ON EBX™

CUSTOMER CASE

RABOBANK · REFERENCE DATA MANAGEMENT

Rabobank streamlines reference data management with EBX®

Reference data such as country, postal and currency codes is everywhere in a large bank. Rabobank consolidated and centralized it in EBX, and saw results straight away.

Reference data may not be the most glamorous part of data management, but it is crucial to data quality and to consistent reporting. The larger and more complex an organization, the more of it there is. That makes it low-hanging fruit for any data management improvement program.

Rabobank set up a Reference Data Management Office (RDMO), chose EBX as its platform after a proof of concept by partner Systemation, and went live with its first showcase in February 2018. Within 18 months, a substantial part of the bank's global reference data was managed in EBX, by a small in-house team.

CUSTOMER
Rabobank

INDUSTRY
Banking and financial services

SCALE
Nearly 50,000 employees worldwide

USE CASE
Reference data management (RDM)

PARTNER
Systemation

PLATFORM
EBX®

"The convenience of the platform enabled Rabobank to install, model and implement EBX on its own."

Pim van Daatselaar, Rabobank Data Management Office

THE CONTEXT

Data management as a boardroom topic

After the banking crisis, national authorities and regulators imposed stricter requirements on how banks manage information. "Be in control of your data" became the watchword. At Rabobank this led to a Data Governance Board reporting directly to the Managing Board, and a Data Management Office that sets policy and supervises data management across the bank.

Initiatives focused first on significance, quality, lineage (how data travels through the bank) and retention, because these are essential to regulatory compliance. Managing and distributing the right reference data was less urgent, but still needed to improve.

> "Reference Data Management may seem only 'nice to have' in comparison to other data management aspects, but because it also influences the quality of data and reporting, it had to be addressed as well."
>
> Pim van Daatselaar, Data Management Specialist, Rabobank Data Management Office

> "Tracking and sharing reference data takes a lot of manual labour; there was no formal structure, and no supervision to ensure the consistency of the data. Updating and distributing the data was a tiresome process for the data owners, which involved creating Excel lists that subsequently needed to be sent out by email. And of course everybody did that their own way."
>
> Pim van Daatselaar

The inconsistencies also led to inaccurate reports. Rabobank needed better quality and efficiency, so it established a Reference Data Management Office with the business processes and roles that go with it, and looked for the right platform to support it.

THE RESULTS

More efficiency, fewer mistakes and in-house development

The RDMO started with Industry Codes as a showcase. Delivered in February 2018, it brought immediate gains in the efficiency and quality of information, and showed what EBX could do.

THE SOLUTION

Consolidation and centralization in EBX

After a thorough review of the options in 2017, the Data Management Office chose EBX. A proof of concept by Systemation showed that EBX did what it was supposed to do, and more, in terms of ease of use and management. EBX also fits Rabobank's structure of group divisions, business units and departments, supporting a strategy of **"centralized when necessary, decentralized where possible."**

Systemation delivered EBX, trained the RDMO's data specialists and continues to provide second-line support, with escalation to EBX product support from ON EBX when needed.

Rabobank led change management and configuration itself.

> "We opted for a pull strategy: first we show them what's possible in small steps, so people get excited about it and want to start using the tool, instead of adopting a Big Bang approach. This also helps us keep things manageable with our own limited resources."
>
> Pim van Daatselaar

The team stayed as close as possible to standard EBX settings, avoiding customization, and built its own user training. A Reference Data Project Board decides which reference data is managed globally or locally, its priority and its owner. Five roles, each with its own rights, were set up in EBX: **Definition Owner, Data Modeller, Data Steward, Data Consumer and Subscriber**. Locally managed reference data is brought into EBX too.

The ease of use of the platform enabled Rabobank to install, model and implement EBX on its own.

> "That's pretty special, because something like this usually requires specialists from outside the company."
>
> Pim van Daatselaar

With a team of only a handful of people, Rabobank raised reference data management for a data-intensive organization of nearly 50,000 employees to a high, consistent standard worldwide, and has kept it there.

REFERENCE DATA AT RABOBANK

	MULTI-DOMAIN REFERENCE DATA	REAL-TIME TRANSACTIONAL REFERENCE DATA
PUBLIC (EXTERNAL)	Industry classification · Geography · Currencies · Time zones	Security prices · SWIFT BIC codes · Exchange rates
SEMI-PRIVATE (SHARED)	Customized public reference data · Shared private reference data	–
PRIVATE (INTERNAL)	Reporting entities · Product codes · Administration codes (much of it finance data)	Reference data required for transaction processing

Reference data defines the permissible values other data fields can take. It rarely changes, apart from occasional revisions, and is distinct from market data.

THE RESULTS AT A GLANCE

1. Successful worldwide implementation.
2. Better reference data directly improves the bank's overall data quality and reporting.
3. Short lead time: 18 months after the start, a substantial part of the global reference data was in EBX.
4. Data governance established.
5. Big efficiency gains in creating, managing and using reference data in systems and reports. From "nice to have" to "must have": business units are lining up to onboard.
6. Almost fully self-sufficient: no external implementation consultancy needed, and the team does its own modelling.
7. Accurate reference data always available from a single source, presented clearly.
8. Trust and confidence in the proven quality of the platform and of Systemation.

CATEGORIES OF SHARED DATA ASSETS

Master data

How we manage important things · provides **truth**

Customers · Business partners · Assets · Products · Suppliers · Locations · Bill of materials · Employees · Digital assets

Reference data

How we classify things · provides **context**

Industry codes · Geographies · Org chart · Currencies · Chart of accounts · Cost centers · Segments · Legal entities · Standards

Metadata

How we describe things · provides **meaning**

Business terms · Taxonomies · Systems · Critical data elements · Entitlements · DQ rules · DG policies · Data catalog · Reports

EBX manages all three in one model-driven platform.

WHAT'S NEXT

Continuing the roll-out

The structure and the governance are in place. Van Daatselaar and his team are continuing the implementation and improving ease of use.

> "We have imported hundreds of tables by now. However, we're not home free just yet; there's still a lot work to be done, especially at a local level."
>
> Pim van Daatselaar

RABOBANK AND SYSTEMATION

Systemation is the EBX partner in the Benelux that supported Rabobank from proof of concept to ongoing support.

> "It's a great group of people who have loads of knowledge and a proactive attitude. It's very nice to have a partner nearby who has the right connections at the vendor organisation. Flexibility and short lines of communication are needed in such an implementation. They've put us on the right track and will help us if needed. But the software is so user-friendly that we can solve lots of problems ourselves."
>
> Pim van Daatselaar

Pim van Daatselaar, Data Management Specialist, Rabobank (left) · Jaap Franse, Director, Systemation (right)

About EBX®

EBX is a model-driven, multi-domain platform for master data, reference data and metadata management. Its "what you model is what you get" approach generates fully configurable applications on the fly, with no long development projects. Data stewardship, workflow, data quality, hierarchies and data integration are standard, and EBX is designed for business users, which speeds adoption across the organization.

EBX is developed by ON EBX™, a Cloud Software Group business unit, and supported by a global partner ecosystem.

About Systemation

Systemation looks for technology that helps organizations facing similar challenges speed up their digital transformation, and makes sure they get the most from it: implementation, training, product management and application management. EBX gives Systemation a powerful platform for establishing and supporting data management in organizations of every size.

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See how EBX can streamline your reference data

ON EBX™

Talk to an EBX expert →