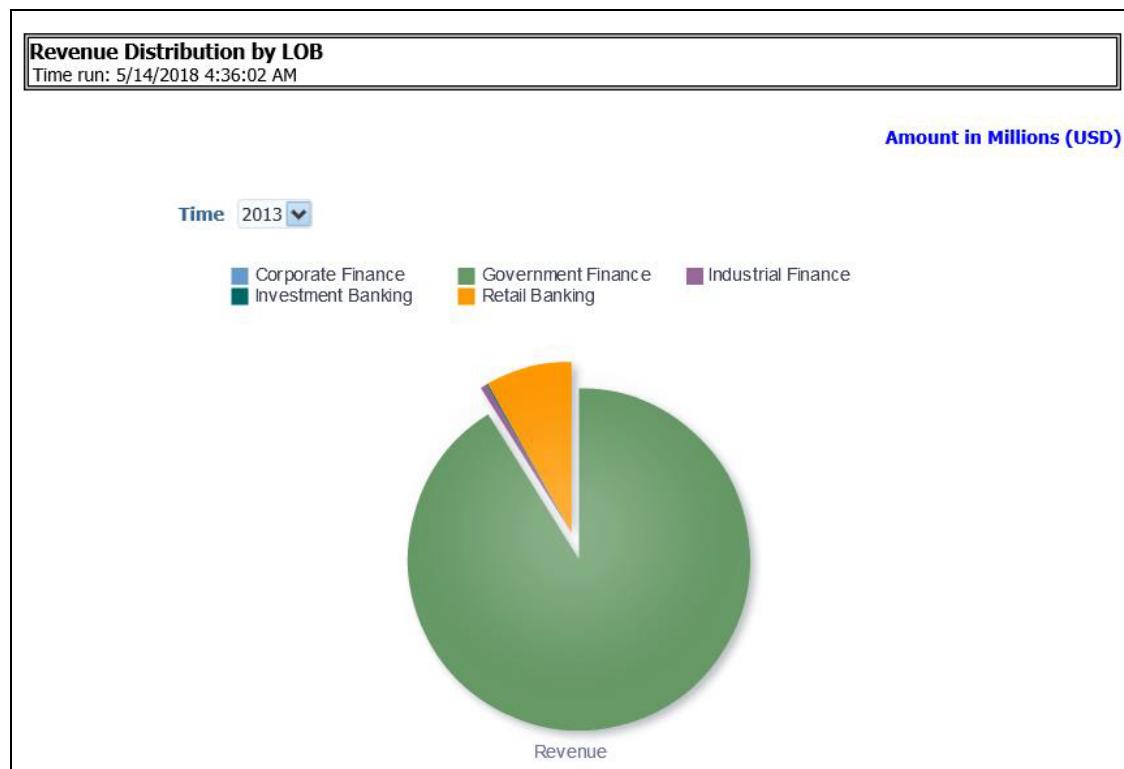

8.1.1.1.3 Customer Summary by LOB

This Reports contains two sub reports:

- **Number of New and Lost Customer**: displays number of new and lost customers over the time period and LOB selected and percentage change in comparison with previous similar time period.

- **Number of Open Customers**: displays number of open customers over the time period and LOB selected and percentage change in comparison with previous similar time period. This report details about the customers along with a Line of Business.
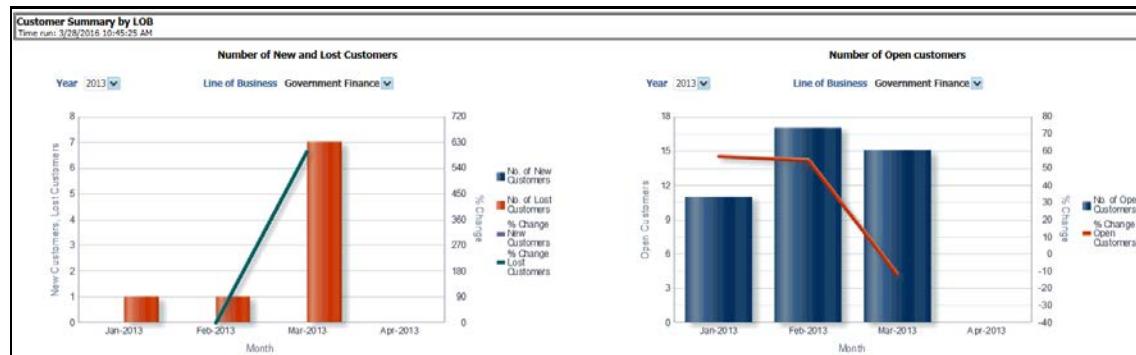
8.1.1.1.4   Top 10 Products

This report outlines the top 10 products across all lines of businesses as ranked by the number of customers of that product.
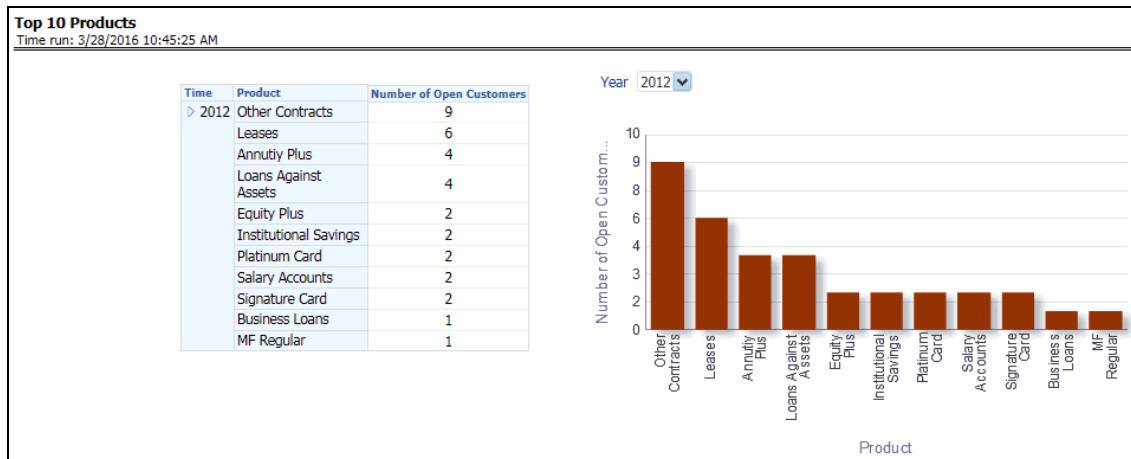

8.1.1.1.5   Product Revenue Analysis

This report displays revenue across various bank products over time for the time period selected.
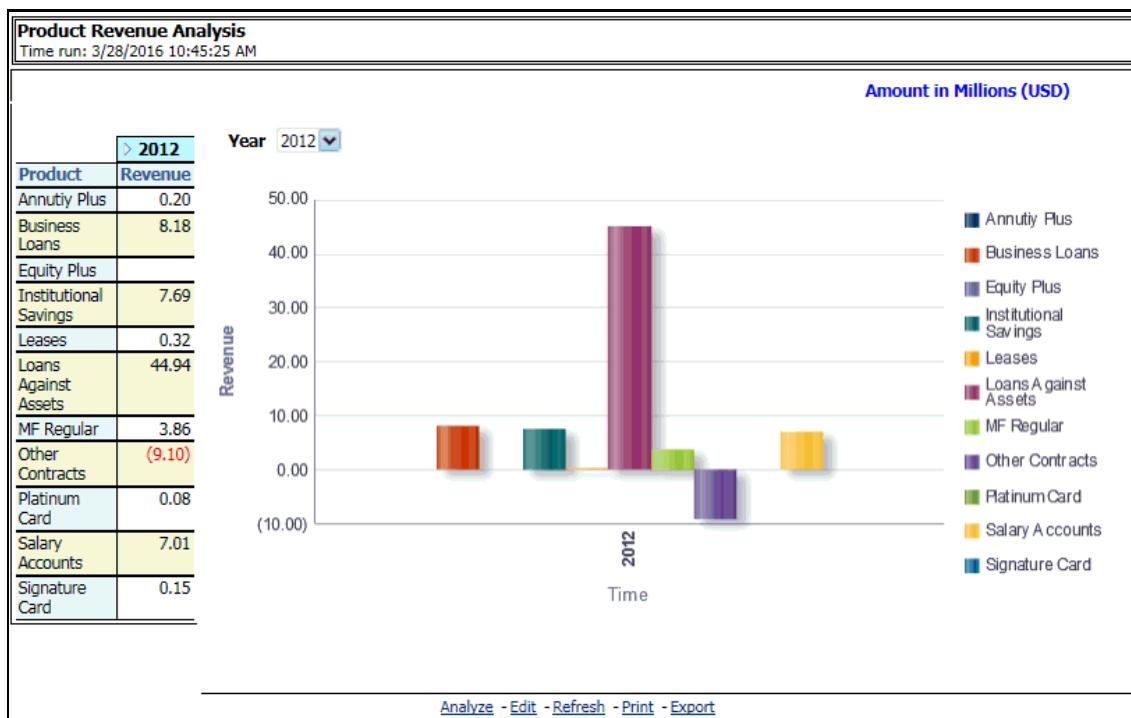
8.1.1.1.6 Product Penetration Report

This report demonstrates the depth of customer relationships across bank products. It outlines number of customers that have either one product, two products, or three products relationships with the bank.
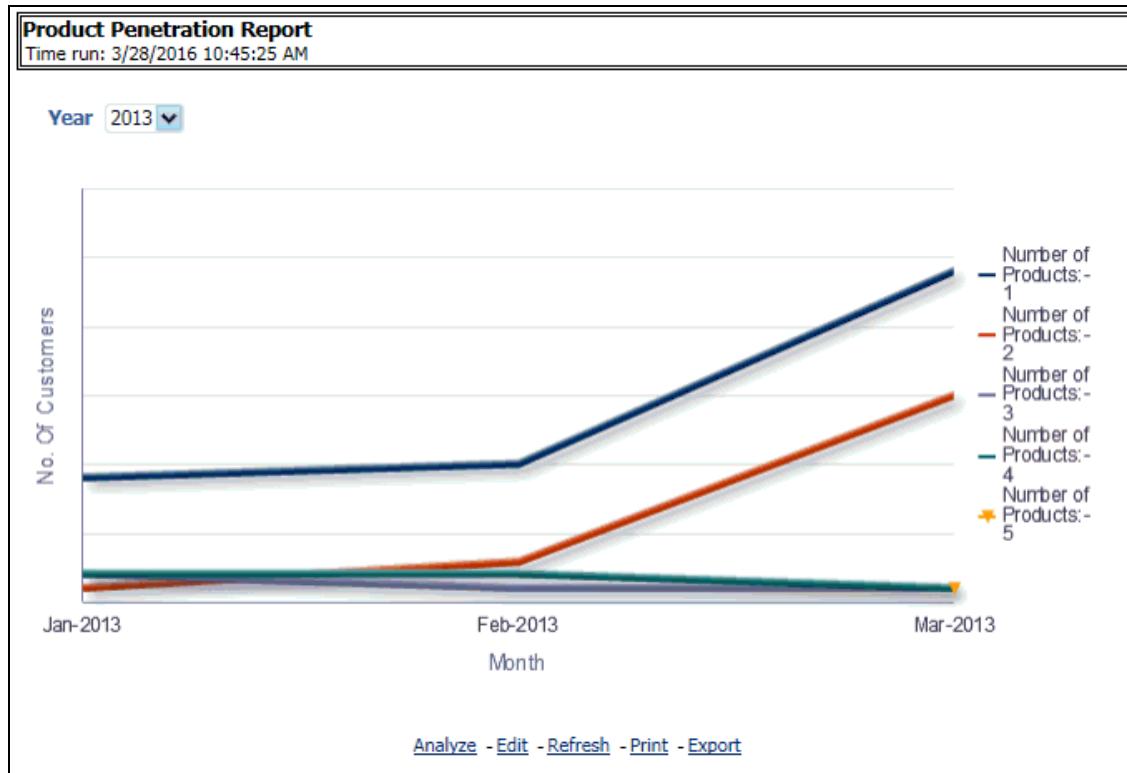
8.1.1.2 Cross-Sell

The Tab Cross Sell contains the following Tab Level filters; Time, Referral Product Name and Currency

8.1.1.2.1 Cross-sell Performance

This report outlines the target product performance belonging to each LOB over the time selected. The report can be analyzed in terms of Revenue and Total Income, No of Open Customers etc.

Cross-sell Performance
Time run: 3/28/2016 11:00:52 AM

Analyze by Number of Open Customers ▼

Amount in Millions (USD)

Line of Business	Target Product	Number of Open Customers		
		▷ 2011	▷ 2012	▷ 2013
Government Finance	Business Loans	1	1	5
	Government Loans			5
	Home Loan			4
	Leases	3	3	3
	Loans Against Assets	4	4	11
	Other Contracts	1	1	1
Industrial Finance	Other Contracts	4	4	7
Investment Banking	Equity Plus	2	2	2
	Leases	3	3	3
	Other Contracts	1	1	3
Missing	Annutiy Plus	4	4	4
	MF Regular	1	1	1
	Other Contracts	5	5	5
Others	Annutiy Plus			2
	MF Regular			1
	Other Contracts			4
Retail Banking	Apex Current Account			1
	Gold Card			2
	Institutional Savings	2	2	1
	Other Contracts			4
	Platinum Card	2	2	5
	Platinum Plus			7
	Regular Fixed Deposit			5
	Salary Accounts	2	2	7
	SavingsMax Account			2

⬆ ⬆ ⬇ ⬌ Rows 1 - 25

Analyze - Edit - Refresh - Print - Export

8.1.1.2.2   Cross-sell Over Time

This report displays time series outlining the growth of opportunities and growth in number of customers across the same time period. The report can be analyzed in terms of Revenue, No of Open Customers etc.

Cross-sell Over Time
Time run: 3/28/2016 11:00:52 AM

Analyze by Number of Open Customers

Amount in Millions (USD)

Government Finance

Legend: Business Loans, Government Loans, Home Loan, Leases, Loans Against Assets, Other Contracts

Analyze - Edit - Refresh - Print - Export
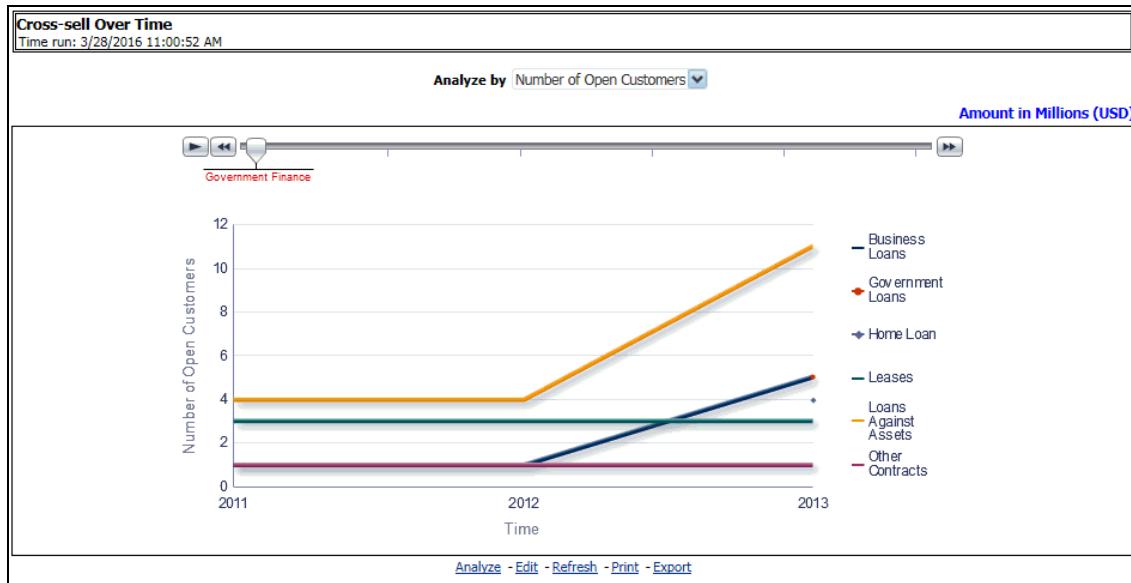
8.1.1.2.3 Cross-sell Performance by Open Customers

This report outlines the open customer performance for target product performance belonging to each LOB over the time selected. The report can be analyzed in terms of Revenue and Total Income, No of Open Customers etc.

Cross-sell Performance by Open Customers
Time run: 5/14/2018 4:36:04 AM

Line of Business	Target Product	Number of Open Customers ▷ 2013
Corporate Finance	MF Regular	1
	Other Contracts	3
Government Finance	Business Loans	1
	Government Loans	3
	Home Loan	6
	Loans Against Assets	6
	Other Contracts	1
Investment Banking	Equity Plus	2
	Leases	1
	Other Contracts	0
Retail Banking	Apex Current Account	1
	Institutional Savings	1
	Platinum Card	3
	Regular Fixed Deposit	7
	Salary Accounts	8
	SavingsMax Account	2
	Signature Card	2
	Super Saver Deposits	9
	Supreme Current Account	2

Analyze - Edit - Refresh - Print - Export

8.1.1.2.4   Cross-sell Over Time by Open Customers

This report displays time series outlining the growth of opportunities and growth in number of open customers across the same time period. The report can be analyzed in terms of Revenue, No of Open Customers etc.

Cross-sell Over Time by Open Customers
Time run: 5/14/2018 4:36:04 AM

Analyze - Edit - Refresh - Print - Export

8.1.1.3   Product Performance

Product Performance contains three Tab Level filters; Time, Product, Currency Type. The reports would be displayed depending on combination of selection.

8.1.1.3.1   Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital. This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines eg; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.
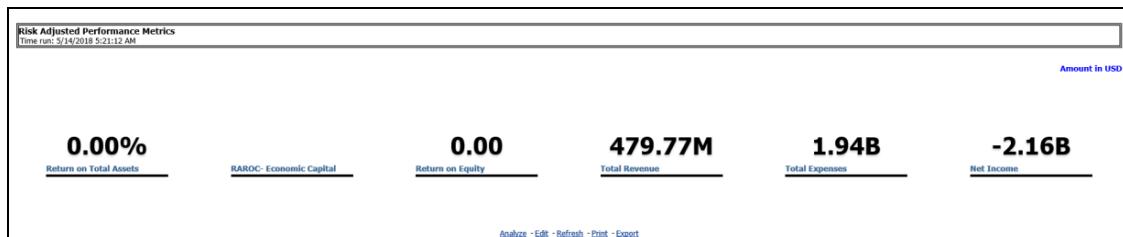
8.1.1.3.2   Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during previous same time period and move in terms f percentage change.
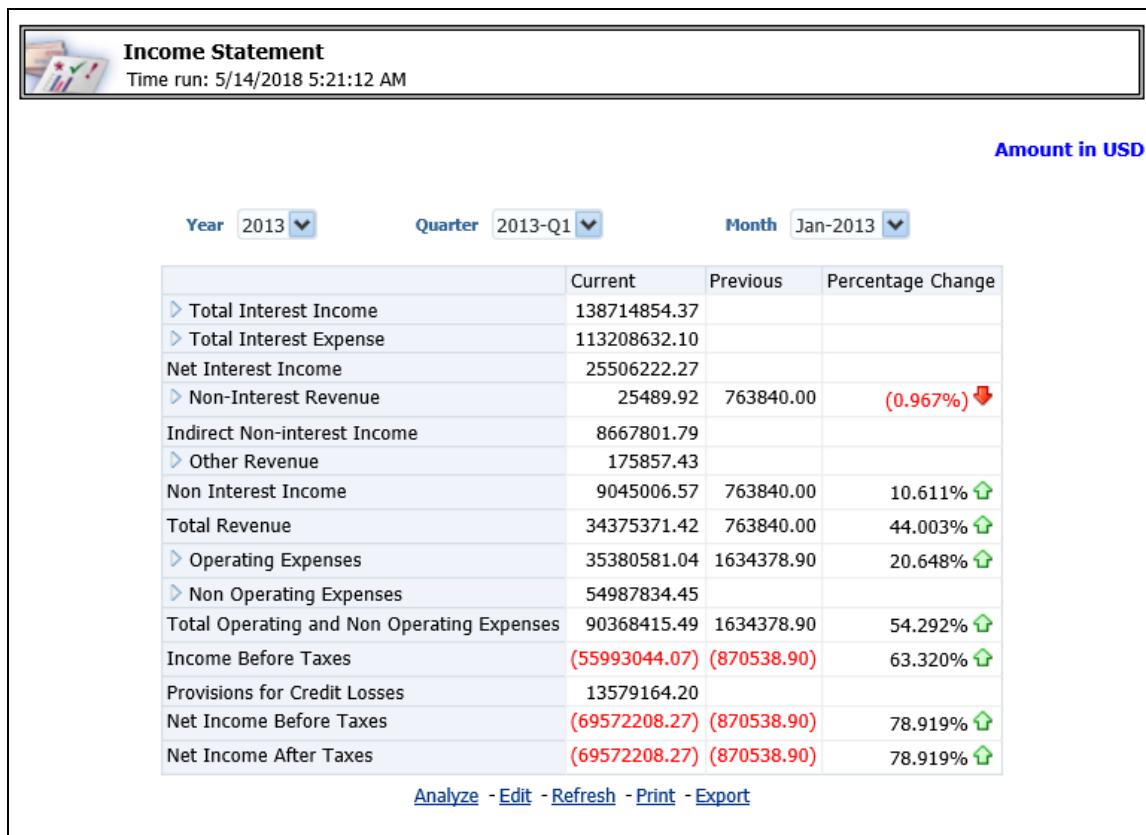
8.1.1.3.3   Profit and Loss Summary

This report displays a profit and loss summary for a selected product for a certain time period.

8.1.1.3.4   Profit and Loss - Scenario Comparison

This report provides the profit and loss details by comparing various scenarios for a selected product.

8.1.1.4   Line of Business Performance

8.1.1.4.1   Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during pervioud same time period and move in terms f percentage change.

8.1.1.4.2 Profit and Loss Summary

This report displays a profit and loss summary for a selected Line of Business for a certain time period through various reporting lines.

8.1.1.4.3 Profit and Loss - Scenario Comparison

This report provides the profit and loss details by comparing various scenarios for a selected Line of Business.

Profit & Loss - Scenario Comparison
Time run: 7/22/2015 2:13:02 PM

Amount in Millions (USD)

	Actual		Scenario					
	Mar-2015	YTD Actual	YTD Scenario	(B/W)	(B/W) %	FULL YEAR	YTD Actuals % FY Scenario	
▽ Net Income Before Taxes	(12.89)	(12.89)	(1.26)	(11.63)	922.33	(1.56)		824.21
▽ Income before Taxes	(12.89)	(12.89)	(1.26)	(11.63)	922.33	(1.56)		824.21
▽ Total Revenue	(12.70)	(12.70)	(1.25)	(11.45)	919.92	(1.54)		825.95
▷ Net Interest Income	(12.70)	(12.70)	(1.25)	(11.45)	919.92	(1.54)		825.95
▷ Net Credit Losses	0.19	0.19	0.02	0.17	1115.37	0.03		722.07

Analyze - Edit - Refresh - Print - Export

8.1.1.4.4 Cross-sell Performance

This report outlines the performance of the Open Customers along with the associated products for a specific Line of Business.

Cross-sell Performance
Time run: 3/28/2016 11:06:00 AM

Analyze by No. of Open Customers ▼

Amount in Millions (USD)

	No. of Open Customers			
Product	Government Finance	Industrial Finance	Investment Banking	Retail Banking
Apex Current Account				1
Institutional Savings				1
Leases	1		2	
Other Contracts		1		
Super Saver Deposits				1
Supreme Current Account				1

Analyze - Edit - Refresh - Print - Export

8.1.1.4.5 Cross-sell Over Time

This report displays the time series outlining the growth of opportunities and growth in number of customers for a specific Line of Business across the same time period.
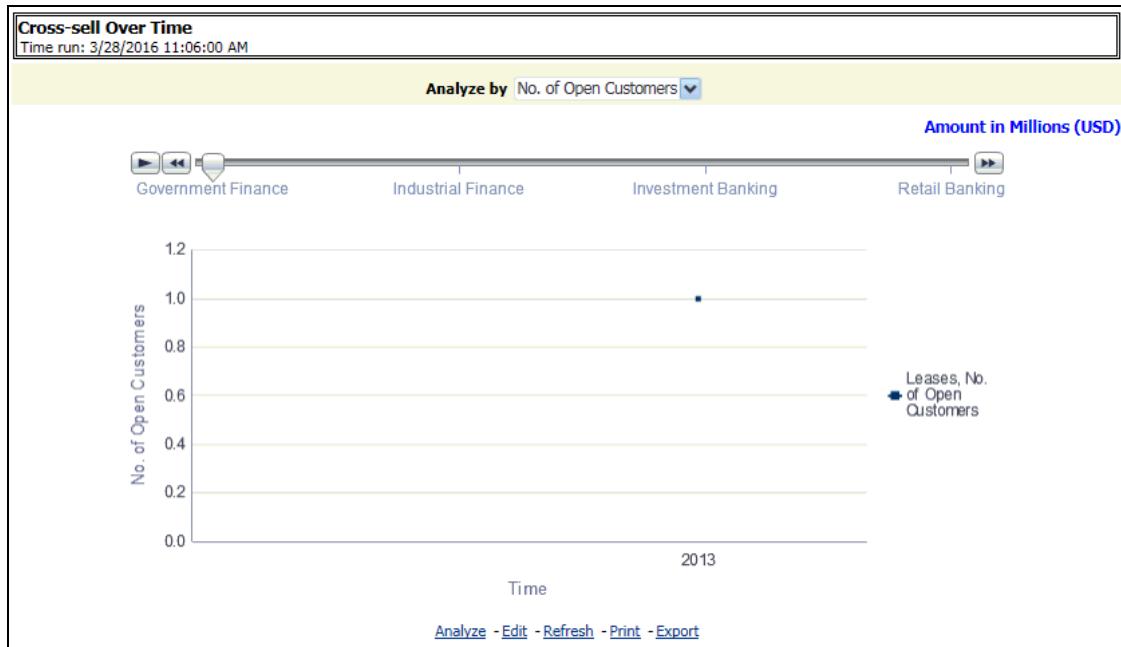
8.1.1.5 Margin Report

The margin report contains margin values for key business reporting parameters like Net Fee Income, Transfer Pricing Rates, Gross Interest Income and Net Interest Margin. The margin values (In percent) are shown for each product type and products selectable through report level drop down. The report is available both in tabular as well as in line-graph format.
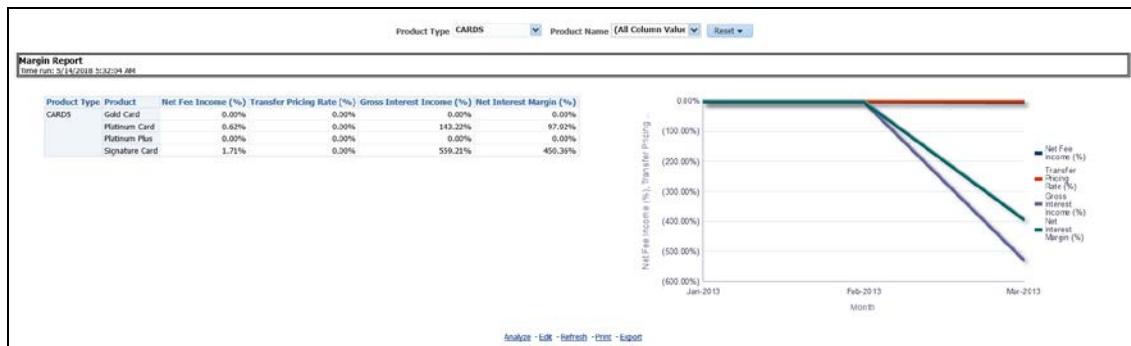
8.1.1.6   Customer Summary

8.1.1.6.1   Customer Distribution

This report displays distribution of Open Customers and the corresponding Revenue across each Line of Business, its constituent products and year. This is a sunburst report.

On clicking a particular distribution, a consolidated view of that particular distribution is displayed. For example, if you need to get a consolidated view of 2011 distribution, click on 2011. You get a consolidated data of 2011 distribution on open customers, Line of Business, constituent products, and corresponding revenue. Further, you can get consolidated view of open customers, Line of Business, constituent product, and corresponding revenue, by clicking any particular distribution. To view the overall report, click the center of the circular graph.

8.1.1.6.2   Customer Distribution By Region

This report provides details about customers distributed among various region along with the Line of Business. This is a zoomable map report.
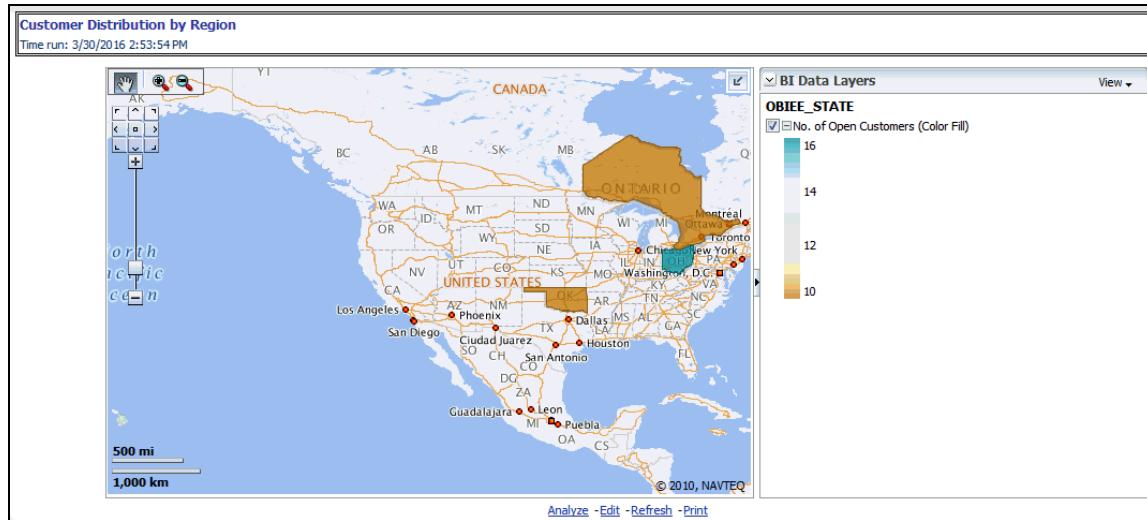
The map can be zoomed in and out by clicking on zoom scale or zoom in/zoom out button. You can navigate through the map by dragging the map or clicking on **Zoom** icon.

8.1.1.6.3   Top 10 Customers by Revenue

This report outlines the top 10 customers of the bank along with associated revenue generated by the customer.
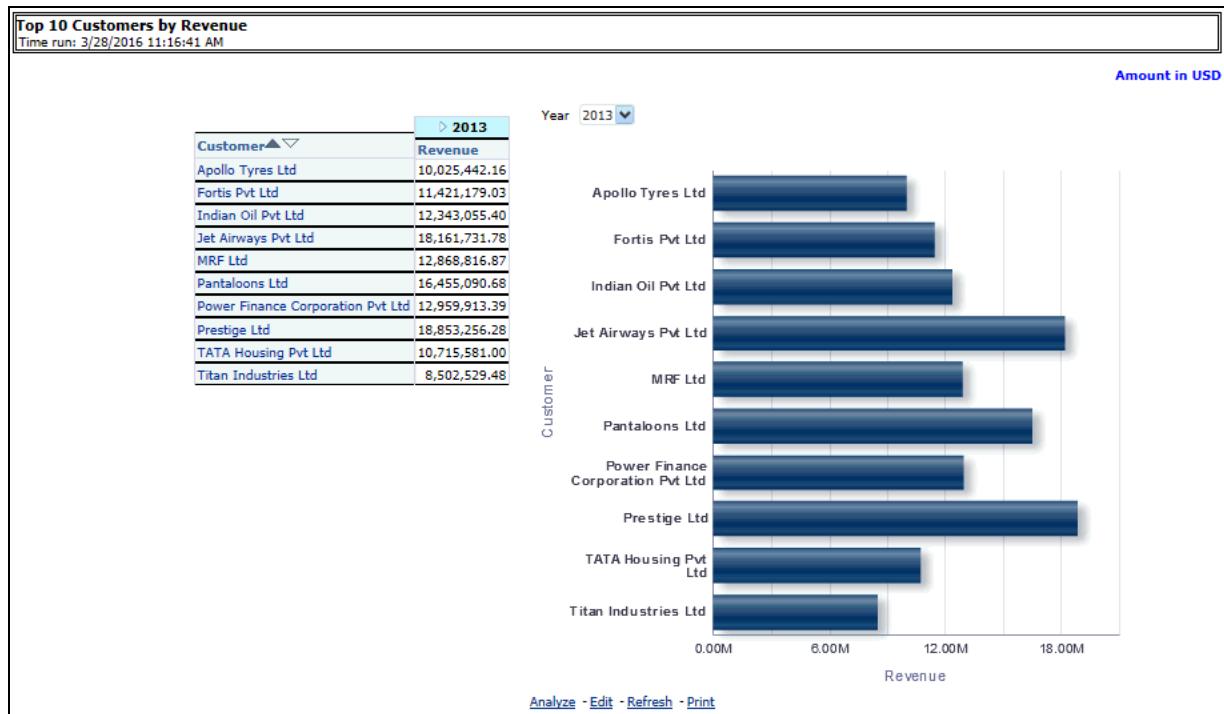
8.1.1.7 What-If Analysis

This report enables the user to account for the change in profitability owing to any probable changes in the projected components of profitability. This report is displayed through three sections; (i) Income Statement Variation (ii) Comparison Over Applied Variation and (iii) Projected Vs Revised.

8.1.1.7.1 Income Statement Variation

| Income Statement Variation												
Time run: 3/30/2016 2:42:51 PM												
												Amount in Millions (USD)
	2013		2014		2015		2016		2017		2018	
	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement
> Net Income Before Taxes	-246.27		-330.95		-333.85		-336.55		-339.09		-85.13	

8.1.1.7.2 Comparison Over Applied Variations

8.1.1.7.3   Projected vs Revised
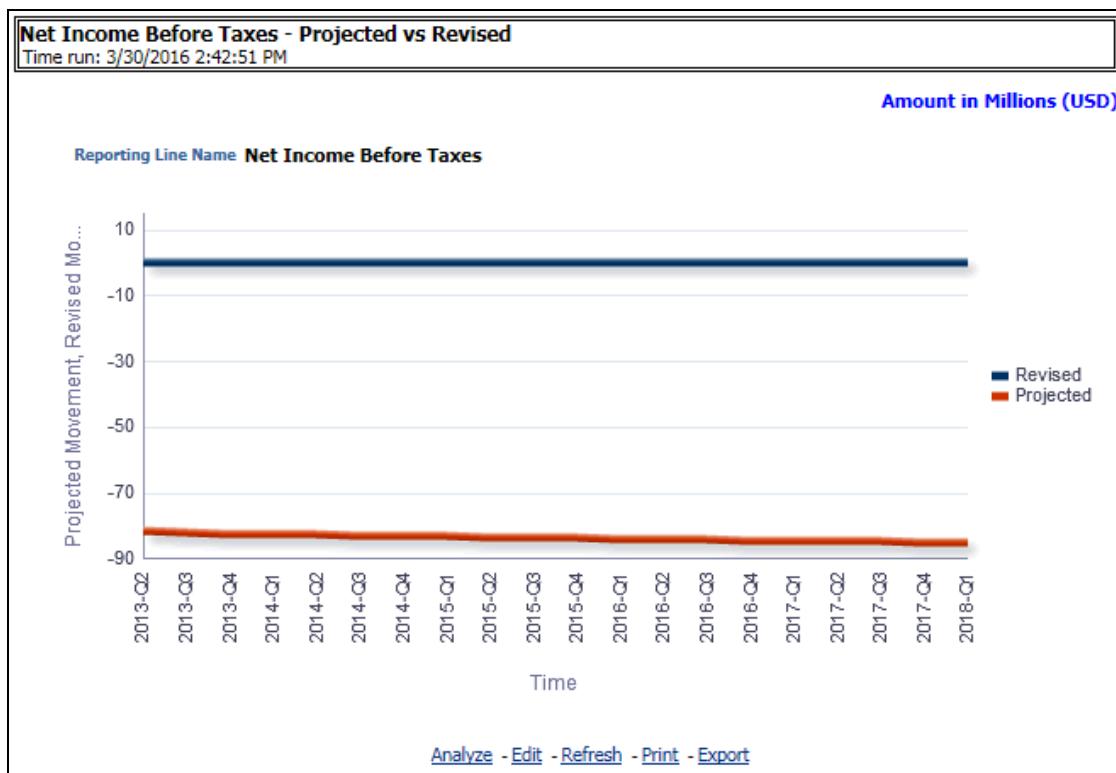
8.1.2   Customer Central

The purpose of this dashboard is to provide detailed information about the customer, including the corporate details, information related to the accounts of the customer, and other behavioral attributes. It enables the user to analyze a customer in its entirety. The report is specific to a customer and the selection of customer for which the report is to be viewed is done through the dashboard prompt. The search is enabled either by Customer or Account.

This dashboard provides complete demographic details of the customer as well as the engagements of the customer with the bank. The engagement with the bank is specified in terms of the accounts held by the customer as well as the other services/activities through which the customer interacts with the bank.

All accounts of the customer (current as well as previous) are reported along with their specifics such as the start date, balance, peak balances, net income, relationship manager, and so on. Other reports include the specifics of the subscriptions and enrollments of the customer and the various offers that are provided to the customer and the accounts to which those offers have been provided. It also displays the details of transactions of the customer which can be viewed by classification into monetary or non-monetary transactions. Any predictive modeling scores that have been computed or are available for the customer are also reported.

Based on the profitability of the accounts, the future behavior of accounts is predicted and this predicted value is used to compute Customer Life-Time Value (CLTV). The CLTV can be analyzed for different periods of projections and accordingly the projected data to be considered for reporting CLTV is selected. Various reports available under this tab are discussed in the following sections:

8.1.2.1   Customer 360

Based on the Segment filter prompt selected the reports are generated. The options available under Segment filter prompt are as follows:

- Corporate Tracker
- Risk Based
- Behavioral
- Profitability
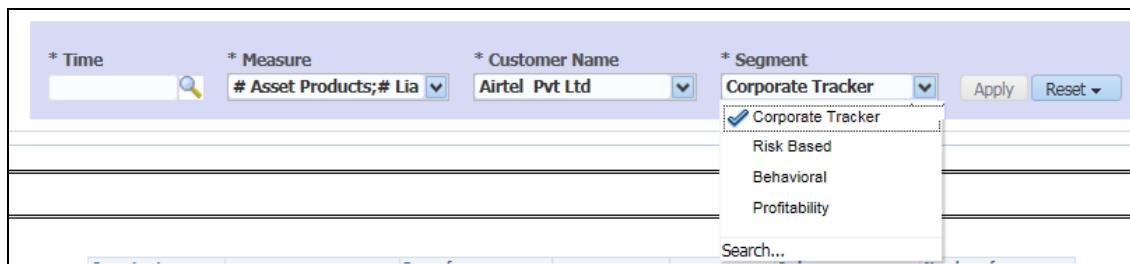
| | NOTE | Maximum number of measure/dimensions that can be selected are 15. On selecting more than 15 measure/dimension, the first selected dimensions in the hierarchy are deselected. |

8.1.2.1.1   Corporate Profile

This report represents the corporate description, date and country of incorporation and the number of employees.

8.1.2.1.2   Customer Central (Sunburst Wheel)

This report displays the circular graphical representation that is divided into number of sectors. Each sector represents the value of the dimension or measure, that is, Turnover, Customer Since, Total Assets Balance, Total Liability Balance, No. of Assets Product, No. of Liability Product, No. of Products Held (currently), No. of Products Held (Since inception of customer), Debit Turnout, Mitigant Value, Total Spent, and so on, of the customer that has been selected. This is a sunburst report. On clicking a particular segment, the selected segment rotates and appears on the top part of the circle for better visualization.

The radial axis on the anti-clock side of every sector represents the scale for that sector. The following values are represented in each sector:

- **Customer Value**: This represents the dimensional value of customer across the scale.
- **Segment Average**: This represents the average value of the dimension of the segment that the customer belongs to.

- **Enterprise Average**: This represents customers from all the segments considered to compute the average value of dimension or measure.

Hyperlinks are provided under the Customer, Scores, and Ratings section. On clicking these hyperlink, you are navigated to the respective detail reports.

8.1.2.1.3   Top 10 Products by Open Customers

This report outlines the top 10 products within a line of business ranked by number of Open Customers along with the associated revenue.

Top 10 Products by Open Customers
Time run: 3/28/2016 11:16:41 AM

Amount in Millions (USD)

Product	Number of Open Customers △▼	Revenue	% of Total Revenue
Loans Against Assets	11	80.81	33.3%
Other Contracts	11	(4.03)	(0.02)
Super Saver Deposits	9	(12.42)	(0.05)
Sweep In Deposits	8	(6.72)	(0.03)
Platinum Plus	7	0.31	0.1%
Salary Accounts	7	15.32	6.3%
Leases	6	0.21	0.1%

Analyze - Edit - Refresh - Print

8.1.2.2   Customer Performance

8.1.2.2.1   Profit and Loss Summary

This report displays a profit and loss summary for a selected customer within a specific Line of Business.

8.1.2.2.2   Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital.

This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines eg; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.

8.1.2.3 Customer Group

8.1.2.3.1 Customer Group Summary

This report provides details about the entire customer group in terms of geographic spread, revenue or entities and the income generated by bank through the customer group.

8.1.3 Opportunities & Activities

The Opportunities & Activities Dashboard does in-depth analysis and provides information on Opportunities, Pipelines and Sales Performance. The Dashboard comprises of Tabs named; Top 10 Opportunities, Opportunities and Activities.

8.1.3.1 Top 10 Opportunities

8.1.3.1.1 Top 10 Sales Employees

This report displays top 10 sales employees and identifies the best employee as ranked by the Estimated Revenue against deals closed by them. It also shows the number of wins and losses for the employee.

8.1.3.1.2 Top 10 Current Quarter Opportunities- Current Period Report

This report lists top 10 opportunities as ranked by Expected Revenue. This report also lists the product being sold and sales employee working on the deal and the probability of winning the same.

Top 10 Current Quarter Opportunities- Current Period Report
Time run: 11:22:12 AM

Amount in Millions (USD)

Quarter	Opportunity	Product	Employee	Revenue Probability	Expected Revenue
2016-Q1	Opp 1	Government Loans	Tom Maddock		1.23
	Opp 10	Loans Against Assets	Alfred Taylor	78.00	10.00
	Opp 2	Platinum Card	B.K. Liebsung		2.47
	Opp 30	Platinum Card	Fransis Lucid	50.00	10.00
	Opp 4	Platinum Plus	Alfred Taylor	42.00	0.50
	Opp 5	SavingsMax Account	Thomos Martinez		10.00
	Opp 6	Apex Current Acount	Fransis Lucid		20.00
	Opp 7	Sweep In Deposits	Mark Anthony		1.00
	Opp 8	MF Long Gain	David Thomos		1.23

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8.1.3.1.3 Top 10 Wins

This report lists the top 10 wins as ranked by Expected Revenue and the Sales Employee associated with the win and the date it was closed.

Top 10 Wins
Time run: 3/28/2016 11:22:12 AM

Amount in Millions (USD)

Opportunity Name	Product	Employee	Opportunity Closed Date	Expected Revenue
Opp 7	Apex Current Account	Fransis Lucid	09-Jan-2010	7.80
Opp 13	Government Loans	Thomos Martinez	16-Jan-2010	7.71
Opp 6	SavingsMax Account	Thomos Martinez	14-Jan-2010	7.69
Opp 2	Platinum Card	B.K. Liebsung	28-Jan-2010	5.20

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8.1.3.1.4   Top 10 Latest Opportunities

This report lists the top 10 latest opportunities as ranked by Revenue.

8.1.3.1.5   Top 10 Stalled Opportunities

This report lists the top 10 Stalled Opportunities as ranked by Expected Revenue.

8.1.3.1.6   Top 10 Strategic Opportunities

This report lists the top 10 Strategic Opportunities as ranked by Expected Revenue.

8.1.3.1.7 Top 10 Opportunities - Existing Customers

This report identifies the opportunities that are being worked on with existing customers as ranked by Expected Revenue.

Top 10 Opportunities - Existing Customers
Time run: 3/28/2016 11:22:12 AM

Amount in Millions (USD)

Opportunity	Product	Customer Name	Opportunity Status	Expected Revenue	Income Generated YTD
Opp 14	Platinum Card	MRF Ltd	OPEN	15.79	0.00
		Power Finance Corporation Pvt Ltd	OPEN	7.90	0.00
Opp 21	Equi Plus (Ret)	MRF Ltd	OPEN	10.64	0.00
Opp 17	Family Savings Group Account	MRF Ltd	OPEN	10.28	0.00
Opp 13	Government Loans	MRF Ltd	OPEN	10.28	0.00
Opp 25	Salary Accounts	MRF Ltd	OPEN	10.20	0.00
Opp 29	Platinum Card	MRF Ltd	OPEN	9.75	0.00
Opp 7	Apex Current Account	MRF Ltd	OPEN	5.20	0.00
Opp 2	Platinum Card	MRF Ltd	OPEN	5.20	0.00
Opp 6	SavingsMax Account	MRF Ltd	OPEN	5.13	0.00

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8.1.3.1.8 Top 10 Opportunities by Opportunity Revenue

This report displays the top 10 opportunities as ranked by Expected Revenue.

Top 10 Opportunities by Opportunity Revenue
Time run: 11:22:13 AM

Amount in Millions (USD)

Opportunity	Product	Customer Name	Expected Revenue
Opp 14	Platinum Card	Power Finance Corporation Pvt Ltd	23.69
Opp 17	Family Savings Group Account	Idea Cellular Ltd	7.71
Opp 12	Loans Against Assets	MRF Ltd	5.47
Opp 14	Platinum Card	MRF Ltd	15.79
		Power Finance Corporation Pvt Ltd	7.90
Opp 21	Equi Plus (Ret)	MRF Ltd	10.64
Opp 17	Family Savings Group Account	MRF Ltd	10.28
Opp 13	Government Loans	MRF Ltd	10.28
Opp 25	Salary Accounts	MRF Ltd	10.20
Opp 29	Platinum Card	MRF Ltd	9.75

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8.1.3.2   Opportunities

8.1.3.2.1   Opportunities by LOB

This report shows the number of current opportunities across the various lines of business.
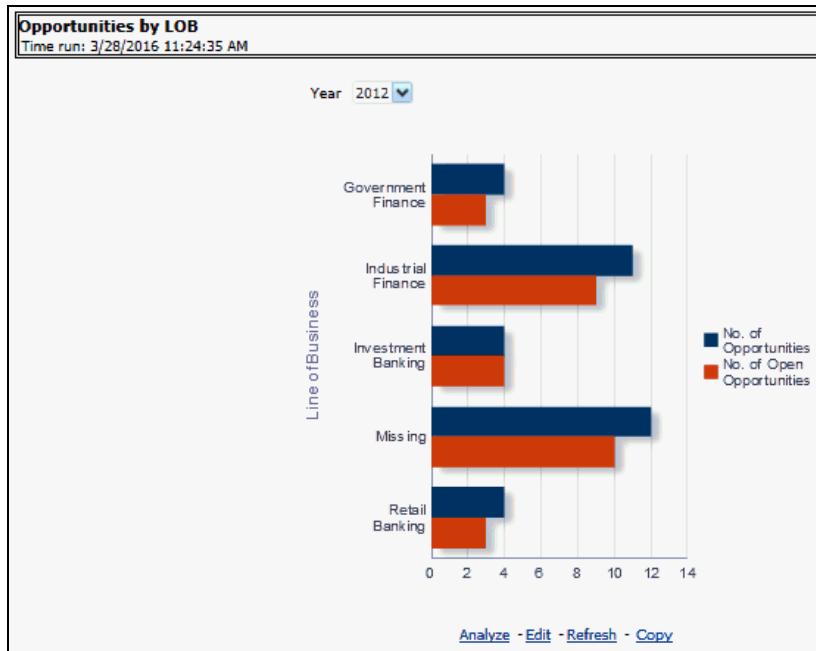
8.1.3.2.2   Opportunities by History

This report displays the time series outlining the growth of opportunities and growth in number of customers across the same time period.
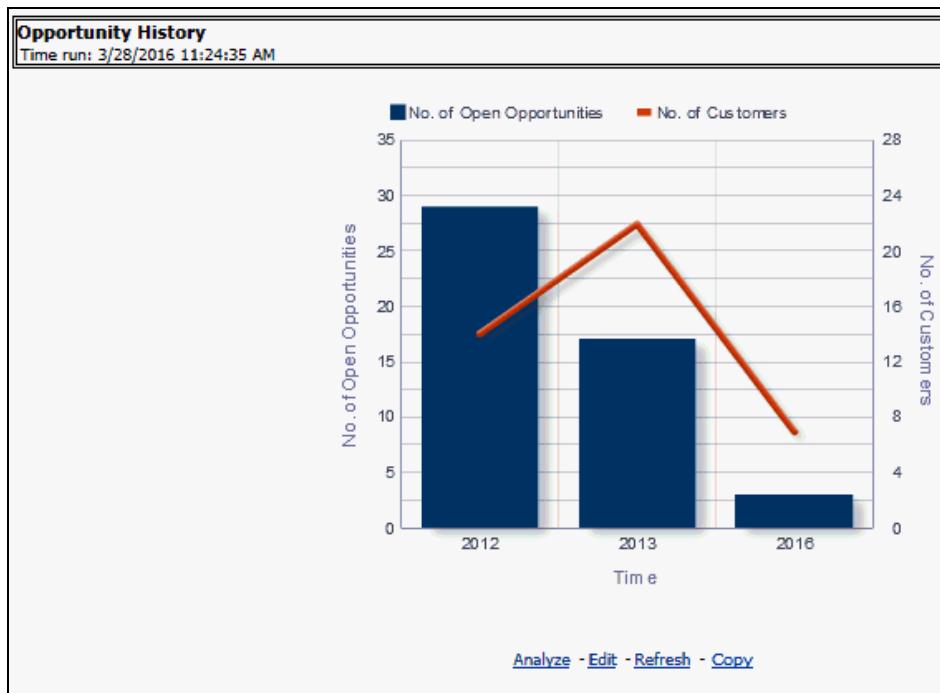
8.1.3.2.3   Average Days at Sales Stage

This report displays the average number of days an opportunity stays in any stage of the sales cycle witnessed in every stage.
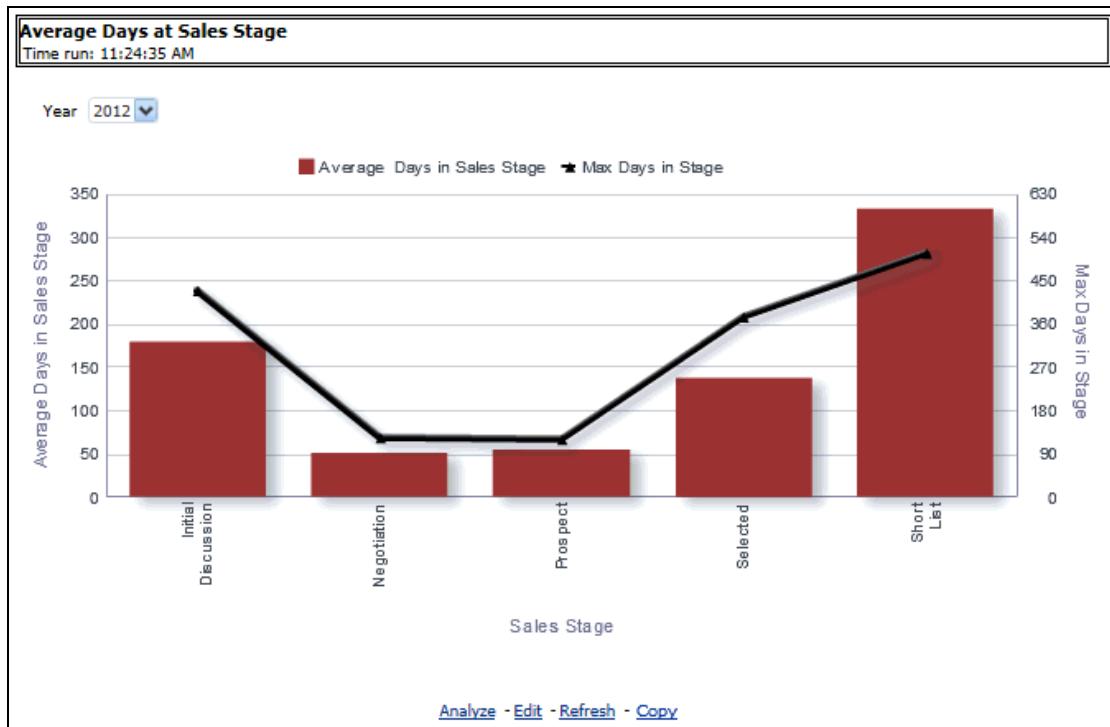
8.1.3.2.4   Pipeline by Open Month

This report displays the expected revenue corresponding to open opportunities over time.
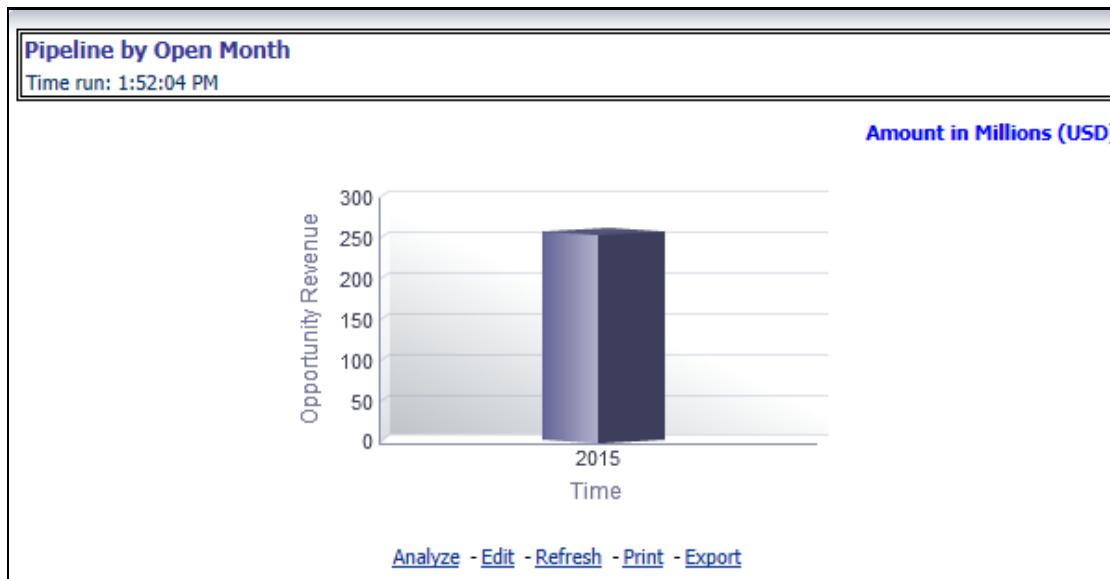
8.1.3.2.5   Pipeline Revenue by Sales Stage

This report displays the distribution of expected revenue corresponding to each sales stage over time.

8.1.3.2.6   Opportunity Distribution by Industry

This report shows the distribution of Open Opportunities across various Industry verticals they belong to.
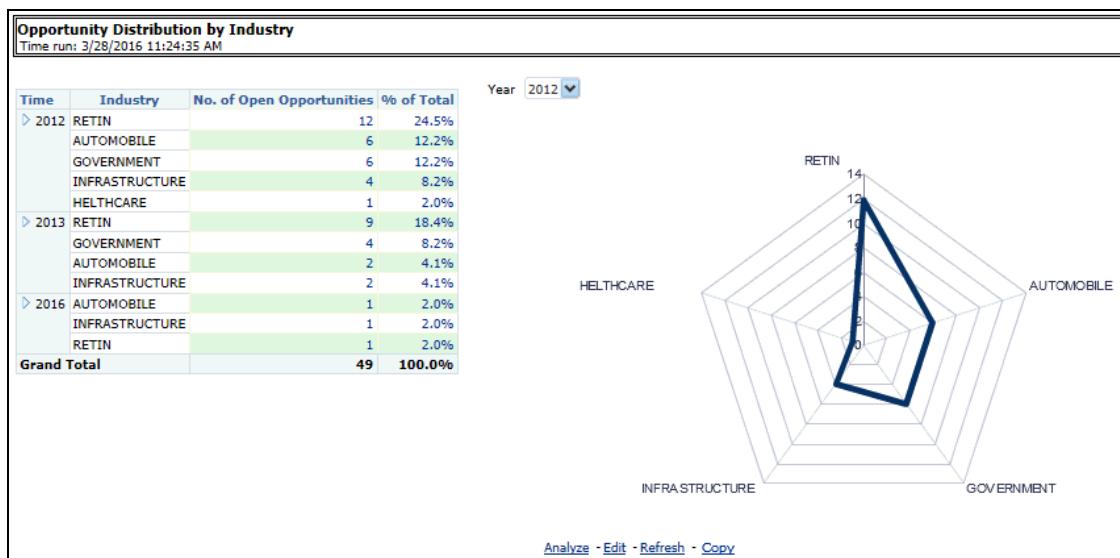
8.1.3.2.7   Opportunities by Region

This report displays the opportunities along with the corresponding regions.
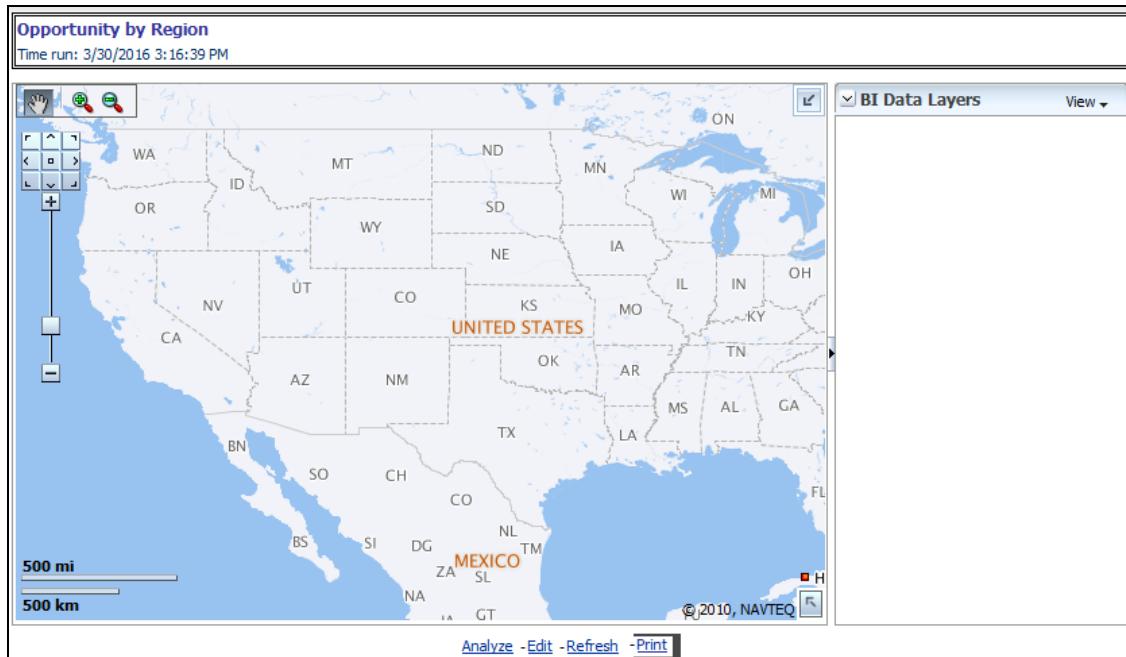
The map can be zoomed in and out by clicking on zoom scale or zoom in/zoom out button. You can navigate through the map by dragging the map or clicking on Zoom icon.

8.1.3.2.8   No. of Opportunities with Wins

This report displays the Number of Open Opportunities and corresponding wins in the current period.
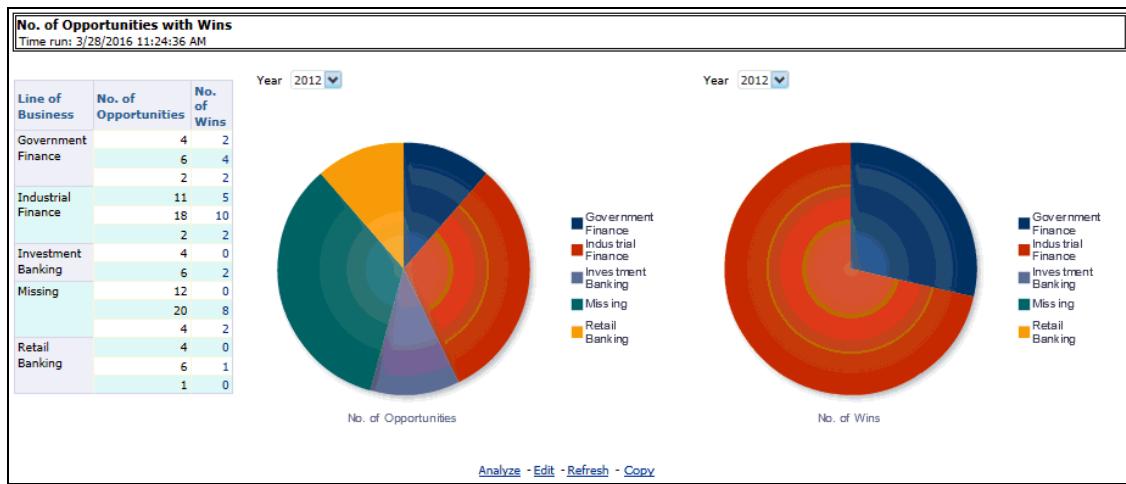
8.1.3.3   Activities

8.1.3.3.1   Activity Distribution

This report displays the number of activities across various activity priorities distributed by the Product or Activity Type.

Activity Distribution
Time run: 3/28/2016 11:28:11 AM

Distribution by : Product

Activity Priority Code 3

Product	2012 Number of Activities	2012 % of Total	2013 Number of Activities	2013 % of Total
Apex Current Acount				
Business Loans				
Gold Card				
Government Loans			1	20.0%
Home Loan				
Institutional Savings			1	20.0%
Loans Against Assets				
MF Regular				
Platinum Card	1	100.0%	1	20.0%
Platinum Plus				
Regular Fixed Deposit				
Regular Savings Account				
Salary Accounts				
SavingsMax Account				
Signature Card			1	20.0%

Rows 1 - 15

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8.1.3.3.2   Opportunities with Activities

This report lists the number of opportunities that have an outstanding activity.

Opportunities with Activities
Time run: 3/28/2016 11:28:11 AM

Year 2012

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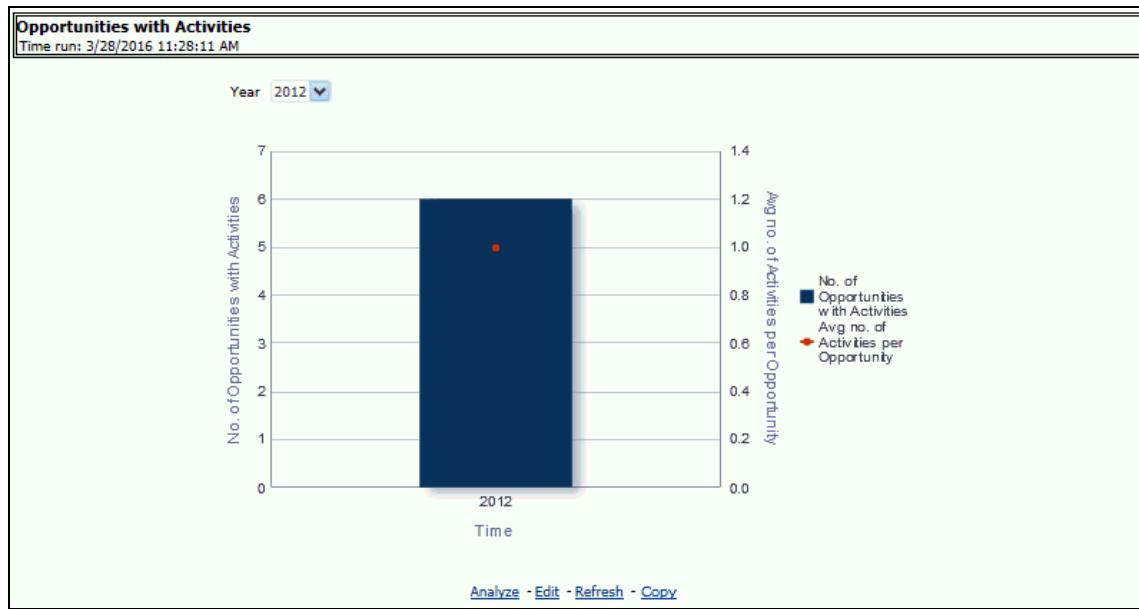
8.1.3.3.3 Top 5 Opportunities by Number of Activities

This report lists the top 5 opportunities that have the most outstanding activities. This identifies opportunities with the most activity.

Top 5 Opportunities by Number of Activities
Time run: 3/28/2016 11:28:11 AM

Opportunity	Product	Customer	2012			2013		
			Number of Activities	Number of Open Activities	Activity Completion Rate %	Number of Activities	Number of Open Activities	Activity Completion Rate %
Opp 1	Gold Card					1	0	100.00%
	Government Loans	India Cements Pvt Ltd				1	0	100.00%
Opp 11	Business Loans	Konkan Railway Corporation Pvt Ltd				1	0	100.00%
Opp 12	Loans Against Assets	MRF Ltd				1	0	100.00%
Opp 13	Government Loans	NDTV Ltd	1	0	100.00%			
Opp 14	Platinum Card	Power Finance Corporation Pvt Ltd	1	1	0.00%	1	1	0.00%
Opp 15	Regular Savings Account	Snapdeal Pvt Ltd				1	0	100.00%
Opp 19	Regular Fixed Deposit	Konkan Railway Corporation Pvt Ltd				1	0	100.00%
Opp 2	Platinum Card	Idea Cellular Ltd				1	0	100.00%
Opp 20	Super Saver Deposits	MRF Ltd				1	0	100.00%
Opp 23	Home Loan	Jindal Steel Ltd				1	1	0.00%
Opp 24	Institutional Savings	Konkan Railway Corporation Pvt Ltd				1	1	0.00%
Opp 25	Salary Accounts	NDTV Ltd	1	0	100.00%			
Opp 27	Apex Current Account	Snapdeal Pvt Ltd				1	1	0.00%
Opp 28	Government Loans	India Cements Pvt Ltd				1	0	100.00%

Rows 1 - 15

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8.1.3.3.4 Bottom 5 Opportunities by Number of Activities

This report lists the number of opportunities with the least number of activities.

Bottom 5 Opportunities by Number of Activities
Time run: 3/28/2016 11:28:11 AM

Opportunity	Product	Customer	2012			2013		
			Number of Activities	Number of Open Activities	Activity Completion Rate %	Number of Activities	Number of Open Activities	Activity Completion Rate %
Opp 1	Gold Card					1	0	100.00%
	Government Loans	India Cements Pvt Ltd				1	0	100.00%
Opp 11	Business Loans	Konkan Railway Corporation Pvt Ltd				1	0	100.00%
Opp 12	Loans Against Assets	MRF Ltd				1	0	100.00%
Opp 13	Government Loans	NDTV Ltd	1	0	100.00%			
Opp 14	Platinum Card	Power Finance Corporation Pvt Ltd	1	1	0.00%	1	1	0.00%
Opp 15	Regular Savings Account	Snapdeal Pvt Ltd				1	0	100.00%
Opp 19	Regular Fixed Deposit	Konkan Railway Corporation Pvt Ltd				1	0	100.00%
Opp 2	Platinum Card	Idea Cellular Ltd				1	0	100.00%
Opp 20	Super Saver Deposits	MRF Ltd				1	0	100.00%
Opp 23	Home Loan	Jindal Steel Ltd				1	1	0.00%
Opp 24	Institutional Savings	Konkan Railway Corporation Pvt Ltd				1	1	0.00%
Opp 25	Salary Accounts	NDTV Ltd	1	0	100.00%			
Opp 27	Apex Current Account	Snapdeal Pvt Ltd				1	1	0.00%
Opp 28	Government Loans	India Cements Pvt Ltd				1	0	100.00%

Rows 1 - 15

Analyze - Edit - Refresh - Copy

8.1.4 Relationship Manager Insights

The Relationship Manager Insight Dashboard provides in-depth analysis and information about performance by Relationship Managers, in terms of business profitability, revenue generated, cross sell efficiency etc.

8.1.4.1 Relationship Manager - Profit and Loss Summary

This Report displays profitability against each Relationship Manager.

8.1.4.2 Relationship Manager Portfolio

This report provides account-wise product portfolio with Revenue of customers held by each RM.

Relationship Manager Portfolio
Time run: 3/28/2016 11:30:40 AM

Amount in USD

FINO PAUL

Customer Name	Product	Account ID	Percentage Contribution	Primary Officer (Y/N)	Total Revenue	RM Contribution
Reliance Ltd	Annutiy Plus	OBIB1C1A1	50%	Y	59,532.65	29766.33
			100%	Y	116,405.14	116405.14
	Institutional Savings	OBIB1C1A4	100%	N	2,860,669.94	2860669.94
				Y	7,933,071.77	7933071.77
		OBIB1C1A5	100%	N	1,060,960.48	1060960.48
				Y	1,594,593.51	1594593.51
	Other Contracts	OBIB1C1A2	100%	Y		
	Signature Card	OBIB1C1A3	70%	Y	18,391.72	12874.20
			100%	N	77,613.37	77613.37
				Y	159,705.10	159705.10
Reliance Energy Ltd	Other Contracts	OBIB1C2A1	100%	Y	(10,610,325.11)	-10610325.11
		OBIB1C2A2	100%	N		
				Y		
	Salary Accounts	OBIB1C2A3	100%	N	659,970.09	659970.09
				Y	5,282,132.26	5282132.26
Idea Cellular Ltd	Home Loan	OBIB1C42A1	100%	Y	8,354,892.06	8354892.06
	Super Saver Deposits	OBIB1C42A2	100%	Y	(891,945.02)	-891945.02
NDTV Ltd	Gold Card	OBIB1C46A1	100%	Y	87,124.30	87124.30
	Sweep In Deposits	OBIB1C46A2	100%	Y	(941,978.19)	-941978.19
Power Finance Corporation Pvt Ltd	Business Loans	OBIB1C47A1	100%	Y	7,572,143.91	7572143.91
	Government Loans	OBIB1C47A2	100%	Y	5,387,769.48	5387769.48
UltraTech Cement Pvt Ltd	Loans Against Assets	OBIB1C50A1	100%	Y	8,969,742.01	8969742.01
	Regular Fixed Deposit	OBIB1C50A2	100%	Y	(704,734.51)	-704734.51
TATA Housing Pvt Ltd	Loans Against Assets	OBIB4C7A3	100%	Y	6,910,866.31	6910866.31

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8.1.4.3   Relationship Manager Organization Performance

This report provides details of each Relationship Manager's performance at an Account Manager's level with details of customers, holding, total revenue, percent contribution to business and both direct and indirect revenue generation.

Relationship Manager Org Performance
Time run: 2/8/2015 2:54:29 PM

Amount in USD

Relationship Manager	Product	Customer	Primary Officer Flag	Total Revenue	Percentage Contribution	Indirect Revenue	Direct Contribution	Overall Revenue Contribution
▷ USHA SHETTY	Annutiy Plus	Reliance Ltd	Y	521,804.47	100	521,804.47	0.00	521,804.47
		Reliance Telecom Ltd	Y	1,390,114.56	100	1,390,114.56	0.00	1,390,114.56
	Equity Plus	Infosys Pvt Ltd	Y		100	0.00	0.00	
	Institutional Savings	Reliance Ltd	Y	0.00	100	0.00	0.00	0.00
		Reliance Ltd	Y	0.00	100	0.00	0.00	0.00
		Reliance Telecom Ltd	Y	0.00	100	0.00	0.00	0.00
	Leases	Infosys Pvt Ltd	Y	906,756.74	100	906,756.74	0.00	906,756.74
		Cognizant Pvt Ltd	N	59,941.76	100	59,941.76	0.00	59,941.76
			Y	281,573.53	100	281,573.53	0.00	281,573.53
	Other Contracts	Reliance Ltd	Y		100	0.00	0.00	
		Reliance Energy Ltd	Y	0.00	100	0.00	0.00	0.00
		Reliance Energy Ltd	Y		100	0.00	0.00	
		Cognizant Pvt Ltd	N	7,279.33	100	7,279.33	0.00	7,279.33
			Y	7,938.54	100	7,938.54	0.00	7,938.54
		Reliance Capital Ltd	Y	0.00	100	0.00	0.00	0.00
		Reliance Capital Ltd	Y		100	0.00	0.00	
	Salary Accounts	Reliance Energy Ltd	Y	0.00	100	0.00	0.00	0.00
		Reliance Capital Ltd	Y	0.00	100	0.00	0.00	0.00
	Signature Card	Reliance Ltd	Y	935,838.80	100	935,838.80	0.00	935,838.80
		Reliance Capital Ltd	Y	805,955.82	100	805,955.82	0.00	805,955.82

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8.1.4.4 Customers Referred by Other Line of Business

This report provides details of each Relationship Manager on the performance of the Open Customers along with the associated products for a specific Line of Business.

8.1.4.5 Cross-sell Over Time

This report provides details of each Relationship Manager on the growth of opportunities, revenues and growth in number of customers for a specific Line of Business across the same time period.
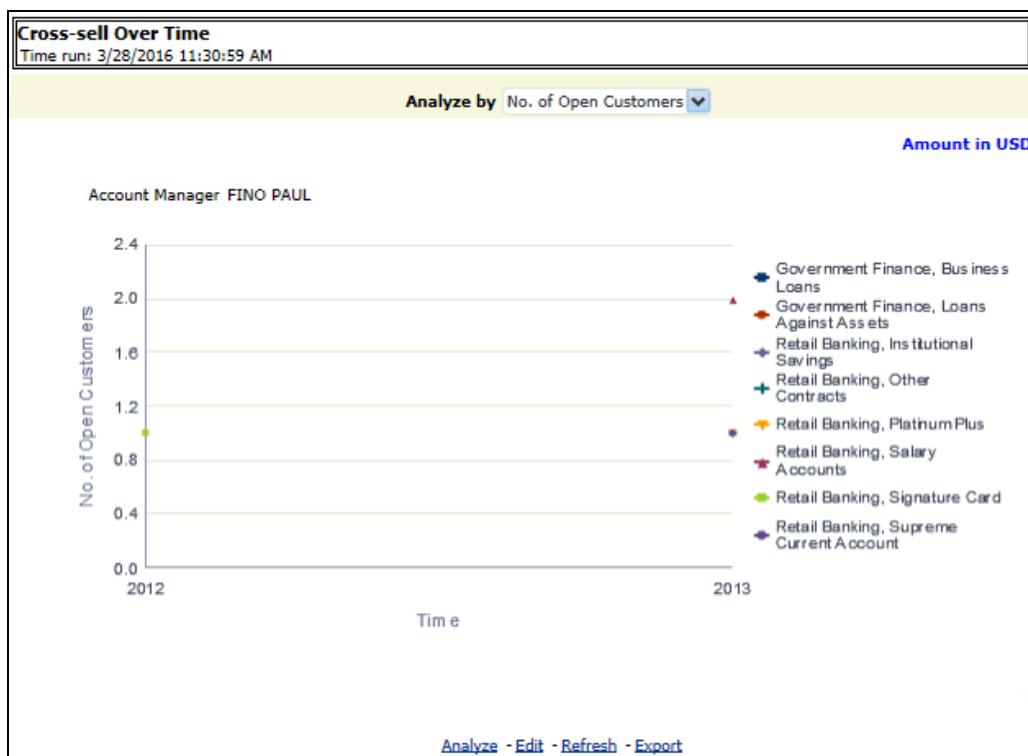
9 Overview of Retail Performance Analytics Reports

Oracle Financial Services Retail Performance Analytics (OFSRPA) offers the following dashboards that organize different kinds of reports by subject area.

These reports provide the following:

- Gain deep insight into customer engagements across target segments and products/LOB including lending, credit cards, and so on.

- Perform Wallet share analysis and Customer Profitability.

- Understand the efficiency of investments (like marketing, branch, and channel and so on) over time.

- Monitor customer distribution across credit and delinquency bands and related exposures.

- Perform an enterprise-wide revenue analysis across customer segments, products, and reporting lines including fee income, interest, and interchange.

- Summary performance of the LOBs, overall Profitability, and Portfolio mix.

- Customer trends across performance drivers like Sales, Balances, Deposits, Product subscriptions (revenue services), Credit scores, Delinquency bands, Losses, and so on.

- LOB specific performance reports can be analyzed against key dimensions like customer segments, product family, region, branch, risk scores, and so on.

- Analyze expenses across customer segments, products, and channels to understand ROI.

For all dashboards, there are filters available. You can filter data based on year, region, line of business, and currency type.

9.1 Dashboards

OFSRPA has the following tabs present in the Retail Performance dashboard:

- Business Analysis
  - Performance Summary
  - New Business Analysis
  - Revenue Analysis
  - Expense Analysis
  - Credit Loss Summary
  - Margin Reports
  - Customer Summary
  - What-If Analysis
- Customer Central
  - Customer 360

- Customer Performance
- Product Summary
  - All Product
  - Cards
  - Retail Bank
  - Mortgage
- Relationship Manager Insights

The following sections display the essential nature of the available reports as per each tab.

9.1.1 Business Analysis

Business Analysis Dashboard provides in-depth analysis on enterprise wide performance evaluation based own critical business parameters. The dashboard contains various tabs containing analytical reports on business performance, business acquisition, revenues, expenses, margins, credit loss, customers and sensitivity analysis like what-if analysis.

9.1.1.1 Performance Summary

9.1.1.1.1 Portfolio Mix

This report provides details about customers distributed among various region along with the Line of Business. The report can be analyzed through various business parameters like; number of new and open accounts, revenues, spends etc. This is a zoomable map report.
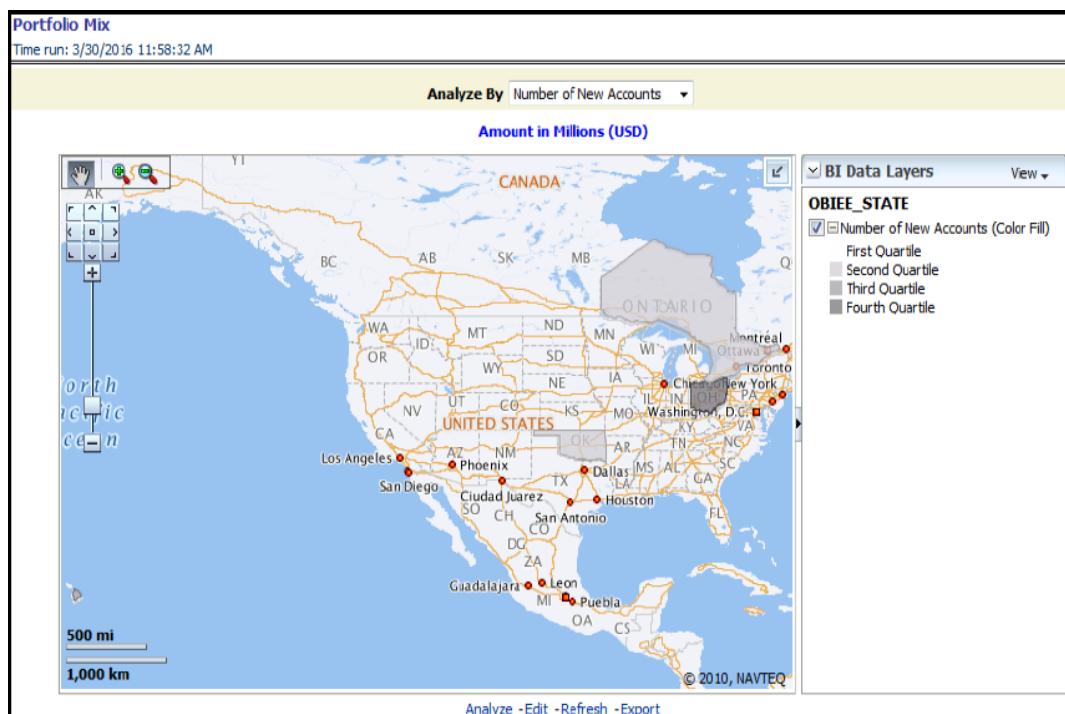
The map can be zoomed in and out by clicking on zoom scale or zoom in/zoom out button. You can navigate through the map by dragging the map or clicking on Zoom icon.

9.1.1.1.2 Portfolio Mix

This report displays growth of key metrices such as No. of New Accounts, End of Period balance, and Sales across various Lines of Businesses within the bank. This is a sunburst report.

On clicking a particular distribution, a consolidated view of that particular distribution is displayed. For example, if you need to get a consolidated view of 2011 distribution, click on 2011. You get a consolidated data of 2011 distribution on open customers, Line of Business, constituent products, and corresponding revenue. Further, you can get consolidated view of open customers, Line of Business, constituent product, and corresponding revenue, by clicking any particular distribution. To view the overall report, click the center of the circular graph.
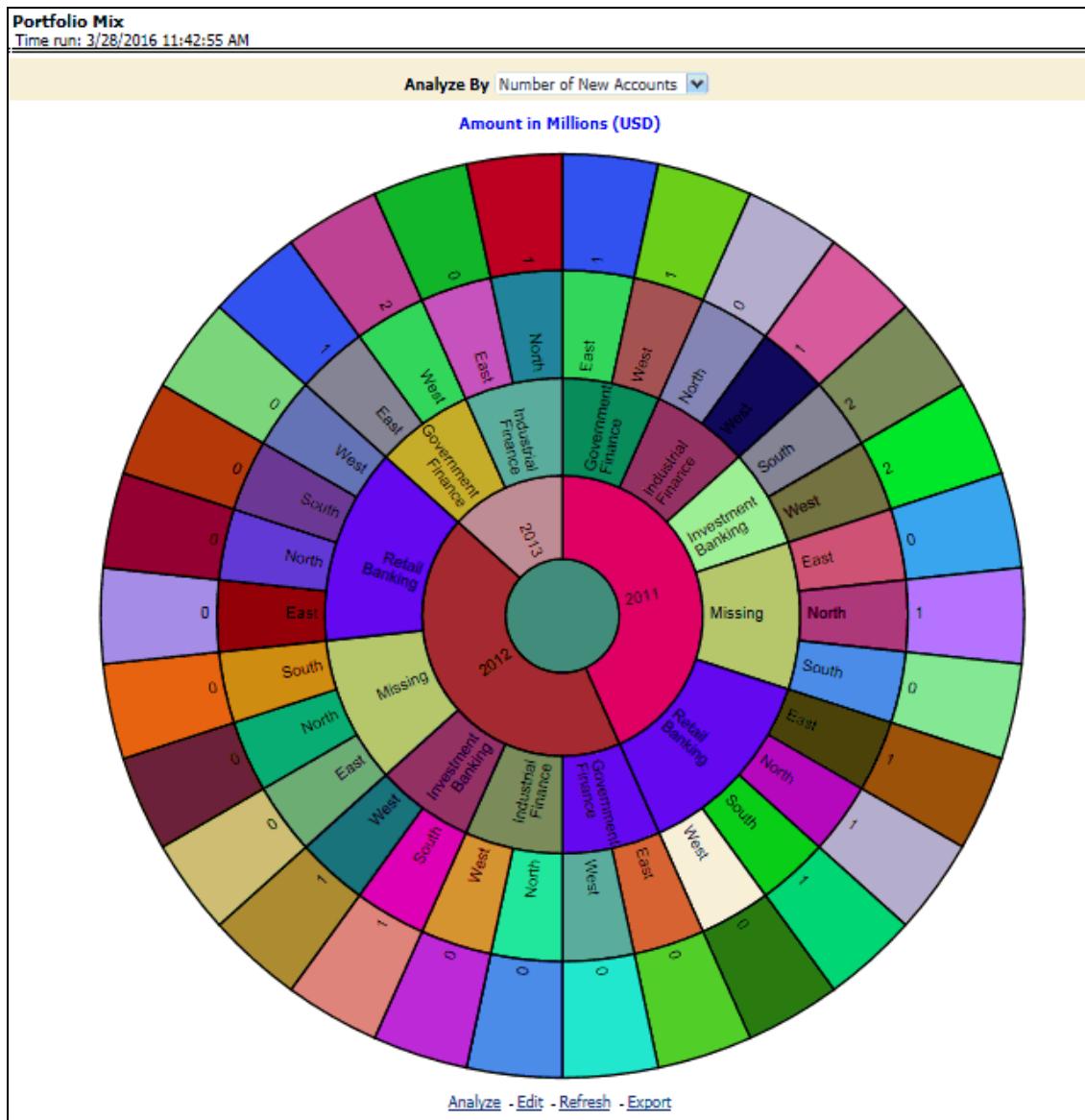
9.1.1.1.3 Revenue Distribution

This report provides the Revenue spread across the different Lines of Businesses within the bank.
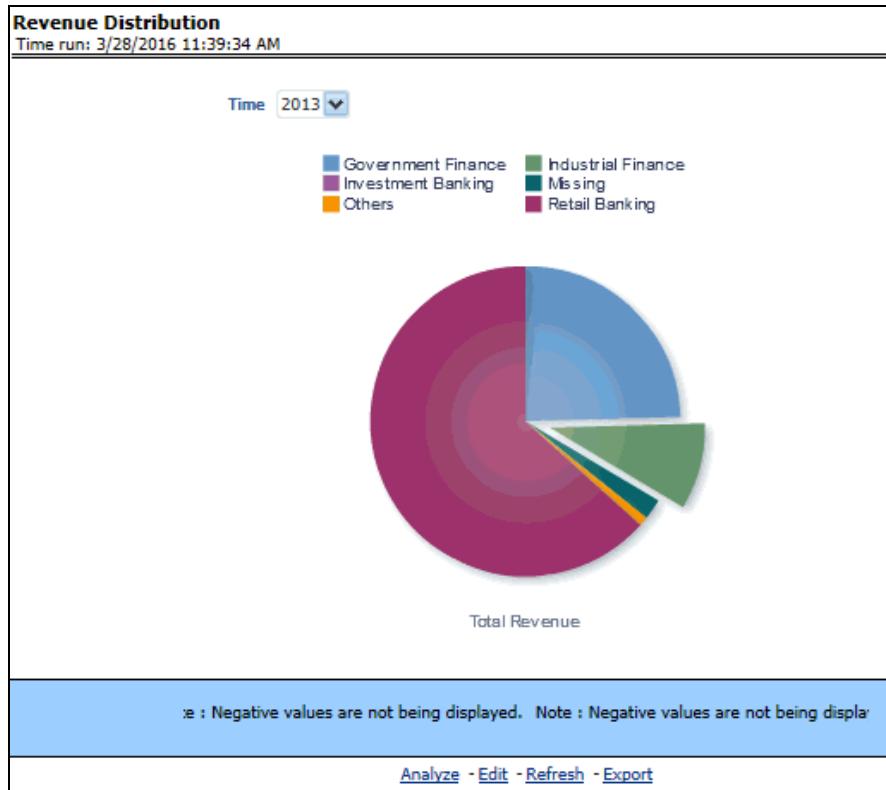
9.1.1.1.4 Cross LOB Holding

This report outlines the product holding patterns of bank customers across Lines of Business. It shows the relationships the customer has across the enterprise.

9.1.1.1.5 Top 10 Products by Revenue

This report outlines the top 10 products ranked by Revenue and percentage contribution to total business. This report also list top performing products belonging to the line of businesses and number of customers each product is holding.

Top 10 Products by Revenue
Time run: 3/28/2016 11:39:34 AM

Amount in Millions (USD)

Line of Business	Product	Number of Open Customers	Revenue	% of Revenue
Government Finance	Home Loan	4	85.32	33.8%
	Loans Against Assets	5	60.11	23.8%
	Business Loans	3	44.72	17.7%
	Government Loans	3	30.99	12.3%
Retail Banking	Salary Accounts	7	14.61	5.8%
	Supreme Current Account	2	13.93	5.5%
Government Finance	Business Loans	1	11.13	4.4%
Retail Banking	Salary Accounts	2	10.44	4.1%
Missing	MF Regular	1	11.48	4.5%
Missing	MF Regular	1	10.31	4.1%

Analyze - Edit - Refresh - Export

9.1.1.1.6 No. of Accounts by Region and Product

This report displays the concentration of Accounts across various Regions and Products within the bank.

No. of Accounts by Region and Product
Time run: 3/28/2016 11:39:34 AM

Analyze - Edit - Refresh - Export
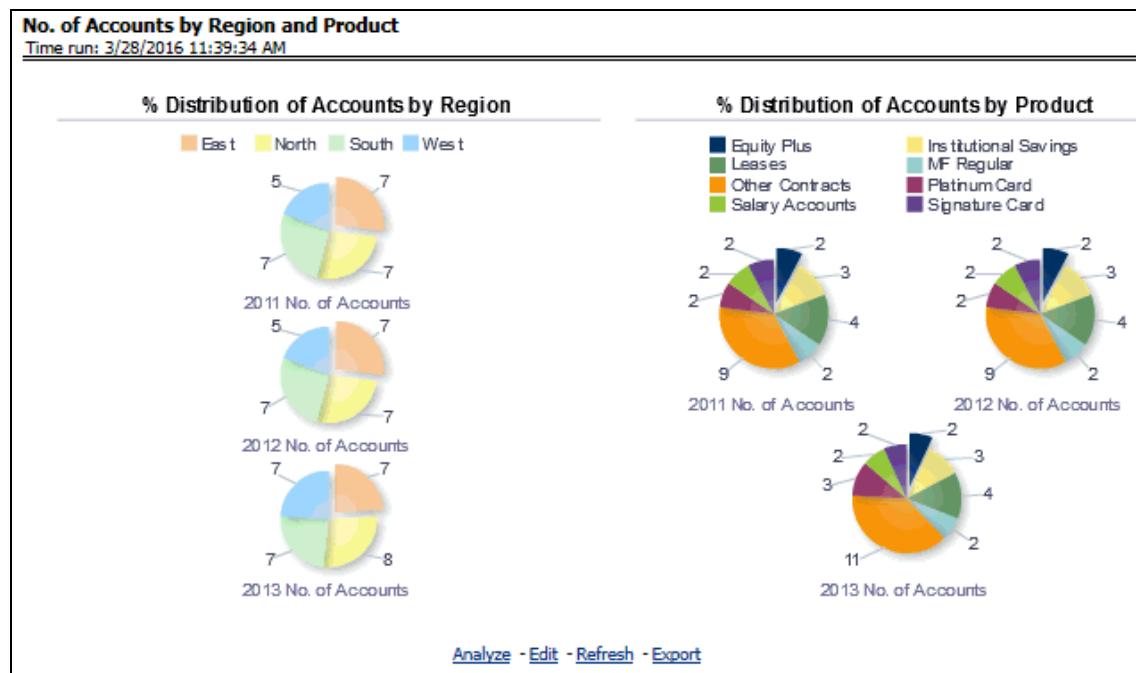
9.1.1.1.7   Summary of New Customers

This report displays the growth in customer base across the various products over time.
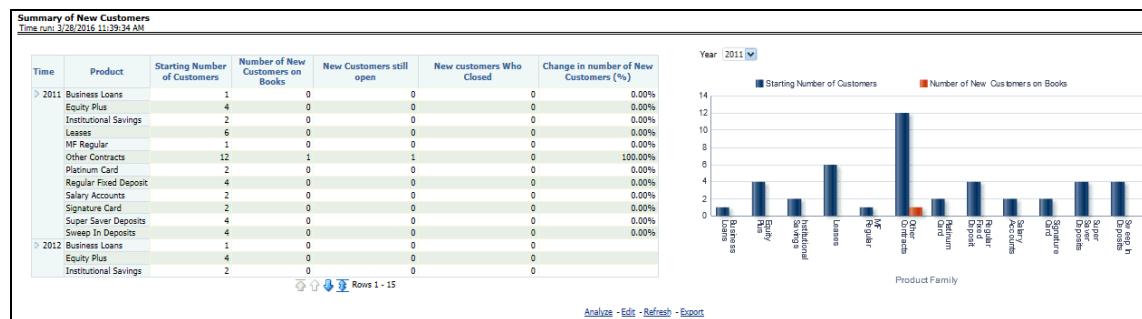
9.1.1.1.8   New Business Summary by Channel

This report displays summary of new accounts opened across various bank channels.
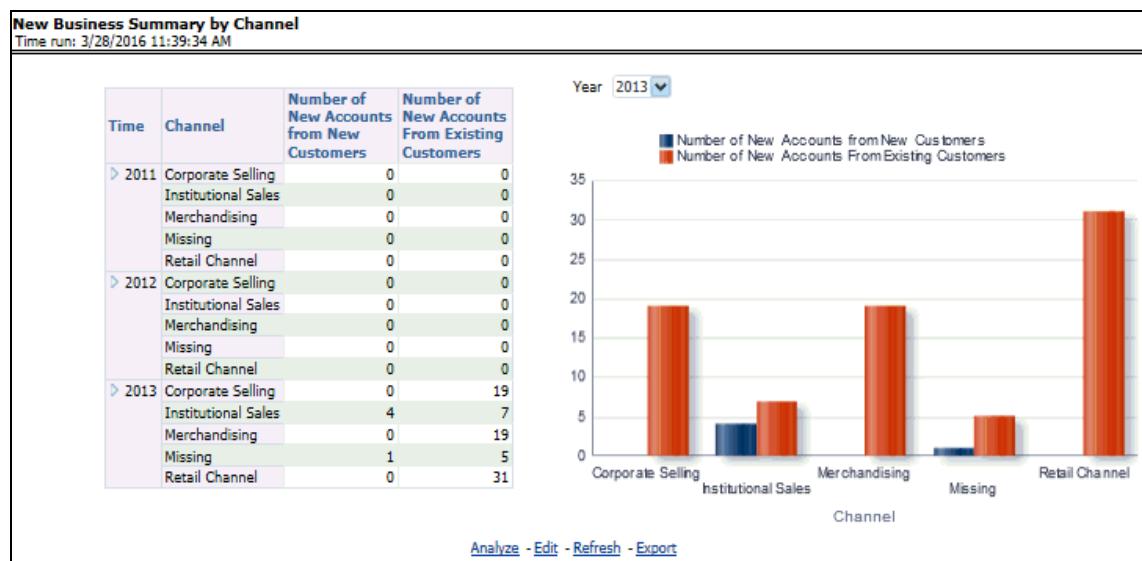
9.1.1.1.9   New Business Summary by Product

This report displays summary of new customers on-boarded by product.

New Business Summary by Product
Time run: 3/28/2016 11:39:34 AM

Amount in Millions (USD

Time	Product	Number of New Accounts	Number of New Customers	Credit Balance - New Customers	Debit Balance - New Customers
2011	Business Loans	1	0		
	Equity Plus	4	0		
	Institutional Savings	0	0		
	Leases	4	0		
	MF Regular	0	0		
	Other Contracts	7	1		
	Platinum Card	1	0		
	Regular Fixed Deposit	0	0		
	Salary Accounts	0	0		
	Signature Card	2	0		
	Super Saver Deposits	0	0		
	Sweep In Deposits	2	0		
2012	Business Loans	0	0		
	Equity Plus	0	0		
	Institutional Savings	0	0		

Rows 1 - 15

Analyze - Edit - Refresh - Export

9.1.1.1.10   Summary of Closed Accounts

This report displays number of accounts closed across products and attrition reasons.
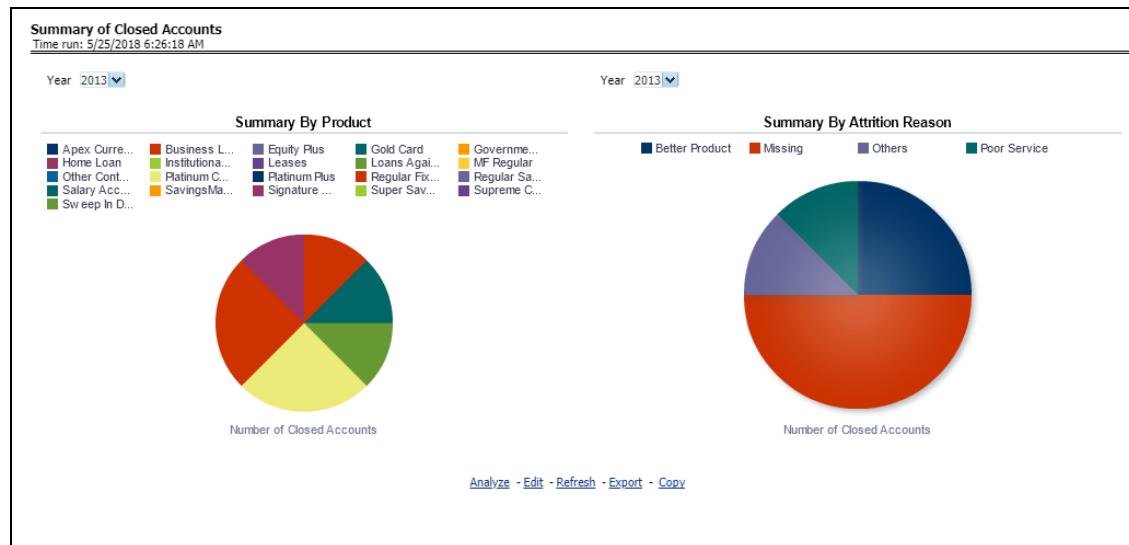
9.1.1.1.11   Origination Channel Performance

This report displays Net Income generated by different sales and business acquisition channels.
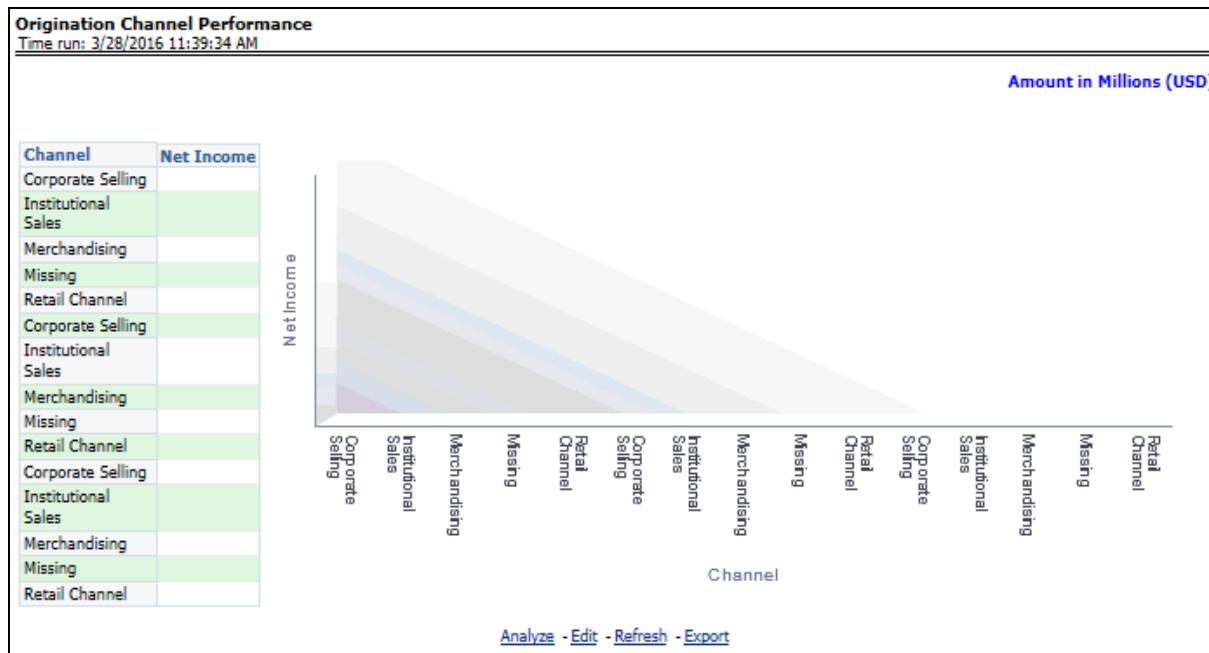
9.1.1.2   New Business Analysis

9.1.1.2.1   Acquisitions Over last 5 Years

This report displays growth of accounts and customers over a period of time. The dashboard prompts allows the user to narrow this analysis down to a specific LOB, Product Family, or Product.
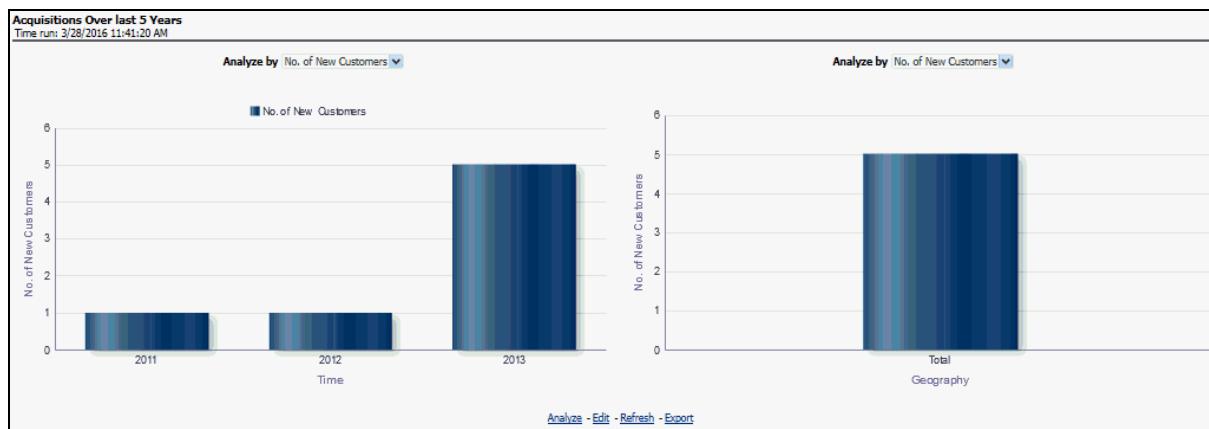
9.1.1.2.2 Approval Trends across Channels

This report displays variance in approval rates over time across the various bank channels and enables you to track how these rates have gone up or down in specific channels or compare a rise/fall in one channel vs performance in others. The dashboard prompts allows the user to narrow this analysis down to a specific LOB, Product Family or Product.
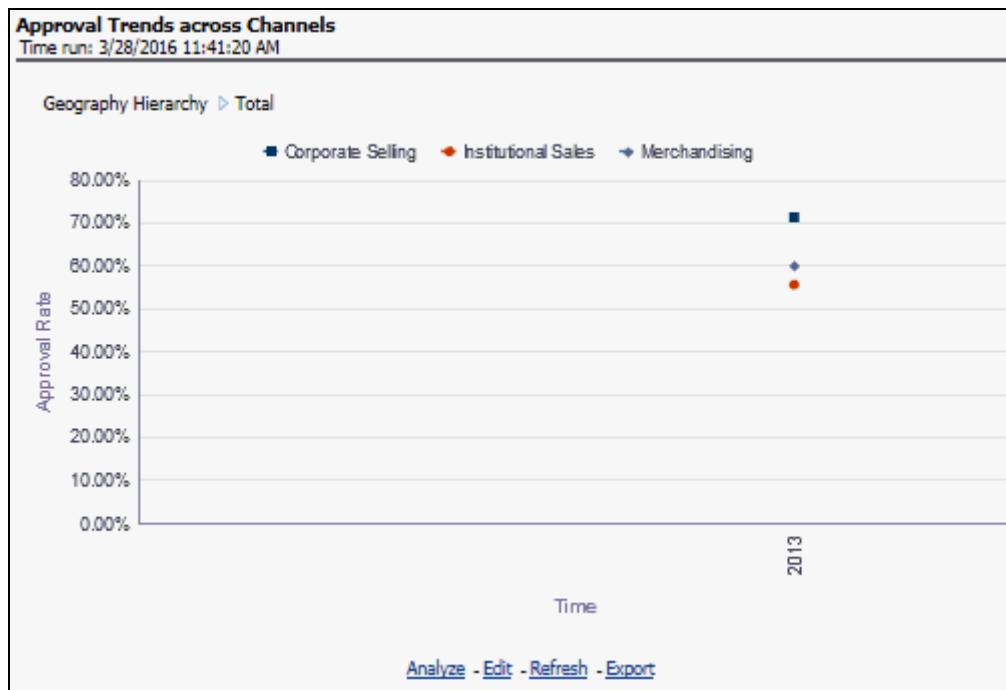
Line of Business Filter prompt selection is not applicable for this report.

9.1.1.2.3 New Account Distribution by Customer Segment

Provides a composition of the customers across key customer segments like Age, Gender, Income.
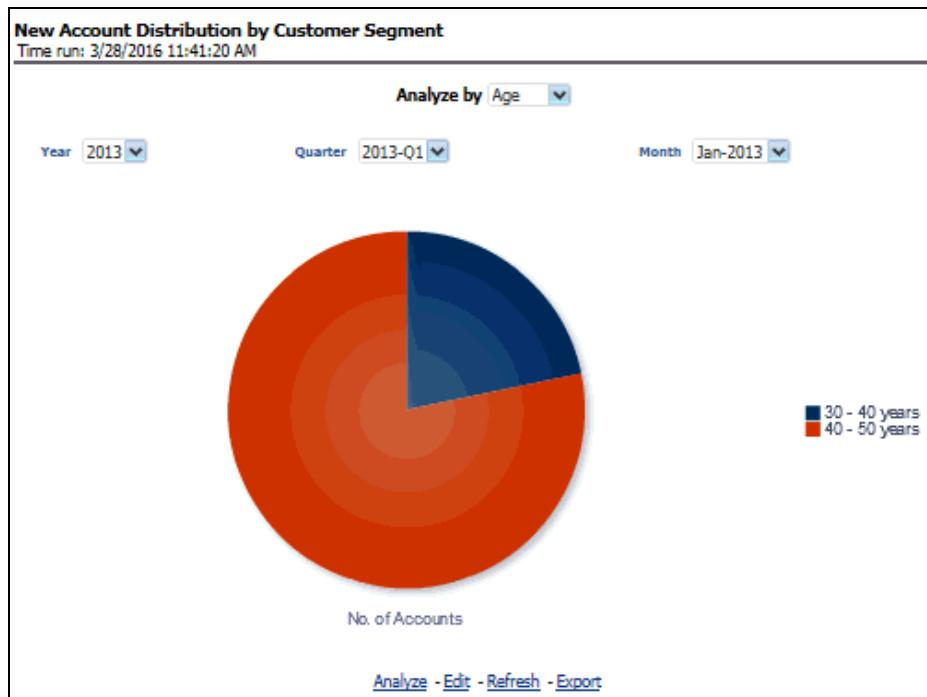
Product filter prompt selection is not applicable on this report.

9.1.1.2.4 Acquisition by Channel

This report displays how acquisitions have migrated from one channel to another over a period of time.
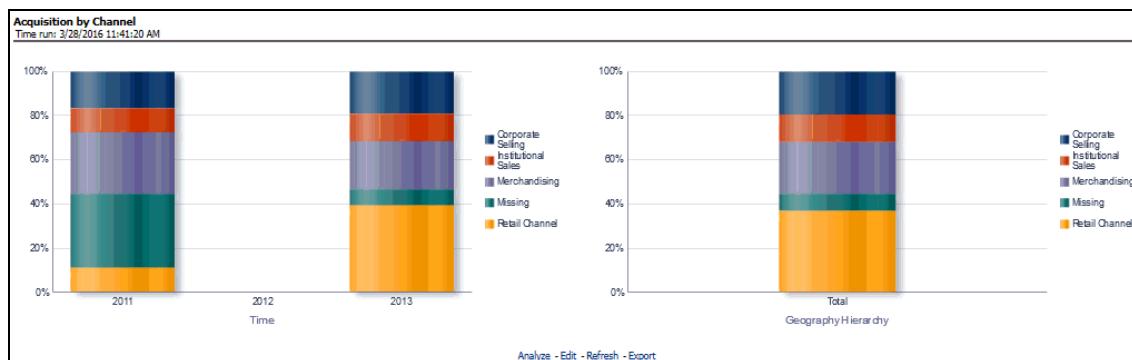
9.1.1.2.5 Overall Attrition Over last 5 Years

This report enables the user to have a view of the outflow (closed customers) or attrition over the last 5 years in order to fully understand how customers are flowing in and out of a certain product or product family or LOB.

9.1.1.2.6 Top 10 Reject Reasons

This report displays variance analysis of the various reasons why an application was rejected. This can also be viewed as a time series to see trends over a period of time.

Top 10 Reject Reasons
Time run: 3/28/2016 11:41:20 AM

Rejection Reason	> 2013 No. of Applications	% Total
NO PROPER DOCUMENTATION	4	50.0%
NOT ELIGIBLE TO APPLY	4	50.0%
Grand Total	**8**	**100.0%**

Analyze - Edit - Refresh - Export
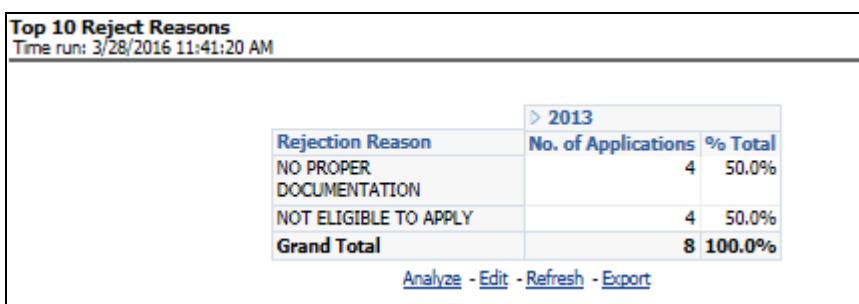
Line of Business Filter prompt selection is not applicable for this report.

9.1.1.2.7 Account Distribution by Credit Band

This report outlines the number of accounts booked across various credit score bands. The credit score corresponds to the customer holding the account.
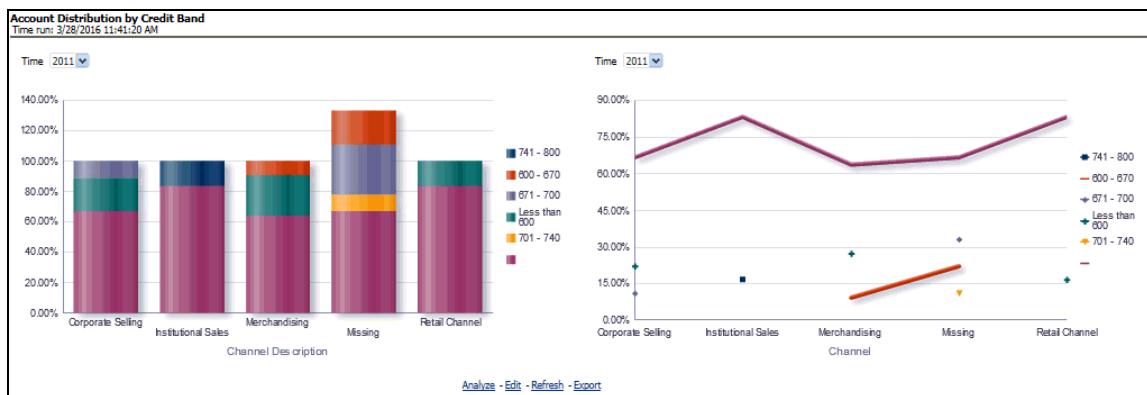
9.1.1.3   Revenue Analysis

9.1.1.3.1   Revenue Analysis

This report displays variance analysis of the various Revenue components like Fee Income, Net Interest Revenue, and so on by Product with ability to further understand this distribution across key customer segments like Gender, Age, and Income.
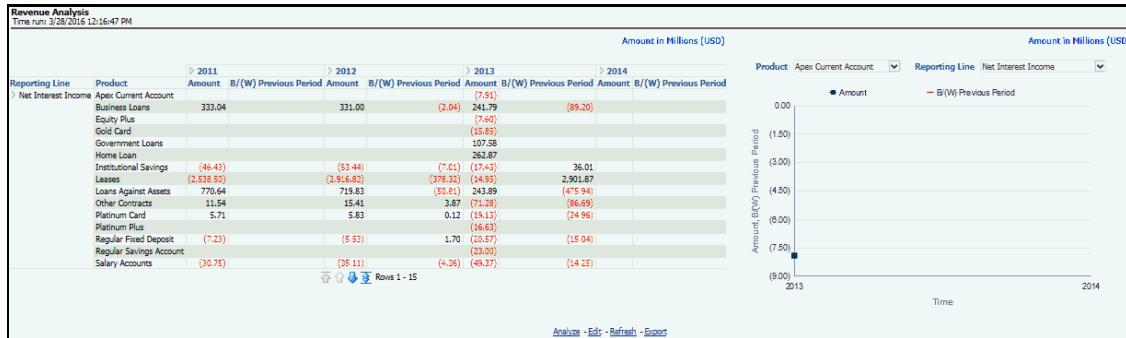
9.1.1.4   Expense Analysis

This report displays variance analysis of the various Expense components like Direct Expenses, Operating Expenses, and so on by Product with ability to further understand this distribution across key customer segments like Gender, Age, and Income.
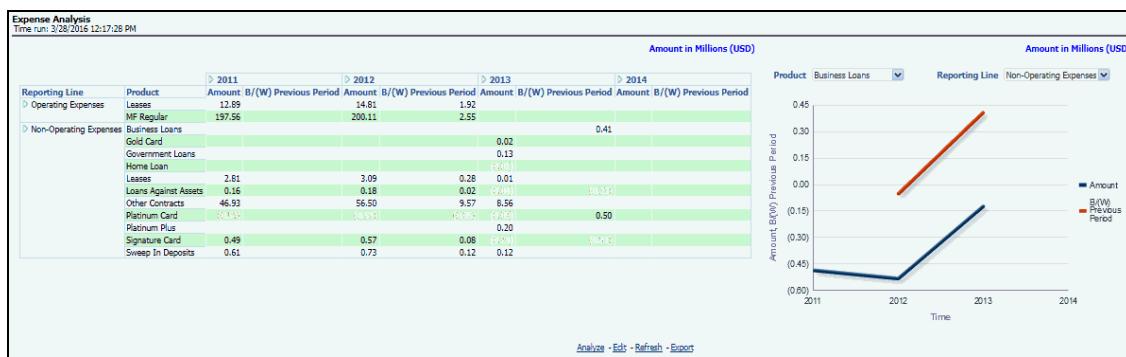
9.1.2 Credit Loss Summary

9.1.2.1 Risk Summary

This report gives a snapshot of the number of accounts in each delinquency bucket and the corresponding balance in each of these buckets. This can further be refined to limit this data to a specific LOB or a product within a LOB.
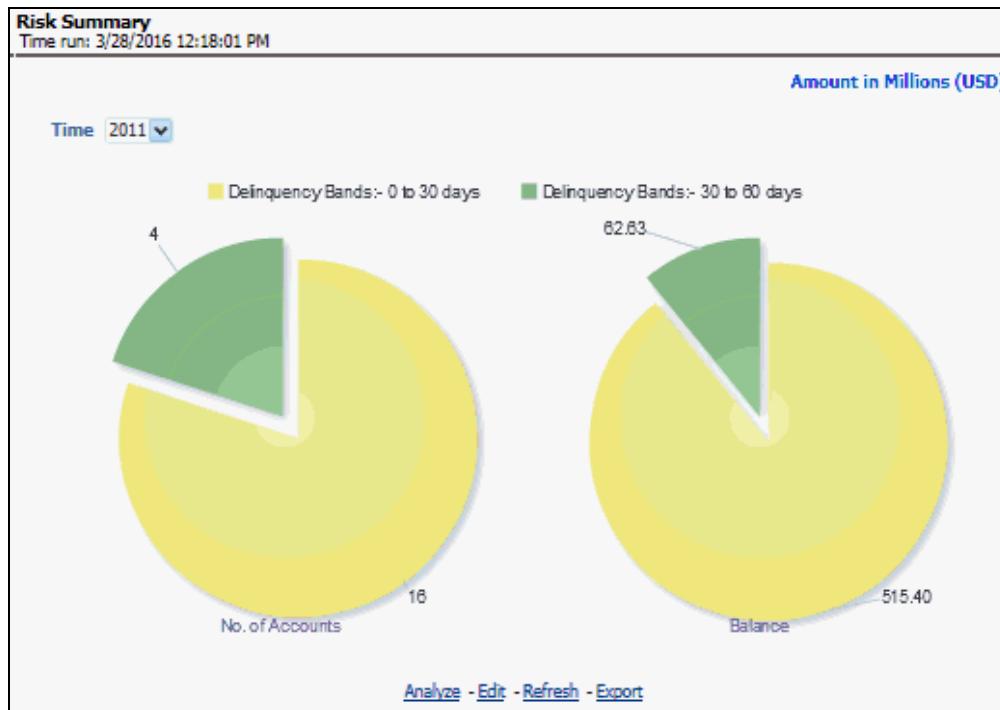
9.1.2.1.1 Credit Loss Statement

This report displays Net Credit Loss (Gross Credit Loss adjusted for any recoveries) booked by the bank.
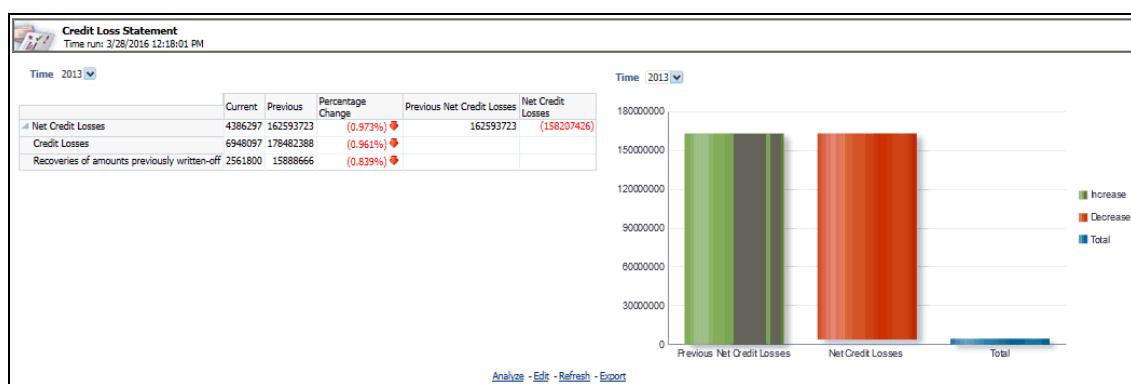
9.1.3   Margin Reports

This report tracks the margin of profitability that has been achieved by the customer over a period of time.
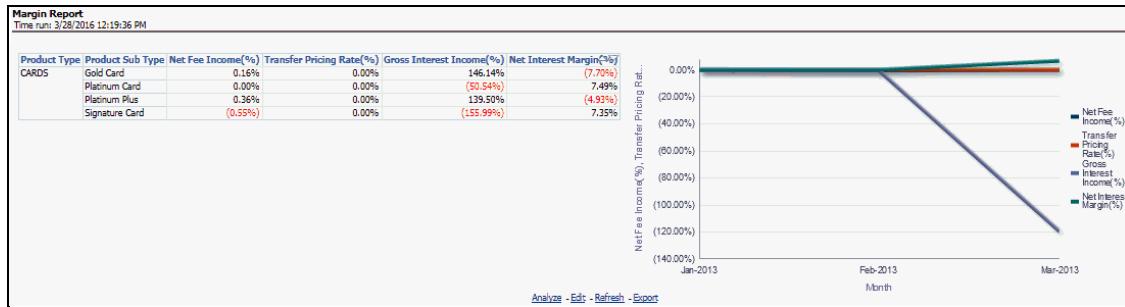
9.1.4   Customer Summary

9.1.4.1   Customer Distribution by Income

This report displays Distribution of Open Customers and Open Accounts across Income bands.
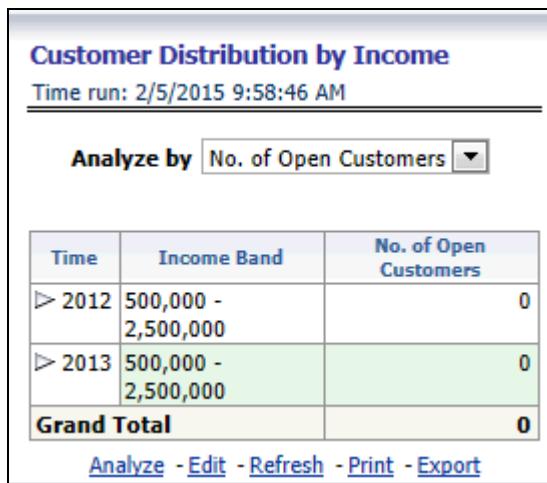
9.1.4.2   Customer Distribution by Age

This report displays Distribution of Open Customers and Open Accounts across Age bands.

9.1.4.3   Customer Distribution by LoB

This report displays distribution of Open Customers and the corresponding Revenue across each Line of Business, its constituent products, and year. This is a sunburst report.

On clicking a particular distribution, a consolidated view of that particular distribution is displayed. For example, if you need to get a consolidated view of 2011 distribution, click on 2011. You get a consolidated data of 2011 distribution on open customers, Line of Business, constituent products, and corresponding revenue. Further, you can get consolidated view of open customers, Line of Business, constituent product, and corresponding revenue, by clicking any particular distribution. To view the overall report, click the center of the circular graph.

Customer Distribution by LOB
Time run: 3/28/2016 12:27:23 PM

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9.1.4.4   Customer Distribution by Region

This report displays Top 10 Products by Customers and Revenue Distribution of Open Customers and Open Accounts across Regions and Products.

Customer Distribution by Region
Time run: 3/28/2016 12:27:23 PM
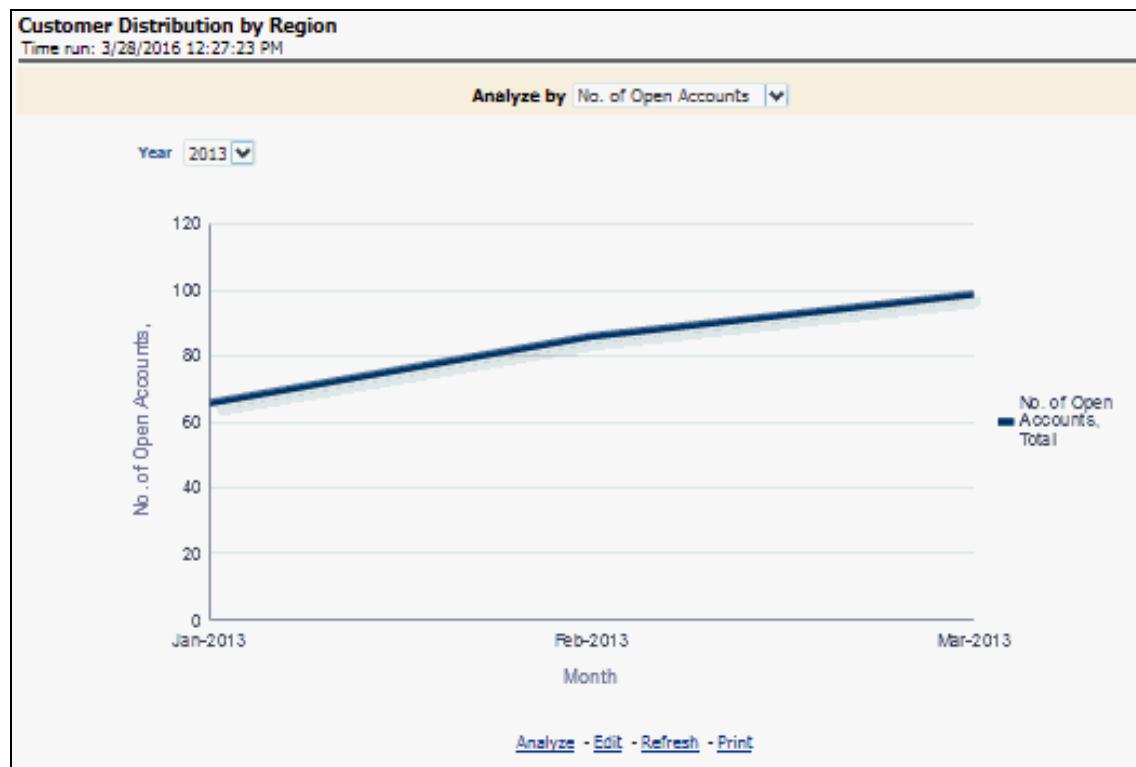
9.1.4.5   Product Penetration Report

This report displays movement/sales of products over period of time.

Product Penetration Report
Time run: 3/28/2016 12:27:23 PM
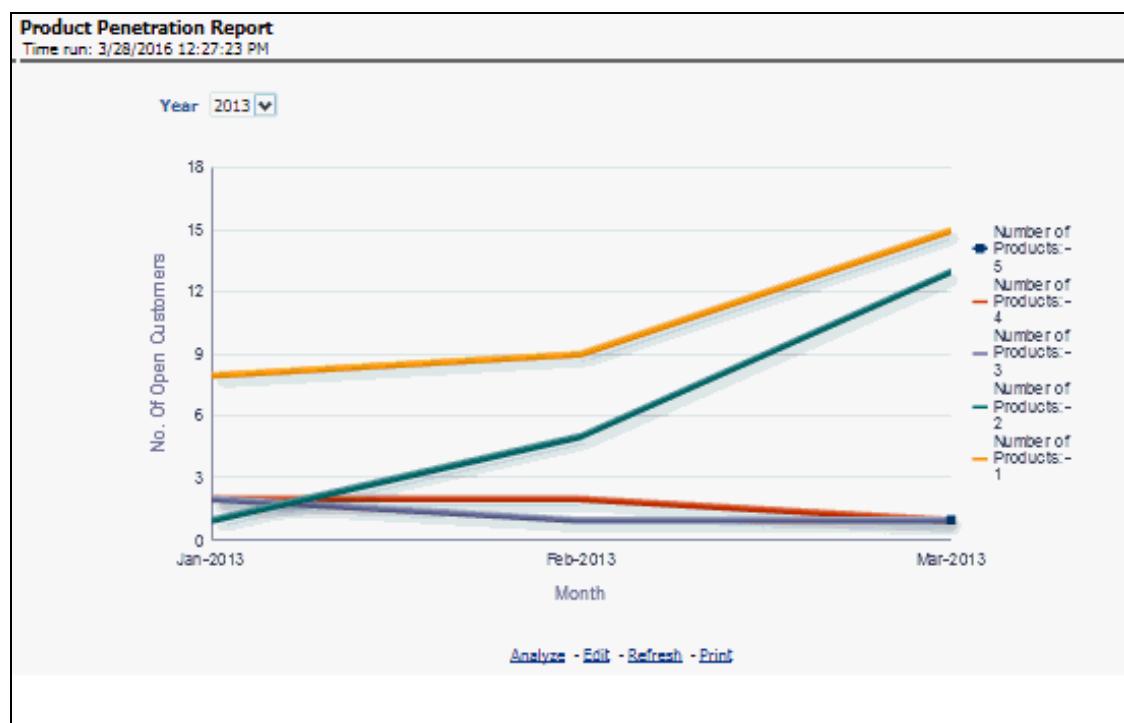
9.1.5   What-If Analysis

This report enables the user to account for the change in profitability owing to any probable changes in the projected components of profitability. This report is displayed through three sections; (i) Income Statement Variation (ii) Comparison Over Applied Variation and (iii) Projected Vs Revised.

9.1.5.1   Income Statement Variation

Income Statement Variation												
Time run: 3/28/2016 12:20:16 PM												Amount in Millions (USD)
	2013		2014		2015		2016		2017		2018	
	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement	Projected Movement	Revised Movement
Net Income Before Taxes	-246.27		-330.95		-333.85		-336.55		-339.09		-85.13	

9.1.5.2   Comparison Over Applied Variations

OFS PERFORMANCE ANALYTICS CLOUD SERVICE USER GUIDE | 160
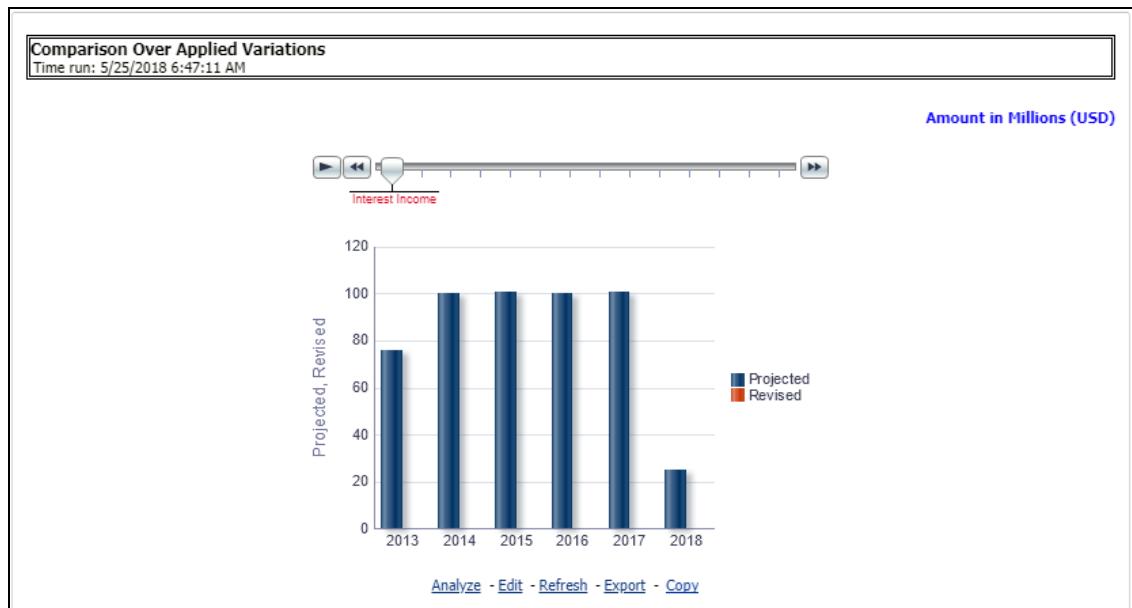
9.1.5.3   Projected vs. Revised
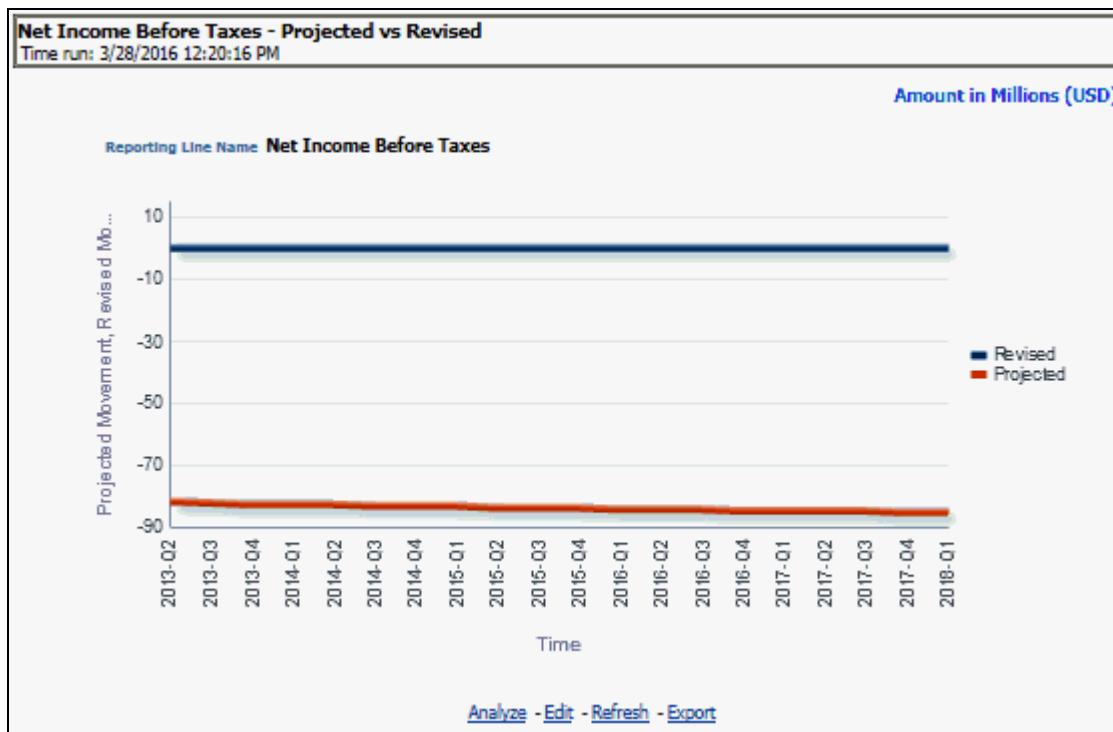
9.1.6   Customer Central

The purpose of this Dashboard is to provide detailed information about the customer, information related to the accounts of the customer, and other behavioral attributes. It enables the user to analyze a customer in its entirety. The report is specific to a customer and the selection of customer for which the report is to be viewed is done through the dashboard prompt. The search is enabled either by Customer or Account.

This Dashboard provides complete demographic details of the customer as well as the engagements of the customer with the bank. The engagement with the bank is specified in terms of the accounts held by the customer as well as the other services/activities through which the customer interacts with the bank.

All accounts of the customer (current as well as previous) are reported along with their specifics such as the start date, balance, peak balances, net income, relationship manager, and so on. Other reports include the specifics of the subscriptions and enrollments of the customer and the various offers that are provided to the customer and the accounts to which those offers have been provided. It also displays the details of transactions of the customer which can be viewed by classification into monetary or non-monetary transactions. Any predictive modeling scores that have been computed or are available for the customer are also reported.

Based on the profitability of the accounts, the future behavior of accounts is predicted and this predicted value is used to compute Customer Life-Time Value (CLTV). The CLTV can be analyzed for different periods of projections and accordingly the projected data to be considered for reporting CLTV is selected. Various reports available under this tab are discussed in the following sections:

The following Tabs and Reports are present in the Customer Central tab:

9.1.6.1   Customer 360

Based on the Segment filter prompt selected the reports are generated. The options available under Segment filter prompt are as follows:

- Risk Based
- Demographics
- Behavioral
- Profitability

Maximum number of measure/dimensions that can be selected are 15. On selecting more than 15 measure/dimension, the first selected dimensions in the hierarchy are deselected.

9.1.6.1.1   Retail Profile

This report provides the basic demographics of a particular customer.

Customer Central (Sunburst-Wheel): This report displays circular graphical representation that is divided into number of sectors. Each sector represents the value of the dimension or measure, that is, Turnover, Customer Since, Total Assest Balance, Total Liability Balance, No. of Assest Product, No. of Liability Product, No. of Products Held (currently), No. of Products Held (Since inception of customer), Debit Turnout, Mitigant Value, Total Spent, and so on, of the customer that has been selected. This is a sunburst report. On clicking a particular segment, the selected segment rotates and appears on the top part of the circle for better visualization.

The radial axis on the anti-clock side of every sector represents the scale for that sector. The following values are represented in each sector:

- **Customer Value**: This represents the dimensional value of customer across the scale.
- **Segment Average**: This represents the average value of the dimension of the segment that the customer belongs to.
- **Enterprise Average**: This represents customers from all the segments considered to compute the average value of dimension or measure.

Hyperlinks are provided under the Customer, Scores, and Ratings section. On clicking these hyperlink, you are navigated to the respective detail reports.

9.1.6.2 Customer Performance

9.1.6.2.1 Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital.

This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines e.g; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.


9.1.6.2.2 Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during pervioud same time period and move in terms f percentage change.

9.1.6.2.3 Profit and Loss Summary

This report displays Profit and Loss statement for all products which the user can then limit to specific Line of Business (LOB) or slices of the P&L for a specific LOB across individual customer segments like age, gender, and Income.
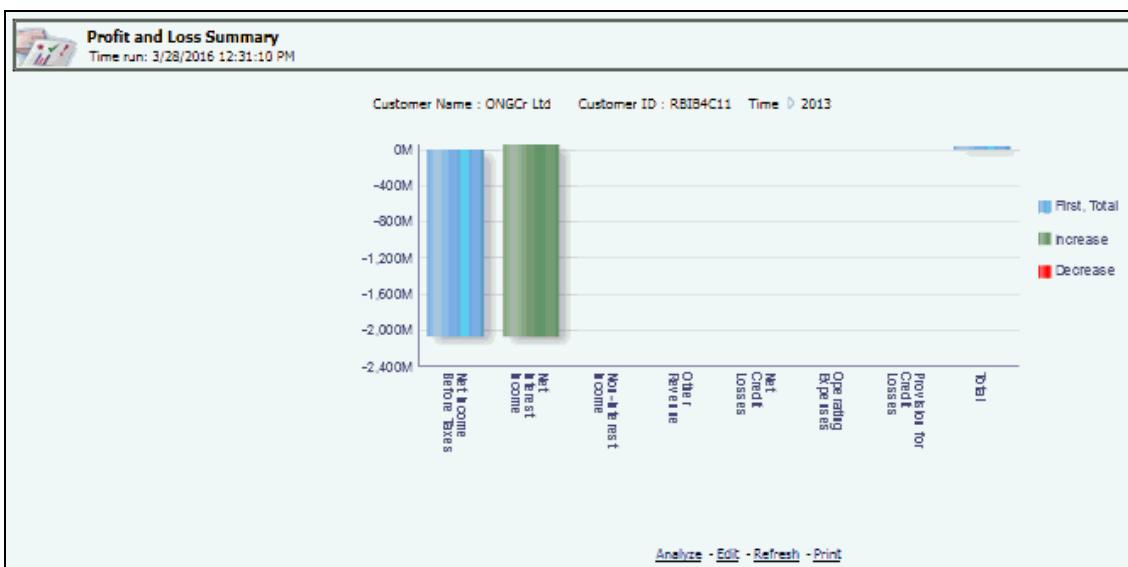
9.1.7   Product Summary

9.1.7.1   All Product

9.1.7.1.1   Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital.

This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines eg; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.

9.1.7.1.2   Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during previous same time period and move in terms of percentage change.

9.1.7.1.3   Profit and Loss Summary

This report displays Profit and Loss statement for all products which the user can then limit to specific Line of Business (LOB) or slices of the Proit and Loss for a specific LOB across individual customer segments like age, gender, and Income.

9.1.7.1.4   Profit and Loss - Scenario Comparison

This report provides the comparison of the details of the income generated to predefine scenarios.

Some of the dashboard filters, that is, Vintage, The Age On Book, Customer Gender, Customer Age/Customer Income, Geography Filter prompt selection is not applicable to this report.

9.1.7.2   Cards

9.1.7.2.1   Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital.

This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines e.g; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.

9.1.7.2.2   Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during previous same time period and move in terms f percentage change.

9.1.7.2.3   Profit and Loss Summary

This report displays Profit and Loss statement for Cards products that can be viewed as slices of individual customer segments like age, gender and Income.

9.1.7.2.4 Performance by Card Type

This report displays Key Metrics such as Number of New accounts, Number of Open customers and so on reported across various card types demonstrating the mix across the card types.

Performance by Card Type
Time run: 3/28/2016 12:43:54 PM

Amount in Millions (USD)

Time	Card Type	No. of Accounts	No. of New Accounts	No. of Open Customers	Fee Revenue	Total Payments	Total Revenue
2011	Platinum Card	2	1	2	14.15	0.13	142.42
	Signature Card	2	2	2	14.45	0.16	136.89
2012	Platinum Card	2	0	2	12.09	0.13	148.79
	Signature Card	2	0	2	15.43	0.16	127.22
2013	Gold Card	9	4	2	4.33	0.05	53.67
	Platinum Card	13	6	5	8.62	0.07	77.43
	Platinum Plus	12	7	6	6.12	0.09	92.60
	Signature Card	9	5	4	6.03	0.07	55.35

Analyze - Edit - Refresh - Export

9.1.7.2.5   Standard Non-Cash Balance

This report displays growth (or decline) of customer non-cash balance over time.
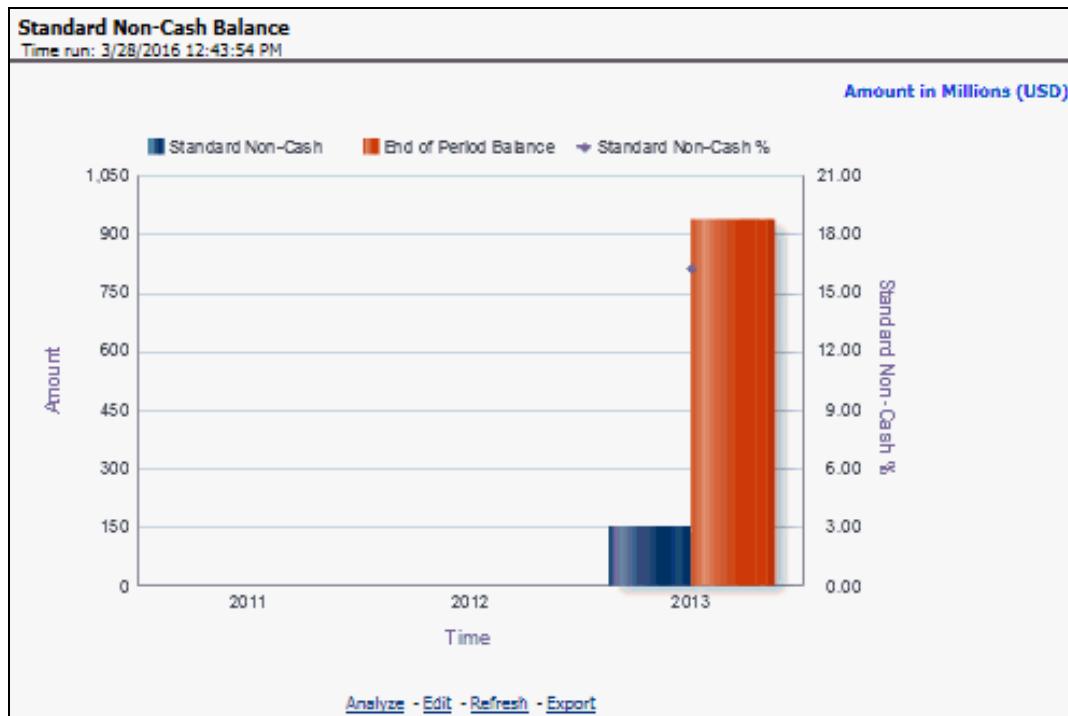
9.1.7.2.6   Balance by Expiry Month

This report displays balance distribution across offer expiry dates gives the user an indication of the balance that is scheduled to flip to a different balance bucket.
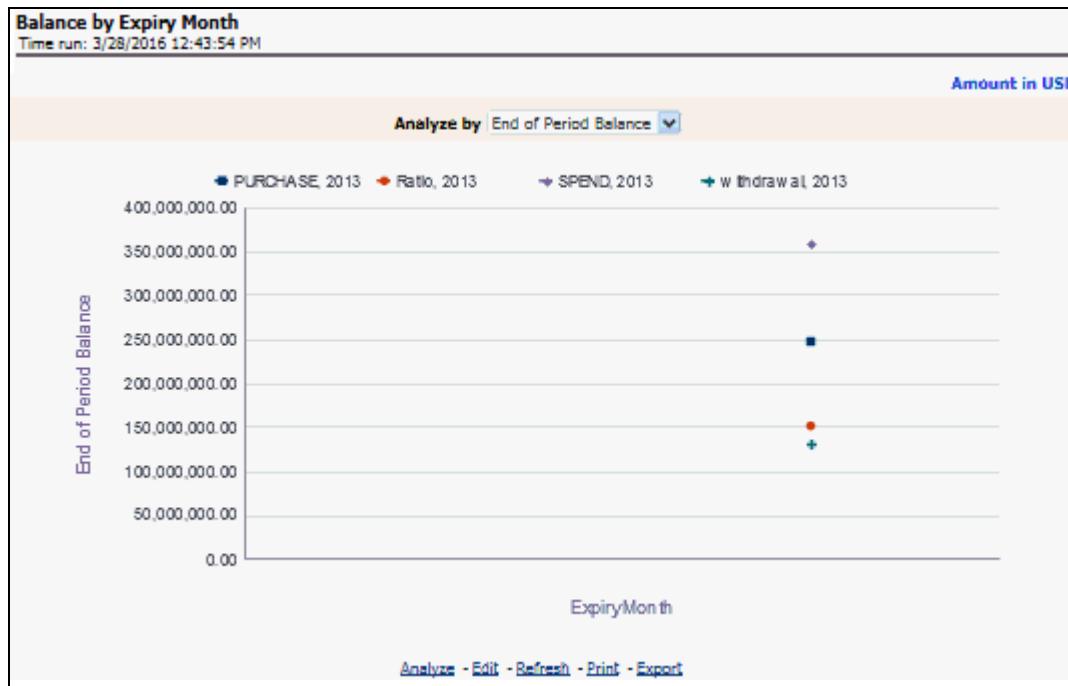
9.1.7.2.7   Active Net Receivables Summary

This report displays the average growth (or decline) of balances per open customer in relation to how the standard non-cash balance is growing (or declining).

9.1.7.2.8   Summary of Balance (Receivables) Breakdown

This report summarizes the Average Net Receivable (ANR) mix across the different balance buckets available within the bank and the effective interest rate across each balance bucket.

9.1.7.2.9 Profit and Loss - Scenario Comparison

This report provides the comparison of the details of the income generated to predefine scenarios.

Some of the dashboard filters, that is, Vintage, The Age On Book, Customer Gender, Customer Age/Customer Income, Geography Filter prompt selection is not applicable to this report.

9.1.7.3 Retail Bank

9.1.7.3.1 Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital.

This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines eg; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.

9.1.7.3.2   Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during previous same time period and move in terms f percentage change.


9.1.7.3.3   Profit and Loss Summary

This report displays Profit and Loss statement for Cards products that can be viewed as slices of individual customer segments like age, gender and Income.

9.1.7.3.4 Total Deposit Analysis

This report displays the distribution of deposits booked by the bank across various product categories.

Total Deposit Analysis
Time run: 3/28/2016 12:48:19 PM
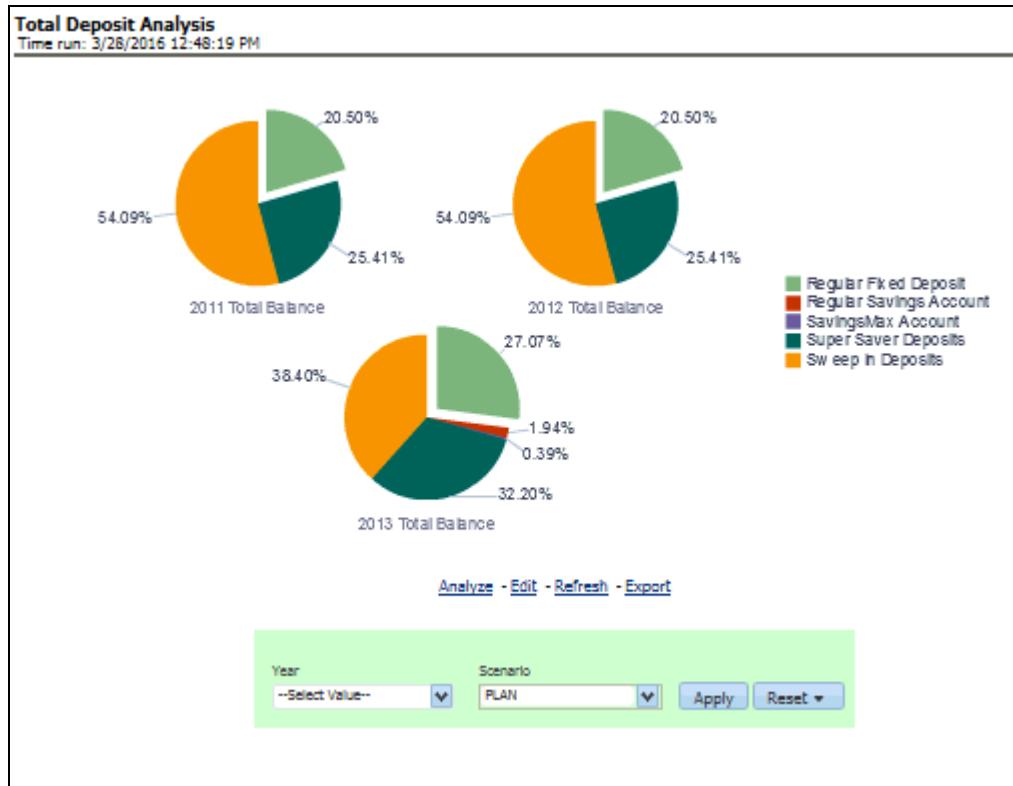
9.1.7.3.5 Profit and Loss - Scenario Comparison

This report provides the comparison of the details of the income generated to predefine scenarios.

Profit & Loss - Scenario Comparison
Time run: 7/22/2015 9:49:18 PM

Amount in USD

	Actual		Scenario				
	Mar-2015	YTD Actual	YTD Scenario	(B/W)	(B/W) %	FULL YEAR	YTD Actuals % FY Scenario
▽ Net Income Before Taxes	-22.18	-22.18	-1.30	-20.89	0.94	-1.30	
▽ Income before Taxes	-22.18	-22.18	-1.30	-20.89	0.94	-1.30	
▽ Total Revenue	-22.16	-22.16	-1.09	-21.07	0.95	-1.09	
▷ Net Interest Income	-22.16	-22.16	-1.09	-21.07	0.95	-1.09	
▷ Net Credit Losses	0.03	0.03	0.21	-0.18	-6.96	0.21	

Analyze - Edit - Refresh - Print - Export

Some of the dashboard filters, that is, Vintage, The Age On Book, Customer Gender, Customer Age/Customer Income, Geography Filter prompt selection is not applicable to this report.

9.1.7.4 Mortgage

9.1.7.4.1 Risk Adjusted Performance Metrics

This report helps you to determine the ratio of risk-adjusted Net Income against the Economic Capital.

This metric is also called Risk Adjusted Return On Capital (RAROC). It helps in determining the efficiency of Economic Capital corresponding to every customer. This Report shows a snapshot of measures against various reporting lines e.g; Total Revenue, Total Expenses, Net Income, return on Total Asset RAROC-Economic Capital and Return on Equity.

Risk Adjusted Performance Metrics
Time run: 5/25/2018 7:17:29 AM

Amount in USD

RAROC- Economic Capi...	Return on Total Assets	Net Income Before Tax...	Total Revenue	Total Expenses
-0.00	-31.14M	661.13M	386.83M

9.1.7.4.2 Income Statement

This report displays Revenues and Expenses under various reporting lines. The numbers are displayed for the current time period selected and in comparison with numbers recorded during previous same time period and move in terms f percentage change.

Income Statement
Time run: 3/28/2016 12:58:21 PM

Year 2013   Quarter 2013-Q1   Month Jan-2013

	Current	Previous	Percentage Change
Total Interest Income	128057433	3486916242	(0.963%)
Net Interest Income	128057433	3486916242	(0.963%)
Total Revenue	128057433	3486916242	(0.963%)
Non Operating Expenses	(31525)	(988956)	(0.968%)
Total Operating and Non Operating Expenses	(31525)	988956	(0.968%)
Income Before Taxes	128088958	3487905198	(0.963%)
Net Income Before Taxes	128088958	3487905198	(0.963%)
Net Income After Taxes	128088958	3487905198	(0.963%)

Analyze - Edit - Refresh - Export

9.1.7.4.3 Profit and Loss Summary

This report provides the comparison of the details of the income generated to predefine scenarios

9.1.7.4.4   Profit and Loss - Scenario Comparison

This report provides the comparison of the details of the income generated to predefine scenarios.

Some of the dashboard filters, that is, Customer Gender, Customer Age/Customer Income, Geography Filter prompt selection is not applicable to this report.

9.1.8 Relationship Manager Insights

9.1.8.1 Relationship Manager Portfolio

This report displays the various assets of a Relationship Manager. This report provides account-wise product portfolio with Revenue of customers held by each RM.

9.1.8.2 Relationship Manager Org Performance

This report provides details of each Relationship Manager's performance at an Account Manager's level with details of customers, holding, total revenue, percent contribution to business and both direct and indirect revenue generation.