

Client Analytics

Silent Leaks, Loud Solutions: How Strategic Data Alignment Rescues Millions

By Peter Griffiths

Precision Decoded: A Million-Dollar Data Transformation

Calimere Point partnered with a world-leading market infrastructure firm to address critical data alignment challenges in their regulatory reporting division. As an Approved Reporting Mechanism (ARM) and Trade Repository, the client operates across multiple global jurisdictions, providing complex transaction reporting services for frameworks including MiFIR, EMIR, and various international regulatory standards.

In this use case, we demonstrate the transformative power of strategic data alignment in a complex regulatory reporting business, servicing tens of thousands of end clients. Through a targeted eight-week engagement with a leading market infrastructure firm, we showcase how advanced data analytics can resolve critical systemic challenges that simultaneously threaten regulatory compliance, operational efficiency, and revenue integrity. This use case illustrates our methodology for:

- Identifying and resolving intricate data misalignment issues
- Developing a sophisticated, multi-source data reconciliation approach
- Transforming client / product misalignment into strategic business opportunities
- Delivering tangible, quantifiable financial outcomes through precision analytics

Readers will gain insights into how sophisticated data intelligence can unlock hidden value, mitigate compliance risks, and create a robust, adaptable operational framework in highly regulated financial services environments.

By unpacking a real-world scenario, we reveal the pivotal role of intelligent data strategies in modern enterprise risk management and revenue optimisation.

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1. Background

A world-leading market infrastructure firm specialising in regulatory reporting solutions on behalf of tens of thousands of global clients, operating as a critical infrastructure provider across multiple global financial markets.

Key Points

- Approved Reporting Mechanism (ARM) and Trade Repository
- Serves regulatory reporting needs across UK, EU, and Asia-Pacific markets
- Manages complex transaction reporting for multiple regulatory frameworks

Critical Client Needs

Data Management Requirements

- Reconcile misaligned customer data across multiple systems
- Establish a single, authoritative view of customer-product interactions
- Create a robust data integrity framework

Regulatory Compliance Requirements

- Ensure comprehensive KYC (Know Your Customer) compliance
- Mitigate risks of potential regulatory sanctions
- Develop a repeatable compliance verification process

Operational and Commercial Objectives

- Identify and close revenue leakage gaps
- Gain granular insights into product utilization
- Optimise customer-product mapping
- Enhance operational visibility and control

Underlying Business Challenges

- Significant divergence between Salesforce CRM and operational reporting systems
- Inability to accurately track customer service consumption
- Potential unauthorized product usage
- Complex multi-jurisdictional reporting obligations

Desired Outcomes

- Comprehensive data alignment solution
- Automated control and exception reporting
- Scalable and repeatable compliance verification mechanism
- Quantifiable financial and operational improvements

2. Addressing Key Challenges

The client faced three fundamental, interconnected challenges:

Systemic Data Misalignment

The client faced critical data management challenges characterised by significant inconsistencies across their operational ecosystem. Specifically, there was a substantial divergence between their Salesforce CRM customer records and operational reporting systems, which created complex barriers to understanding true customer-product interactions. This systemic misalignment resulted in a fundamental inability to accurately map and track service utilisation patterns, effectively **creating an operational blind spot that compromised strategic decision-making and potential revenue optimisation.**

- Significant divergence between Salesforce CRM customer records and operational reporting systems
- Lack of consistency in tracking customer-product interactions
- Inability to accurately map service utilisation patterns

Regulatory and Compliance Risks

The client confronted significant regulatory and compliance risks, including potential exposure to sanctions and Know Your Customer (KYC) compliance breaches. These risks stemmed from inadequate controls within their operational infrastructure, creating a **vulnerable environment that could trigger serious regulatory consequences.**

- Potential exposure to regulatory sanctions
- Risk of Know Your Customer (KYC) compliance breaches
- Inadequate controls in reporting infrastructure

Commercial Vulnerabilities

The client's commercial landscape was compromised by critical vulnerabilities that undermined their financial performance. They struggled to accurately assess product usage, which created significant potential for revenue leakage through uncontrolled service consumption. This fundamental lack of visibility fundamentally **eroded their ability to understand true customer engagement and value.**

- Inability to accurately assess product usage
- Potential revenue leakage through uncontrolled service consumption
- Compromised ability to understand true customer engagement

3. Data Solution

Calimere Point designed a comprehensive, multi-dimensional solution leveraging advanced data analytics and visualisation technologies:

Comprehensive Data Alignment Approach

To address the client's critical misalignment issues and regulatory risks, Calimere Point deployed a multifaceted data solution, leveraging its proprietary CPRA Cloud infrastructure and advanced analytics capabilities.

1. CPRA Cloud Analytics Infrastructure

- Implemented a secure, high-specification cloud platform designed for complex data analytics.
 - Delivered ultra-secure data processing and storage, ensuring compliance with our client's stringent information security requirements and broader industry and regulatory needs .
 - Enabled seamless integration of high-performance analytics and visualisation tools to provide actionable insights for stakeholders.
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2. Intelligent Data Reconciliation

- Developed bespoke alignment keys to cross-reference client and product combinations across Salesforce CRM and operational systems.
 - Introduced automation for identifying discrepancies and ensuring accurate data matches.
 - Enhanced alignment by triangulating data using:
 - **Internal Systems:** Billing and operational records to create robust linkages.
 - **External Sources:** Global Legal Entity Identifier Foundation (GLEIF) data for validating hierarchical customer relationships.
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3. SingleView Analytics

- Utilised the SingleView platform to identify and remediate inconsistencies in client master data.
 - Delivered precise, structured outputs for operational teams, ensuring clarity and actionability in remediation efforts.
 - Facilitated large-scale remediation of client records, improving overall data integrity across systems.
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4. Multi-Source Data Enrichment

- Integrated diverse internal data sources, such as billing systems, to enhance the accuracy of client alignment.
- Validated external relationships using GLEIF data, enabling a comprehensive view of customer hierarchies and their usage patterns.

5. Dynamic Visualisation and Exception Management

- Designed and implemented a visualisation dashboard that allowed stakeholders to monitor and track remediation progress in real-time.
- Enabled drill-down capabilities for granular analysis, offering transparency into remediation activities and compliance metrics.
- Automated exception reporting to flag unresolved issues and drive continuous improvements in data alignment processes.

6. Repeatable Re-Certification Processes

- Created a structured, repeatable framework for periodic re-certification of client alignment metrics.
- Ensured ongoing compliance and alignment monitoring, reducing the risk of future discrepancies.



From Misalignment to Millions: Driving value through data alignment

Alignment of disparate and complex data sets is often seen as a significant cost driver - a necessary but burdensome function for financial institutions.

Yet, the reality is far more nuanced. Misalignment doesn't just risk compliance penalties; it can lead to significant revenue leakage and operational inefficiencies.

Studies show that **50% of financial institutions struggle with data accuracy in compliance reporting, often due to fragmented systems and siloed data.**

However, addressing these issues can turn data alignment into a significant strategic advantage.

4. Benefits

A pioneering approach to driving alignment between CRM and operational systems to drive:

Quantifiable Outcomes

- 25x Return on Investment within 8 weeks
- Significant revenue leakage identification and closure
- Enhanced regulatory compliance infrastructure

Strategic Advantages

- Continuous client data alignment mechanism
- Proactive compliance monitoring
- Granular operational insights
- Repeatable, scalable re-certification process

Risk Mitigation

- Eliminated potential regulatory sanctions
- Closed KYC compliance gaps
- Prevented unauthorised service utilisation

Conclusion

Calimere Point's innovative data solution transformed a critical operational challenge into a strategic advantage, empowering the client with actionable insights, enhanced compliance, and significant revenue protection. By leveraging cutting-edge analytics, bespoke data reconciliation, and sustainable processes, we delivered a 25x ROI in just 8 weeks, proving the value of intelligent, well-executed data alignment.

We turn data alignment challenges into opportunities

Discover how Calimere Point can help your organisation achieve unparalleled compliance and operational efficiency. Contact us today to explore tailored solutions for your unique needs.

Contact

Peter Griffiths | CEO
Direct: +44 203 290 7817
Mobile: +44 7787 540764
peter.griffiths@calimerepoint.com



Calimere Point is a data analytics consultancy based in the United Kingdom. We provide our clients with value by developing robust data analytics capabilities that enable deeper insight and better decisions.