

Case Study



Bank Zachodni WBK

When Santander Group Acquired Belgian KBC Bank's Polish Operations and Merged It With Bank Zachodni WBK, It Turned to Fiserv to Manage the Data Migration Onto Its Trusted Signature® Platform

Bank Zachodni WBK (BZWBK) is part of the Santander Group, which serves over 100 million customers in 30 countries. As part of its aggressive growth strategy, Santander Group acquired Belgian KBC's Polish operations in 2012 and decided to merge it with Bank Zachodni WBK under the BZWBK brand, creating the third largest bank in Poland with 867 branches and 4.3 million active customers.



BZWBK is considered one of the most innovative financial institutions in Central and Eastern Europe, has 135 billion PLN assets under management, and has won a number of awards, including the most recent 2015 UK-based Euromoney Awards for Excellence for the best bank in Poland. BZWBK's management strategy was to execute a business and technology merger with KBC. Given the bank's in-house technology skillset as well as a strong group of partners, BZWBK management was confident they could plan for a big bang approach by loading over 1.4 million customers onto the Signature platform in one operation.

The Decision to Work With Fiserv

"We have used Signature since 2001 and have been extremely satisfied with its stability and its expanded capabilities," said Janusz Derda, CIO for BZWBK. "We feel like we know its strengths, and its richness of functionality has served us well, so it made good sense to merge KBC's customers onto BZWBK's Signature platform," noted Pawel Wieczorek, Head of Technology, and a board member of BZWBK. Ewa Michalska, Head of Change Management with the bank, also believes that Signature was the right choice. "We have a strong technical relationship with Fiserv. They understand what our customers



Client Profile

The main shareholder of Bank Zachodni WBK is Santander, the number one bank in the Eurozone and the eleventh biggest in the world in terms of market capitalisation. BZWBK has been recognized and awarded as one of the most vibrant and fastest-growing banks in Poland today. The bank meets the needs of millions of personal customers, small or medium-sized enterprises and large corporations. BZWBK offers complex financial services to the highest standards, supported by modern banking technology, including mobile and Internet banking. The bank's long-standing experience, innovative approach and customer focus enable it to offer modern products through an extensive network of branches and –partner outlets (numbering almost 1,000).

want in terms of services and delivery, and we know that Signature delivers that customer experience.”

According to both Derda and Wieczorek, the “human element” was another deciding factor in choosing to migrate KBC’s customers onto Signature. “Over the past 14 years with Signature, we have built a level of confidence in Fiserv and what they can deliver for us,” Wieczorek said. “They have a common understanding about our goals for the bank. And, when you’ve worked long weekends on several projects and been in the trenches together, you start to connect on a personal level. In the end, we trust Fiserv and its people.”

Fiserv was brought in as one of BZWBK’s key technology partners in this mission-critical project to develop software that would efficiently load the extracted data onto the existing Signature platform. One of the most critical elements of this task was to maintain high data quality and database integrity.

Four Major Requirements of the Migration

BZWBK management pinpointed four main challenges to a successful migration of KBC’s customer data onto the Signature platform:

1. Data Mapping Table – It was imperative that both Fiserv technicians and the bank’s IT staff would have a mutual part in preparing the data mapping table beginning the migration process. The challenge was to ensure that all data points would be included in the migration of 1.4 million account records; and to ensure that the transfer would be seamless and the customer experience post migration would be unaffected for KBC’s customers. “We had daily conference calls leading up to the migration to make sure that we were

on the same page about the expectations between Fiserv and the bank,” said Derda. “We had an 18-month time line and both parties did everything we could to make that happen.” Through this stage, Fiserv was able to demonstrate how its skilled implementation and software development teams were capable of delivering the most complex and challenging IT projects in banking sector.

2. Time of the Data Load Process – A major data migration involving such a massive number of records over a single weekend was an aggressive move for a bank the size of BZWBK. “We had trust in Fiserv, or we would never have allowed such an enormous migration over one weekend,” said Derda. “We allotted three hours for the data upload using the migration tool developed by Fiserv. In actuality, it took less than 20 minutes. Needless to say, we were impressed.” With the successful data migration, Fiserv proved that its software solutions are capable of surpassing customer targets.

3. Data Reconciliation – “We had an extremely tight window to perform the reconciliation,” noted Wieczorek. “Fiserv prepared the data perfectly to merge the account information into Signature, and the complete reconciliation went off without any difficulties.” The completed reconciliation process and data validation routines implemented by Fiserv ensured the data loaded reflected the data extracted – the most critical measure of project success to financial institutions.

4. Signature Processing Times

Post-Migration – This fourth challenge was the most concerning for Derda. “We had serious concerns about how the data load would deteriorate our Signature processing times after the migration. We did extensive performance testing and found that processing

hadn't been affected to any degree post migration. That again is a testament to the hard work that both Fiserv and BZWBK's IT group put into the project leading up to the migration. It was a wonderful thing to watch." The performance tests evidenced that Signature scales efficiently and therefore can be successfully deployed in small, medium and the largest financial institutions on the international market.

A Successful Partnership

The KBC customer data migration completed without any difficulties over a single weekend. By Monday morning, all KBC's customer accounts were successfully loaded onto the Signature platform and operational. Poland Country Manager for Fiserv Aleksandra Gren explained why she felt it was such a success: "BZWBK's team was exceptional in every way. Most banks of this size (5+ million accounts) usually take a much more conservative approach and spread the migration over time-consuming, prolonged phases. The fact that we did it in a single weekend shows the complete confidence that the bank had in Fiserv and in its own team's capabilities to make the migration a success. By far, BZWBK and KBC's merger is one of the best run projects, business and technology wise in Central and Eastern Europe (CEE) in recent years."

The Numbers Speak for Themselves

The success of the migration and the continued performance that BZWBK gets from the Signature platform is evidenced by the numbers associated with the project. For the migration of KBC's customers, the Fiserv data loader processed: 1.4 million current (checking) and savings accounts; 50 thousand time deposits; 150 thousand loan accounts; and approximately 500 thousand auxiliary records, including standing orders and collateral, among others.

Challenge

After a successful legal and commercial merger of the two banks, BZWBK needed to migrate KBC's customers onto the BZWBK's Signature platform. With 1.4 million account records associated with the migration, the bank needed a partner to help it manage the massive data transfer.

Solution

Fiserv was brought in to create a customised data loader for Signature that would manage the final stage of data migration, take on the responsibility of mapping business data across the different technology platforms and ensure a successful and lean migration process. The project had an 18-month time frame, and missing that deadline was not an option. Both Fiserv and BZWBK consultants and IT staff worked tirelessly over the entire project span to guarantee a smooth migration, to be completed over a single weekend. While an ambitious target for a tier one bank, BZWBK had confidence in both Fiserv and its own staff to make the migration successful.

Proof Points

Using the data loader created by Fiserv, the data load from the legacy system into Signature took less than 20 minutes (the bank had originally set a target of three hours, which at the time was considered ambitious).

Final migration numbers:

- 1.4 million current (checking) and savings accounts
- 55 thousand time deposits
- 150 thousand loan accounts
- Approximately 500 thousand auxiliary records, including standing orders, collateral

Final numbers being managed (post-migration) on the Signature platform:

- 6.5 million active accounts on Signature
- 10 thousand active users every day in Signature
- 134 million transactions monthly
- 650 thousand transactions per hour on the Signature platform

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next now.

With the addition of the new KBC customers to Signature, BZWBK now processes: 6.5 million active accounts on Signature; 10 thousand active users every day in Signature; 134 million transactions monthly; and 650 thousand transactions per hour on the Signature platform.

The Right Decision

"We are the third bank in Poland, so credibility is very important to our customers," said Wieczorek. "With the help and support of Fiserv, we are able to provide our customers with very high-quality, uninterrupted services. Projects like this migration have allowed us to spread our brand into the Polish market."

Ewa Michalska agrees. "This migration was a complete success. There were no 'showstoppers' or surprises that took us off track or interfered with our performance or visibility in the market. We have very high standards for our partners, and Fiserv exceeded our expectations with a flawless migration. They were transparent and in constant contact with us throughout the process. That was critical, and that's exactly why we chose to work with Fiserv in the first place."

Connect With Us

For more information about Signature from Fiserv, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



Fiserv (Europe) LTD

7 Roundwood Avenue
Stockley Park
Uxbridge
Middlesex UB11 1AX
Tel: +44 (0) 20 8833 3000

Fiserv Polska Sp. z o.o.

Ul. Królewska 16
00 – 103 Warsaw
Poland
Tel: +48 22 330 6500

Fiserv, Inc.

255 Fiserv Drive
Brookfield, WI 53045
800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com