Aunalytics Powers Data Insights and Positive Outcomes for Horizon Bank Customers

Community Bank Takes Strategy-First Approach to Streamline Customer Intelligence and Business Operations

Challenge

Founded in 1873, Horizon Bank has always been about people first. The bank's vision for the future is to provide customers with technology that is designed to serve, rather than avoid, interaction. The bank provides online conveniences that support innovative solutions for personal, commercial and mortgage banking needs, as well as wealth and investment services.

A community banking organization with 74 locations, Horizon sought to resolve an ongoing customer relationship management (CRM) concern that had plagued the bank for years. Horizon had installed several customer relationship management (CRM) systems that fell short of meeting the organization's objectives due do a data infrastructure that wasn't conducive for robust customer relationship management.

Each of these systems failed in terms of the ability to integrate data held across a wide range of databases, data warehouses and other repositories. Furthermore, they prevented the company from utilizing the full breadth and depth of its information resources, restraining sales, marketing and services which would improve the quality of experience (QoE) for customers and support the organization's revenue objectives.

Horizon Bank is a community banking organization that has been serving customers for nearly 150 years. They currently have 74 locations across Indiana and Michigan.

Equal to the limitations of the failed CRM platforms were infrastructure limitations to access the full spectrum of Horizon's data sources, cleanse that data, and ensure accuracy. This left the organization underwhelmed at the results of its CRM environment. As a result, Horizon Bank made the strategic decision to develop a custom in-house CRM solution and selected the Daybreak™ for Financial Services analytics database platform to enable seamless data integration and utilization of that data for customer relationship management to further strategic business intelligence goals.

"What we needed to succeed was an analytics platform capable of unifying and helping us to fully leverage our informational assets. Expectations for the platform would be to deliver clean information from all available sources, not just for our CRM

solution, but for marketing and financial operations as well," said Madelaine Spoljoric, Vice President of Business Intelligence for Horizon Bank. "With this in mind, we selected the Daybreak for Financial Services analytics database platform, which made the integration of informational sources fast and simple while delivering powerful analytics and actionable insights."
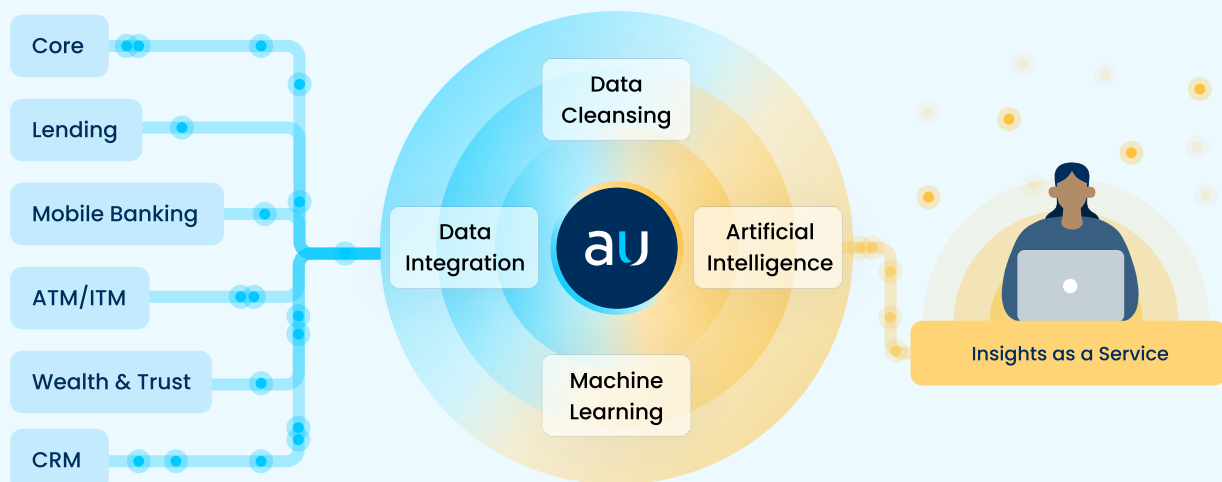
Solution

Data experts at Aunalytics took a three-pronged approach to solve Horizon Bank's business challenges using the Daybreak for Financial Services analytics database platform. The first move would be to get the data right by converging disparate repositories, and organizing the information for ingestion in the proper application area. Horizon Bank would be leveraging Daybreak's robust, cloud-native platform to convert data into answers in support of a wide range of business intelligence applications.

Daybreak allows Horizon's executives to view system-wide data from all business units, cleansing and verifying records to provide enriched data for accurate, data-driven decision making.

The aggregated data delivers a 360-degree view of customer information including behavioral data, from which the platform's proprietary AI technology and deep learning models developed by Aunalytics data scientists glean customer intelligence insights. Customer intelligence insights from Daybreak are actionable, such as targeted marketing driven by product propensity scores, for data-driven campaigns that allow the Horizon Bank team to target the right customer with the right financial product at the right time. With this powerful platform in place, administrators can scale resources proactively and identify both potential problems and opportunities based on the insights gained.

Daybreak for Financial Services

Core • Lending • Mobile Banking • ATM/ITM • Wealth & Trust • CRM

Data Integration • Data Cleansing • Artificial Intelligence • Machine Learning

Insights as a Service

aunalytics

info@aunalytics.com | 855-799-DATA

Daybreak features:

- **Insights-as-a-Service:** Data-backed answers to pressing business questions as the sun rises. With Daybreak, you receive data-backed insights quickly, consistently, and securely every day. Aunalytics converts rich, transactional data about financial institution customers into actionable insights using predictive models, so banks can quickly understand the landscape and make informed decisions that advance strategic business priorities.

  - **Industry Intelligent Analytics Database:** Libraries of data integrated, cleansed, and enriched by third party sources organized into industry-specific data models

  - **Smart Features™:** Aunalytics talented team of data scientists use AI and machine learning to develop predictive algorithms to mine and enrich the integrated data to add knowledge beyond basic statistics and aggregations to answer pressing business questions relevant to the industry.

- **Aunsight™ Data Platform:** Provides cloud-native advanced analytics, computing and data warehouse storage infrastructure and software. The data accuracy feature provides automated data management including data profiling, auto-mapping, ingestion, integration, ELT/ETL, and cleansing.

- **Natural Language Answers™:** Built for the non-technical business user to query data without writing complex SQL commands—search using natural language to find answers in minutes, and visually display analytics results and insights.

- **App Integrations:** View insights and analytics results in an intuitive UI, or replicate them forward to your own dashboards, tools and applications.

Aunalytics' data centers host customer data in a secure enterprise cloud and compute environment, which is based on a highly redundant and scalable platform. This allows customers to scale as their business requires with hosted servers, applications, and data. Daybreak users are supported by the company's 24/7/365 help desk, which Horizon Bank praised for its on-demand service suite and resolution of issues if and when they arise. Horizon Bank administrators access these services through the customer self-service portal, providing service ticketing, system-wide monitoring and alerting, 24x7 telephone support, 24x7 onsite support, and preventative maintenance on covered systems.

aunalytics

Benefits

To initiate the company's digital transformation strategy, Horizon Bank migrated 100,000 customers from an acquisition into the Daybreak for Financial Services analytics database platform overnight. This resulted in a successful post-merger transition. The introduction of automation and the simplification of IT infrastructure by bringing systems together has streamlined the company's computing environment significantly. Automated dashboards now generate reports daily using multiple sources, replacing excel spreadsheets that required the review of data across hundreds of tabs. This advancement allows for deeper insights as the bank can now get very granular and take actions based on clear, accurate data—something that was not possible previously. Some of the reports produced by the new system go to senior management, including the CEO—a sign of real business impact.

Looking forward, the Daybreak platform will be configured to generate new business referrals autonomously using artificial intelligence and machine learning. This will be done to provide the sales team members with information on who to contact and when to contact them based on current and future needs. The platform will also allow the company to bring new data sources from additional disparate data sources so customers can be serviced quickly and accurately and identify any problems the customer may be experiencing. The enhanced system has taken Horizon Bank and its 74 locations to the next level of services and support for customers, making it the preferred financial partner with compelling advantages over larger, competitive establishments.

"In support of this Daybreak deployment, the excellent strategic direction of the business intelligence team at Horizon Bank has made the platform that much more effective, providing for more accurate data-driven decision making," said Ryan Wilson, Director, Client Relationships for Aunalytics. "We are enjoying this journey and look forward to continue working together with Horizon on these endeavors."

Migrated 100,000 customer records from an acquisition into Daybreak overnight.

Detailed reports and dashboards are updated daily through an automated process.

On track to generate new business referrals using AI and machine learning technology.

aunalytics

info@aunalytics.com | 855-799-DATA