

## Case Study



### Luther Burbank Savings

#### West Coast Community Bank Optimizes Reporting Performance Through Integrated Business Intelligence

Luther Burbank found tremendous value in adding Business Analytics from Fiserv to its business intelligence framework. By combining Business Analytics with iVue® Advantage from Fiserv, the bank gained efficiencies in report creation and distribution.



Reliable business intelligence is more important than ever to financial institutions. Business Analytics helps your staff research, view and use business data more effectively to drive better decisions and higher performance. And with the mobile capability of Business Analytics, your team can view data reports and analysis wherever they are using their mobile devices.

“We wanted to gain company-wide efficiencies,” said Luther Burbank’s Linda Hamza, SVP, director of Information Technology. “iVue provides us with a single source of truth. And with Business Analytics, we know our reports contain the same data.”

#### Intelligent Reporting Solutions

It was also critical for the bank to be able to build custom views that normalized and trended data for efficient report development.

“We looked at our existing data environment and asked questions that aligned with our goals: Were our current reports still relevant? Were they working? Were they accurate? Then we solved the issues that came to light by creating custom views in iVue PowerShare,” said Hamza. iVue Advantage includes PowerShare, an administrative tool which allows users to



### Luther Burbank® *Savings*

#### Client Profile

Luther Burbank Savings is an FDIC insured commercial bank with over \$6.7 billion in assets. The bank offers retail and business banking services as well as a variety of consumer and wholesale lending products focused on single family, multifamily and commercial mortgage loan origination. Operating out of 10 branches, nine loan offices and with 275 employees across California, Oregon and Washington, the bank’s mission is to improve the financial future of its customers, employees and shareholders.

The bank takes its name from Luther Burbank, an American botanist and pioneer in agricultural science who lived and worked in Santa Rosa, CA, where the Bank was founded in 1983.

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit [fiserv.com](http://fiserv.com) to learn more.



**Fiserv, Inc.**  
255 Fiserv Drive  
Brookfield, WI 53045

800-872-7882  
262-879-5322  
[getsolutions@fiserv.com](mailto:getsolutions@fiserv.com)  
[www.fiserv.com](http://www.fiserv.com)

manage and extend the data model while providing greater ease of use and access, including customizable views and tables.

“Having developed the Business Analytics tool this way ensures we can manage all of our data and make any necessary adjustments on our own. Without PowerShare, we would not be able to create these custom views and lookups. PowerShare is the foundation of our success,” Hamza said.

With Business Analytics, reports are assembled by bank staff providing a customized solution to fit an organization’s specific requirements. Banks can also leverage the support of Fiserv business and executive intelligence specialists to build the Business Analytics tool to suit their specific needs. By combining extensive reporting functionality with easy-to-use technology, Business Analytics gives users complete control of report creation and distribution.

### Enhancing Efficiency

Since incorporating Business Analytics, Luther Burbank has saved time and money while gaining efficiencies in several areas:

- Deposit interest rate reasonableness tests: gained 30 minutes per day
- Credit packages: gained one and a half work days per month
- Call reports: gained more than two work days per quarter
- Report development time: realized at least a 30 percent reduction over previous tool
- Brand standardized reports: can now be generated in a variety of formats

Standardized, consistent report and letter templates further enhance the bank’s brand. “Our business banking team has heard from multiple clients that the reports we provide are the best they receive,” said Hamza.

### Challenge

With the introduction of Business Analytics to replace the former reporting tool within iVue, Luther Burbank took the opportunity to review all options available to them, both hosted and in-house. The bank required a tool that was well known in the industry, intuitive, SOX compliant and had complex reporting capabilities with various output solutions.

### Solution

After assessing all options, Luther Burbank found that Business Analytics met all its requirements. The bank worked closely with Fiserv specialists to customize the tool to fit their precise reporting needs.

### Proof Points

Implementing Business Analytics has yielded several positive outcomes for Luther Burbank, including:

- Gaining numerous reporting efficiencies resulting in ample time savings
- Complex reporting capabilities allowing for various output solutions (Excel, PDF, charting, trending, fixed length, etc.)
- Ability to create company-wide naming standards and templates which provide a consistent brand experience

### Connect With Us

For more information about Business Analytics, call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).