

Oracle Financial Services
Customer Analytical
Applications Pack

Version 8.0.3.0.0

Release Notes



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Preface

This Preface provides supporting information for the Oracle Financial Services Retail Customer Analysis Application Release Notes.

This preface includes the following topics:

- [Purpose of This Document](#)
- [Intended Audience](#)
- [Related Documents](#)

Purpose of This Document

This document contains release information for the Retail Customer Analysis Application.

Intended Audience

This document is intended for users of Oracle Financial Services Retail Customer Analysis Application.

Related Documents

This section identifies additional documents related to Oracle Financial Services Retail Customer Analysis Application 8.0.3.0.0.

You can access Oracle documentation online from the Documentation Library for:

Retail Customer Analysis 8.0.3.0.0 Documents ([OTN](#))

- Oracle Financial Services Retail Customer Analytics Installation Guide 8.0.3.0.0
- Oracle Financial Services Retail Customer Analytics User Guide 8.0.3.0.0

1 Introduction

This chapter covers following topics:

Components of Oracle Financial Services Retail Customer Ana Application Pack

1.1 Components of Oracle Financial Services Retail Customer Analytics Applications Pack

Oracle Financial Services Retail Customer Analytics Application Pack includes the following applications.

Financial Services Analytical Applications Infrastructure: This application streamlines analysis using a set of tools for data management and security administration and creates a single, consistent, enterprise-wide source of all relevant customer and financial data. In today's turbulent markets, financial institutions require a better understanding of their risk-return, while strengthening competitive advantage and enhancing long-term customer value.

Oracle Financial Services Analytical Application (OFSAA) enable financial institutions to measure and meet risk adjusted performance objectives, cultivate a risk management culture through transparency, lower the costs of compliance and regulation, and improve insight into customer behavior. OFSAA uses industry-leading analytical methods, shared data model and Application architecture to enable integrated risk management, performance management, customer insight, and compliance management.

OFSAA actively incorporates risk into decision making, enables to achieve a consistent view of performance, promote a transparent risk management culture, and provide pervasive intelligence. OFSAA delivers a comprehensive, integrated suite of financial services analytical Application for both banking and insurance domain.

Financial Services Retail Customer Analytics: Oracle Financial Services Retail Customer Analytics (OFSRCA) is a complete end-to-end web-based Business Intelligence solution which provides a 360 degree view of the customer relationship for key insights into the customer life-cycle.

OFSRCA provides tools for data integration and includes customizable, pre-built dashboards and reports, a reporting data model, and user friendly functional subject areas for ad-hoc reporting. It also provide you deep insights into customer engagements across target segments and products/Line Of Business (LOB) including lending, credit cards, and so on.

2 Oracle Financial Services Analytical Applications Infrastructure

This chapter includes the following topics:

- [New Features](#)
- [Limitations and Known Issues](#)

2.1 New Features

The following features are introduced in this release:

Big Data Integration

- Weblog Data Processing
- Identify Customer on Weblog Data
- Identify Event using Weblog Data
- Execution of Models in Hadoop.

Enhanced Attrition/ Propensity Techniques

Big data, in the form of weblog data, is used in RCA to enhance the predictive power of the attrition and propensity models. The big data functionality is an option within RCA and is included to analyze weblogs resulting from click-stream data, which are basically logs of user activity on a bank's website and internet banking.

NEW REPORT ON PROFITABILITY

- The report 'Net Income per Customer' is enhanced to include the 'Net Income per Customer' LOBs so that this report provides the average net income of customers per decile wherein the customers are categorized based on their income.

SALES FUNNEL REPORTING

Separate Marketing (Leads to applications) and Application to Drawdown sales funnels (2 separate funnel reports) are implemented.

- Stage Proportion: This report shows the percentage of the target list for each stage.
- Stage Specific Conversion: This report shows the percentage of the target list that has been converted for each stage.

ETL process as a run rule is implemented for data population for Sales Funnel report.

2.2 Limitations and Known Issues of Retail Customer Analytics

There are no limitations or known issues for this release.

3 Hardware/Software Tech Stack Details

The hardware/software combinations required for OFS PM 8.0.0.0.0 are available at [OTN Tech Stack](#).

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