SERVICEWARE

VISECA – CARD SERVICES

A Smart Way to Data

Serviceware Performance covers all reporting and planning needs

Viseca is one of the leading providers of credit and prepaid cards in Switzerland. The Swiss FinTech offers its business customers tailor-made services for all cashless payment transactions. The innovative and multiple award-winning "one App" allows private customers to control their spending anytime anywhere. Card portfolio and card turnover are amongst the most important KPIs. In order to monitor these successfully and to be able to make data-based decisions quickly and easily, Viseca chose to use the products of Serviceware.

Challenged by Growth

As a young company, Microsoft office products were all Viseca needed for their financial reports. But over the years, their reporting became more sophisticated, while growth and acquisitions lead to a massive increase in data volume. What could easily be managed manually in the beginning, eventually required more and more time and effort. Since Viseca had no dedicated financial reporting tool, they started looking for a solution that would be quick and easy to work with, and that could simplify and automate the complex manual processes. During the evaluation period, Finance Systems Specialist Eileen MacAulay Schmitz and the CFO knew exactly what to look for in a new tool as they both had worked with IBM Cognos TM1 in their previous positions. After benchmarking, their team chose Oracle Hyperion because at that time the Oracle software had been the best performing system when it came to processing large amounts of data.

This resolved the data processing issue, but the finance team still relied on Excel for the actual reporting. Using the Excel add-in included in Oracle Hyperion they continued to create their reports in Excel using VBA macro programming. Then an employee drew the attention of the stakeholders to Serviceware products. After evaluating the solutions, the team did not waste any time: Serviceware Performance and Serviceware Performance AL would be the tools of choice for their future financial reporting and planning. Already existing internal expertise contributed to their decision. The software was also convincing due to its intuitive look-and-feel, which facilitated and accelerated the implementation of all their requirements.

VISECA

Customer
Viseca Holding
www.viseca.ch

Business Area
Processing and customer acquisitions (cardholders and partner banks) in the credit card business

The project in numbers
750 Employees
200 Service agents

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A ready-to-use solution in only three months

For the implementation of the new financial reporting solution the Viseca team joined forces with Serviceware and the whole process went as smoothly as expected. It was an added bonus that one of Viseca's employees was already familiar with the Serviceware solution. This provided optimal support for the implementation process, which was then reflected in the internal evaluation of the implementation results. Eileen MacAulay Schmitz remembers: "This project was special in so far as we could attend to practically all tasks internally. Everything went smoothly and in sync with the daily business. As a result, we were also very fast. I think end-to-end it took us only three months. It was certainly very different from other deployments I have worked on."

Viseca's financial reports are based on data from various upstream systems (including SAP). Using either a push process or data transfer interfaces, this data is loaded into Oracle Essbase and then prepared in cubes. The actual reporting and planning takes place in Serviceware Performance. An intuitive user interface enables the teams in Controlling and in other departments to meet all requirements efficiently and with ease. Features such as automatic validation ensure that all data is reliable and consistent, while the comments function adds transparency and decisions become understandable.

About Viseca

Viseca is a Swiss FinTech specializing in cashless payments. The company has divided its card business into two business units - Issuing and Processing. Viseca Payment Services SA is in charge of the company's processing business. The business unit offers card-related services to customer banks that want to issue cards themselves. Viseca Card Services SA is one of the largest Swiss issuers of credit cards and prepaid cards and offers a wide range of contemporary card products to both customer banks and end customers. In 2021, revenue was CHF 420.6 million and net profit was CHF 50.9. million. Viseca is owned by the largest Swiss cantonal and retail banks. These include all cantonal banks, the Raiffeisen Group, Entris Banking, Migros Bank, Bank Cler, regional banks, and private and commercial banks.

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The result: Reporting, analysis and planning – guaranteed up-to-date, accurate and timely

Currently, 200 people in the Finance, Marketing and Business departments use the Serviceware products for analysis and reporting, while the teams in Sales and Operations focus on reporting. The solutions bring structure and transparency to a very complex environment and make usable figures quickly available to all parties involved. This results in transparent business processes and facilitates the work of the controlling and finance teams while supporting and stabilizing the business.

The main focus of the applications lies on analyzing the data that is critical for decision making.

These include:
- Monthly, quarterly and annual reports
- Marketing campaign analysis
- Product profitability
- Reporting to the bank customers
- Planning of forecasts, budgets, SBP and more

Acceptance of Serviceware solutions is high. Eileen MacAulay Schmitz adds: "Serviceware meets all our reporting and planning requirements. For us, the investment has paid off. The price/performance ratio is great, too. The products are fast and sleek. In our very complex environment, they make our users' work easier. Excel is a great product, but not for millions of datasets."

Since Viseca has been using Serviceware Performance and Serviceware Performance AL for a long time, the analytics team rarely needs support. However, for technical questions or upgrades, they are happy to call on the advice of the Serviceware consultants or

the support. Viseca is fully satisfied with its Serviceware solutions and is using them to become the number one in the Swiss credit card business.

In the future, Viseca is considering taking further steps with Serviceware in terms of AI/Machine Learning. The Swiss company is in no doubt that Serviceware is the right service partner in this area as well. This is an absolute key topic of Serviceware and is promoted and continuously developed in the area of predictive planning by its own AI Lab in cooperation with the Technical University of Darmstadt.

For more information visit:
www.serviceware-se.com/performance

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