

Oracle Financial Services Retail Customer Analytics

Release Notes

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Financial Services

OFS Retail Customer Analytics Release Notes

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Document Control

Version Number	Revision Date	Change Log
1.0	Jul-2021	Created and released the Oracle Financial Services Retail Customer Analytics Applications Pack v8.1.1.0.0 Release Notes document.

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1 Preface

This section provides supporting information for Oracle Financial Service Retail Customer Analytics Pack (OFS RCA Pack) Release Notes.

Topics:

- [Purpose of this Document](#)
- [Intended Audience](#)
- [Access to Oracle Support](#)
- [Related Information Sources](#)

1.1 Purpose of this Document

This document contains release information of Oracle Financial Service Retail Customer Analytics Pack (OFS RCA), Release 8.1.1.0.0.

1.2 Intended Audience

This document is intended for users of OFS RCA Application, Release 8.1.1.0.0.

1.3 Access to Oracle Support

Oracle customers have access to electronic support through My Oracle Support. For more information, visit <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info> or visit <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs> if you are hearing impaired.

1.4 Related Information Sources

We strive to keep this and all other related documents updated regularly; visit the [OHC Documentation Library](#) to download the latest version available there. The list of related documents is provided here.

OHC Documentation Library for the OFS RCA Pack Release 8.1.1.0.0:

- [OFS Retail Customer Analytics Pack Installation and Configuration Guide Release 8.1.1.0.0](#)
- [OFS Retail Customer Analytics User Guide Release 8.1.1.0.0](#)
- [Oracle Financial Services Retail Customer Analytics Security Guide, Release 8.1.1.x](#)
- [Oracle Financial Services Retail Customer Analytics Cloning Reference Guide, Release 8.1.1.x](#)

1.5 Additional Documents to Read

Oracle Financial Services Retail Customer Analytics Pack is built on the Oracle Financial Services Advanced Analytical Applications Infrastructure (OFS AAI). See the following OFS AAI documents as no separate documents are required at the pack or application level for Oracle Financial Services Retail Customer Analytics Pack:

- [OFS Analytical Applications Infrastructure \(OFS AAAI\) Application Pack Installation and Configuration Guide Release 8.1.1.0.0](#)
- [OFS Analytical Applications Infrastructure Administration and Configuration Guide Release 8.1.x](#)
- [OFS Analytical Applications Infrastructure Cloning Reference Guide Release 8.1.0.0.0](#)
- [OFS Analytical Applications Infrastructure Security Guide Release 8.1.0.0.0](#)
- [OFS Analytical Applications Infrastructure User Guide Release 8.1.1.0.0](#)

You can access the common document from the OHC Documentation Library:

- [OFS Analytical Applications 8.1.1.0.0 Technology Matrix](#)

2 Introduction to OFS RCA Pack

Gone are the days when consumers were significantly loyal to just one bank. Currently, it is customary for consumers to engage with multiple banks for their mortgage, checking/savings accounts, lines of credit, and so on. This new modern way of banking challenges the financial institution's marketing team to ensure they are delivering the correct message to the right audience through the right channel. With acquisition costs spiraling, retaining existing customers has taken center-stage; trust and loyalty have to be earned.

Without timely and relevant data and knowledge about customer preferences, informed marketing decisions cannot be made. Oracle Financial Services Retail Customer Analytics helps retail banking institutions ensure that marketing dollars are invested wisely and the customers with the most potential to be profitable are targeted through the right channels.

OFSAA uses industry-leading analytical methods, shared data models, and applications architecture to enable integrated risk management, performance management, customer insight, and compliance management.

OFSAA delivers a comprehensive, integrated suite of financial services analytical applications for both banking and insurance domains.

OFS RCA pack includes the following applications:

- **Oracle Financial Services Analytical Applications Infrastructure:** Provides the prerequisite foundation services required to run all OFSAA applications including user and security management, object administration, and other foundational level services.
- **Oracle Financial Services Retail Customer Analytics (OFS RCA):** OFS RCA is a complete end-to-end web-based Business Intelligence solution for Customer Analytics. It provides tools for data integration and includes customizable, pre-built dashboards and reports, a reporting data model, and user-friendly functional subject areas for adhoc reporting. It enables you to actively plan, manage, and track marketing investments with pre-built reports, dashboards, and underlying data structures.

For more information about new features, bugs fixed, and known issues, see [Oracle Financial Services Retail Customer Analytics](#).

3 Oracle Financial Services Retail Customer Analytics

This chapter describes the new features, bugs addressed, and Known Issues in this release of the OFS RCA application.

Topics:

- [New Features in this Release](#)
- [Bugs Fixed in this Release](#)
- [Known Issues and Limitations in this Release](#)

3.1 New Features in this Release

The following new features are incorporated in this release. For more information on the usage of these features, see the [OFS Retail Customer Analytics User Guide Release 8.1.1.0.0](#):

1. Modeling using Black Box Setting

With the introduction of the box modeling framework, the dependency on AAI's Enterprise Modeling Framework and Model Management and governance is removed. Propensity, cross-sell, and attrition models use the Python language and stop using R and Oracle R Enterprise. In effect, this functionality covers the following product types:

- Cards
- CASA
- Mortgages
- TD
- Loans
- Home Equity Loans
- Pre-paid Cards.

2. Boxed Modeling for Propensity and Attrition Models

The Propensity and Attrition models are enhanced to follow the boxed modeling. This allows the Model Administrator at the bank to do minor modifications to the models based on needs. This is handled in a separate UI which can be launched from the Left Hand menu in the OFS RCA application.

3. Additional Product Types for Cross-Sell Models

Standard loans along with Auto Loans are included for Cross-Sell Models.

4. Next Best Offer

The existing Next Best Offer (NBO) is enhanced with an algorithm that checks the Customer interactions with the bank (both online and in-person), Customer Monetary, and Non-Monetary Transactions with the bank. An overnight batch process with the updated information of all the customers enables the display of the most relevant products that can be offered to the customers.

3.2 Bugs Fixed in this Release

There are no bugs fixed in this release of the OFS Retail Customer Analytics application.

3.3 Known Issues and Limitations in this Release

There are no Known Issues or Limitations in this release of the OFS Retail Customer Analytics application.

4 **Oracle Financial Services Analytical Applications Infrastructure**

See the [Oracle Financial Services Advanced Analytical Applications Infrastructure Application Pack Readme](#) for the details on the New Features, List of Bugs Fixed, and Known Issues and Limitations.

5 **Hardware and Software Tech Stack Details**

The hardware and software combinations required for OFS AAI 8.1.1.0.0 are available at [OFS Analytical Applications Technology Matrix](#).

6 **Licensing Information**

For details on the third-party software tool used, see the [OFSAA Licensing Information User Manual Release 8.1.1.0.0](#).

OFSAA Support

Raise a Service Request (SR) in [My Oracle Support \(MOS\)](#) for queries related to the OFSAA applications.

Send Us Your Comments

Oracle welcomes your comments and suggestions on the quality and usefulness of this publication. Your input is an important part of the information used for revision.

- Did you find any errors?
- Is the information clearly presented?
- Do you need more information? If so, where?
- Are the examples correct? Do you need more examples?
- What features did you like most about this manual?

If you find any errors or have any other suggestions for improvement, indicate the title and part number of the documentation along with the chapter/section/page number (if available) and contact the My Oracle Support.

Before sending us your comments, you might like to ensure that you have the latest version of the document wherein any of your concerns have already been addressed. You can access My Oracle Support site that has all the revised or recently released documents.

