

**PROLIFICS INDUSTRY SOLUTIONS :  
DATA CLEANSING FOR REGULATORY COMPLIANCE  
FOR THE FINANCIAL SERVICES INDUSTRY**

**Data Cleansing Services** have long been part of the financial services industry, helping organizations consolidate and standardize data in different formats.

A new challenge arrived when The Patriot Act required financial services institutions to establish an effective anti-money laundering (AML) program which would report suspicious activity—verifying the identity of customers and applying enhanced due diligence to certain types of accounts involving foreign persons. Without an effective compliance program, an institution can risk large fines, depreciated share value, expensive legal battles and PR damage.

Since international financial transactions can use different standards or even non-standards, formats that lack uniformity such as free-form fields, and limited or missing information, you may find it impossible to adhere to AML compliance

regulations which require the clear identification of data such as banks, countries, originating parties and beneficiary parties.

**IBM's Information Management** products can help you perform the data analysis and cleansing necessary for an AML program. By performing in-depth analysis of your data sources, standardizing and correcting the data, and then extracting, transforming and loading the data from multiple data sources, you gain a single accurate view of your customer. From this cleansed data, customer profiles can be built to flag atypical behavior in customers such as an increase in transactions and/or amount, source of funds and other such anomalies.

With accurate “know your customer” information, you can better service your customers directly as well as the banks they conduct business with by saving time, resources and preventing the possibility of

hefty fines/interest payments. You can also provide key customer profile information internally to your lines of business, beneficial in strategic sales and marketing efforts.

#### About Prolifics

Prolifics, in business since 1978, is an end-to-end systems integrator specializing in IBM technologies. A Premier IBM Business Partner, Prolifics has garnered top awards for its customer solutions and its level of technical excellence. Our depth of experience with secure, end-to-end SOA and Portal solutions can help you with all aspects of the full project lifecycle including software procurement, architectural advisement, design, development through deployment, administration and training. With our unparalleled 96% success rate delivering projects on time, on budget, and to specification, let Prolifics be your technology partner.

### Solutions for the Financial Services Industry:

- ◆ **Data Cleansing** – Perform the data analysis, standardization and ETL operations that will give you a single accurate view of your customers for information integration or AML initiatives. By improving information accessibility and data accuracy, you enable your employees and partners to respond quickly to the needs of your customers.
- ◆ **SOA Architecture** – Integration is a top priority for companies today, yielding tremendous business benefits - from operational efficiencies to value-chain integration to improved customer loyalty. An SOA architecture optimizing business processes can enable your business to be more adaptable to changing business demands.
- ◆ **Portal Solutions** – Ranging from employee portals to a partner extranet to customer self service to executive dashboards, a portal offers a unified, personalized and collaborative experience for both employees and customers that will streamline your business and improve your customer and partner experiences.
- ◆ **SOA and XML Appliances** – SOA appliances such as IBM WebSphere DataPower are easy-to-deploy network devices that ensure the security of XML and Web services transactions and serve as a gateway to legacy systems. Key features such as encryption help meet government regulations including Payment Card Industry (PCI) compliance.

**Prolifics**®

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SOLVING BUSINESS PROBLEMS WITH TECHNOLOGY SOLUTIONS SINCE 1978



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