REPORTING
CENTER

Banking Intelligence

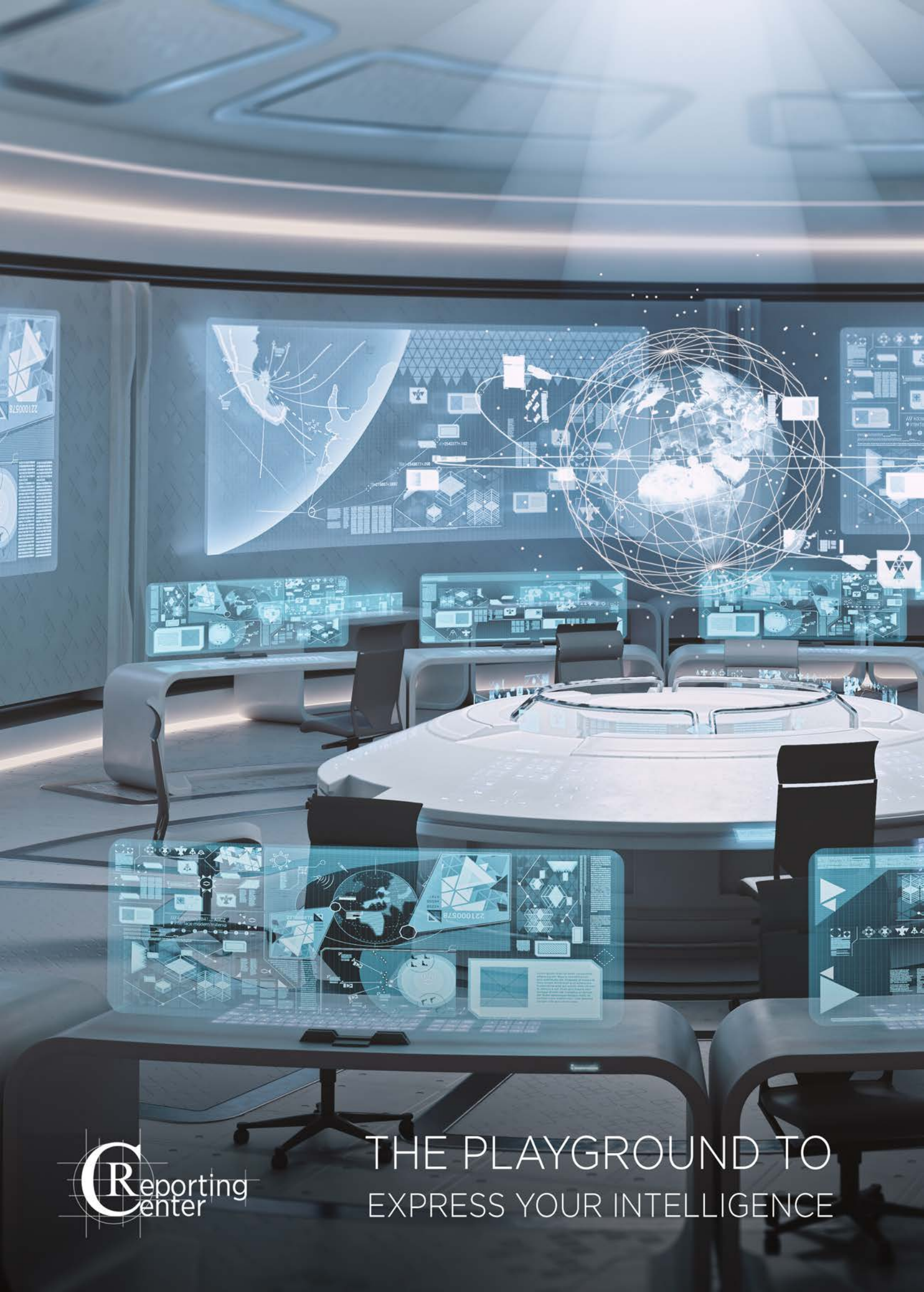**Reporting Center**

THE PLAYGROUND TO
EXPRESS YOUR INTELLIGENCE

You are an Executive.
You run a local business.
The competition is growing fast.
You adapt, strategically.
Precise. On time. Real-time.
You need information in your office now.

ELITE COMMAND CENTER

You need a tool of trust – access to data real-time – available anytime and anywhere. No need to call your assistant manager or wait for the recurring management team meetings to find an answer. Take calculated risk based on early-warning business threat.

ENVISION YOUR PERSONAL COMMAND CENTER

You are an Executive.
You run an international business.
Your company is growing fast.
You travel many times a month.
You have to take decision fast.
You need access to data on the fly.

TESTIMONIALS

Sergiu Suveica

MOLDOVA
Eximbank
Chief Accountant

"I met Elena Unciuleanu in 2009 when we started to implement a new **Core Banking** in Eximbank Moldova. She was the main responsible to deliver a software solution for Reporting required by the **National Bank of Moldova**.
In all the projects we had she brought her **vast banking's legislations and regulation knowhow** helping my colleagues to build and understand requirements, planning, data sources, methodology, etc."

Doru Spac

BULGARIA
Leumi Bank
IT Manager

"In 2008 I was the Beneficiary of the software Reporting solution Elena developed for our Bulgarian **branch in Sofia**.
Our constraint was the **Go Live in 3 months** in order to report in time to the **National Bank of Bulgaria**.
From an IT perspective, she adds a great personal touch to an **Agile** approach. She develops fast and release to UAT very early to **accommodate imminent exceptions** that are usually not anticipated in the analyze phase."

Eliante Andrei

ROMANIA
ING Bank
Head of External Reporting

"I have started my collaboration with Elena in December 2012, from the moment ING Bank has approved the implementation of a new reporting solution dedicated to all departments that have to prepare and report to **Romanian Authorities**.
Elena is a **hands-on person** and very focused on **achieving results**. During the implementation time, Elena has consistently demonstrated her sound knowledge in both: technical reporting system and business financial reporting area."

Banking Intelligence

WHAT MAKES
US SPECIAL?

OUR STORY

FOUNDER

ELENA UNCIULEANU
Executive Manager, Reporting Center
elena.unciuleanu@reportingcenter.ro

I spent 10 years building Reporting Systems for more than 20 Banks. I realized I'm doing a great job when customers specifically required my name in the contracts, so they can reserve me as a resource on their projects. They love the fact that I take care of the entire process: from customer meetings, banking legislation study, business analysis to development, implementation, documentation and support. They just enjoy results!

After gaining relevant experience in this field, I felt it was the time to find a way to share the knowledge I've got. Especially since the number of projects gradually increased, we had to extend in an organized way. Thus, I took a step aside from New Business Dimensions and I founded this **Business Intelligence Excellence Center** in Bucharest, where we create reporting software solutions for the European banking market.

I named it Reporting Center and here I build **the key** to travel light through Business Intelligence: the right people – **Elite Squad** – with the right tools - **Elite Reporting Platform & Elite Command Center** – and the right mindset – **Purple Expertise**.

TAKE A MOMENT TO DISCOVER IN THE FOLLOWING PAGES HOW WE WORK AND HOW YOU CAN BENEFIT FROM THE TOOLS WE HAVE. WRITE ME AN E-MAIL AND I GLADLY SHARE INSIGHTS.

ADVISOR

OLIMPIU BĂLAȘ
Owner, New Business Dimensions
olimpiu.balas@newdimensions.ro

You cannot survive in Banking Intelligence if you don't know business very well. You cannot resist as a programmer, engineer or mathematician only. Even more, you cannot aspire to be the best if you don't have more knowledge than the bank personnel. When you approach the bank, you have to be more prepared than the bank. You have to be able to replace any role in that bank.
In that moment only, they trust you.

Banking Intelligence

CR Reporting Center

ELITE CUSTOMERS

Taking in consideration that the banking legislation was unified across the European Union according to the standards imposed by the European Banking Authority, and the reporting solutions developed in Elite Reporting Platform – FINREP, COREP, Basel III and IFRS – have the same format in all of these countries, we intend to implement our application in other countries from EU.

Take a look how quickly the Elite banking reporting tools have been adopted so far.

START REPORTING CENTER - 2015

LAUNCH ELITE REPORTING PLATFORM IN ROMANIA - 2016

leumi
BANK LEUMI ROMÂNIA

VENETO BANCA

BANCA COMERCIALĂ FEROVIARA

BRCI
Banca Română de Credite și Investiții

PATRIA BANK®

BANCA COMERCIALA CARPATICA

LAUNCH ELITE REPORTING PLATFORM IN MOLDOVA - 2017

EXIMBANK
GRUPPO VENETO BANCA

FinComBank
ÎNTR-UN PAS PE VIAȚĂ

LAUNCH ELITE COMMAND CENTER - 2018

BANCA COMERCIALĂ FEROVIARA
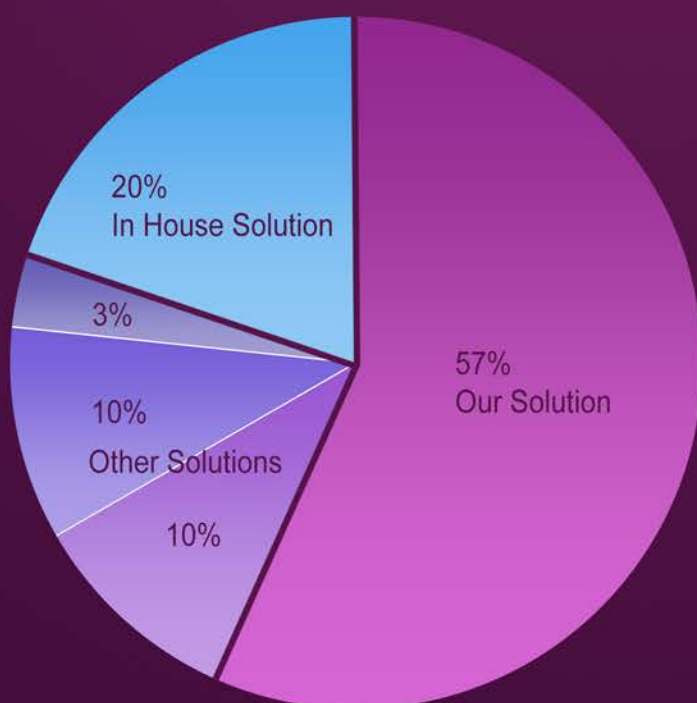
REPORTING SOLUTIONS ON
LOCAL BANKING MARKET

* the majority of Customers use Reporting
Center & New Business Dimensions solutions

20%
In House Solution

3%

10%
Other Solutions

10%

57%
Our Solution

Banking Intelligence

CR Reporting Center

FAST FOR LARGE CUSTOMERS
FAIR FOR SMALL CUSTOMERS

PURPLE EXPERTISE

When it comes to Business Intelligence projects, the paradox is: more people involved, more struggle to achieve results. The traditional approach is: business analysts exchange documents with technical analysts and then with developers and then with project managers and finally with business owners. By the time the product is done the specs are modified and the process reiterated.

This is the problem with **large customers**: from idea to realization the process is too long. Their need: FAST implementation.

On the other hand, **small customers** have limited resources – small teams and low budget. Their need: AFFORDABLE estimation.

Our solution to handle these extremes and **save time & money for our Customers** was to train 2in1 Purple Experts, meaning software developers with business skills.

A Purple combines 2 independent perspectives – business (blue) and IT&C (red). He takes the information that resides in business and translates it in IT, unifying 2 sides that in general do not collaborate, as they are not compelled by the same factors. A Purple owns a solid reputation in both departments and can easily swap sides. His versatility generates an immediate impact because he is used with parallel implementations, he embraces the changes in on-going projects and allows the beneficiaries to change their mind and rephrase their requests accordingly as the project advances.

Reporting Center's aim was to gather & train the best professionals on the market in order to **build the best teams of professionals** *under the common concept of Purple Expertise so that large projects implementations in Banking Reporting will not exceed 1 year.*

REPORTING CENTER ACADEMY

We started to spread this mindset among our Customers, so each year we organize a Business Intelligence training session for our Customers to facilitate the **Consumer to Author Transition**. You can download the Hands-On Workshops from our website:

http://www.reportingcenter.ro/training_materials.html

Banking Intelligence

ELITE SQUAD

Meet SABINA.

With a Master Degree in Mathematics and Computer Science at Ovidius University, Constanta, she is a principal programmer at Reporting Center, nowadays. Despite the cliché she had to face because of her youth, she stands out through her ingenuity and managed to gain our customers trust as she sticks to the projects like a bulldog. See how the world looks like through her big eyes.

Why did you choose Reporting Center?
I wanted to work for this company because I liked the idea of being both business analyst and developer (Purple Expert). This gives me the opportunity to expand knowledge in two exciting areas of the future.

Who's the biggest innovator for you?
The biggest innovator for me is George Boole, the creator of Boolean algebra which was the basis for IT.

What project made you proud of your work?
My favourite project was implementation of the NBR reporting named CRC (Credit Risk Center). The full implementation was in three banks but I offer maintenance support for five banks.

If an outsider were to look at your team, what would they say?
They would be pleasantly surprised by the team's youth and the high level of training.
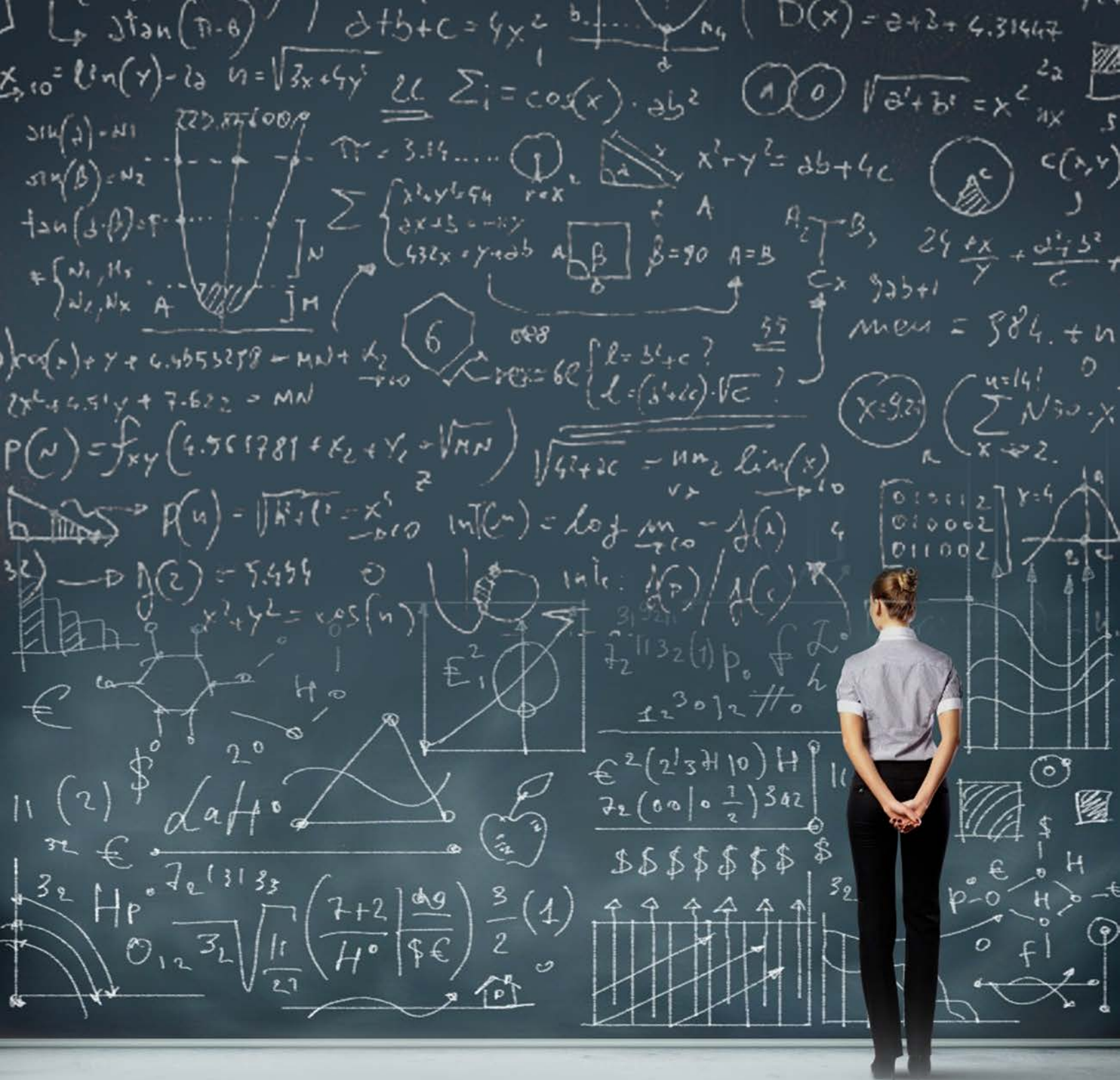
What was the biggest struggle your team had to overcome?
The biggest struggle was the fight against time. However, through a rigorous organization, we succeeded in accomplishing in a short time thing that required a longer time.

If God would ask you to build an app, what do you think it would be?
It would be an application to see the past in order to understand the future better.

Banking Intelligence

IT WAS SIMPLE LIKE
QUANTUM PHYSICS
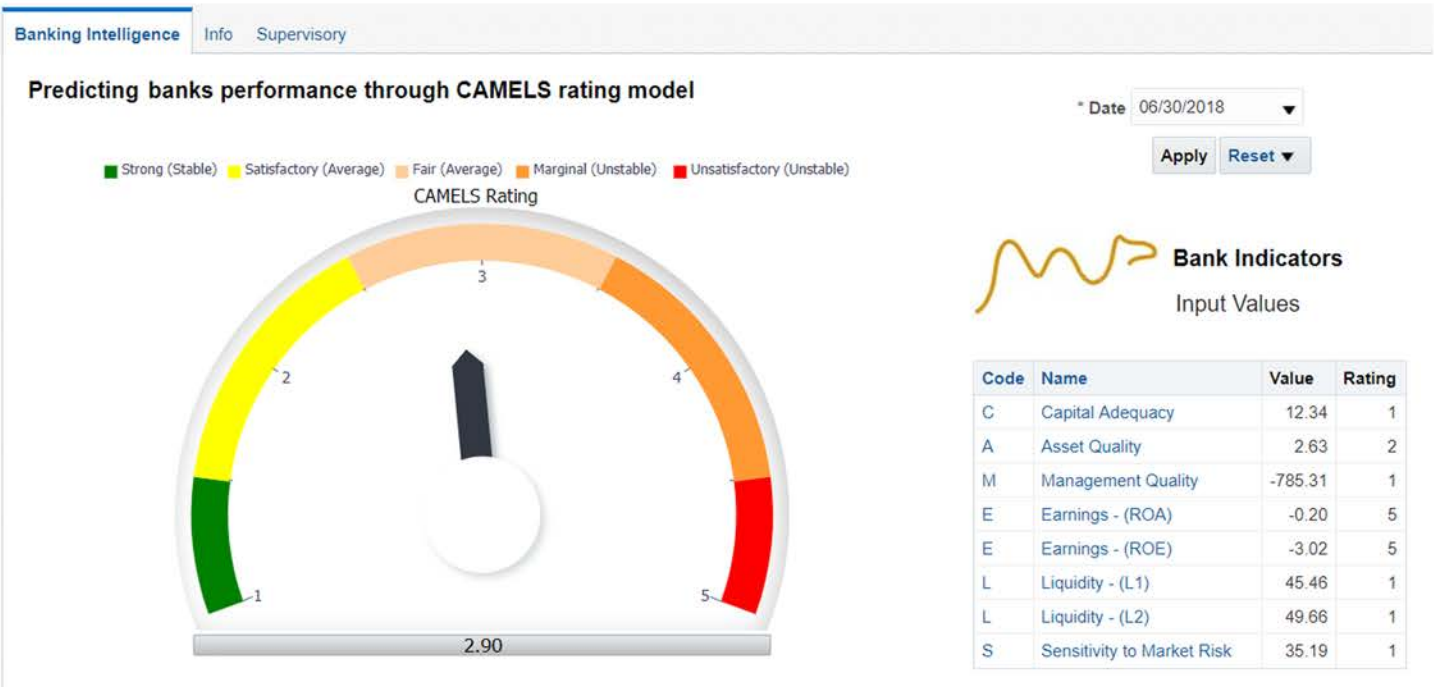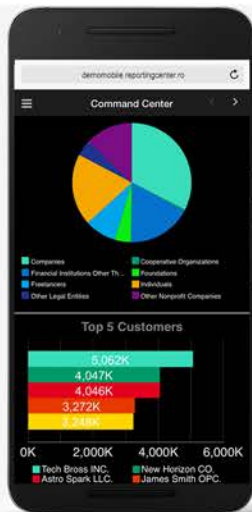
ELITE COMMAND CENTER

Dear Executive, over the years, we solved problems for your people, not for yourself: Financial, Controlling or Risk computations. Always the Regulatory emergencies had priority, Authorities, Audit or Third-Party Inspection. It's time to put yourself first. We aspire to bring back Business Intelligence where it belongs: Top Management level!

IN 2018, WE INTRODUCED A MUST-HAVE AMONG EXECUTIVES.
THE COMMAND CENTER. IT COMES WITH HARDWARE, SOFTWARE AND INTELLIGENCE.

We align it to your strategy. We expand it to C-level. And then C-1. And then C-2. Different role, different perspective, different view of Command Center. We want to reach you – nobody knows your business goals better than you, so you should advise us how to configure Elite Command Center to serve you best.

OUT Old-school information access	IN Elite Command Center
Assistant manager / Management Team provides information	Executive is independently in Command
Available during business hours / recurrent meetings	Available anytime 24/7
Accessible by e-mail / at the office, printed report left on the desk	Accessible anywhere on mobile
Take risk based on: Gut - Intuition -	Take calculated risk based on: - Organization health monitor - Early-Warning indicators
Two step solution: Analyst understands requirements and provides results in Ms Excel. Developer provides technology, but no business know-how. No/slow linkage between the two.	Hybrid fast solution: The purple expert understands requirements and provides the implemented final dashboard.
On Premises	On Premises / On Cloud
Buy License on Install	Monthly Subscription

Banking Intelligence

Banking Intelligence   Info   Supervisory

Predicting banks performance through CAMELS rating model

* Date 06/30/2018 ▼

Apply   **Reset ▼**

■ Strong (Stable)   ■ Satisfactory (Average)   ■ Fair (Average)   ■ Marginal (Unstable)   ■ Unsatisfactory (Unstable)

CAMELS Rating

2.90

Bank Indicators

Input Values

Code	Name	Value	Rating
C	Capital Adequacy	12.34	1
A	Asset Quality	2.63	2
M	Management Quality	-785.31	1
E	Earnings - (ROA)	-0.20	5
E	Earnings - (ROE)	-3.02	5
L	Liquidity - (L1)	45.46	1
L	Liquidity - (L2)	49.66	1
S	Sensitivity to Market Risk	35.19	1

Center
Elite Command

THE ART OF
TRANSFORMING DATA
INTO INFORMATION

BUSINESS INTELLIGENCE

Gartner said that 70% to 80% of the Business Intelligence initiatives end up failing.
Our approach? Make sure our Customers are aware of the Gartner 4 best practices in BI.

1

Choose a Business Problem That Offers an Initial Win

BI and analytics leaders need to work with business leaders to identify problems to tackle. Review with them the outcomes that drive the business and identify the decisions that could provide the biggest impact or, in many cases, the quickest payback. These may include day-to-day operational decisions, tactical decisions (such as planning), or infrequent strategic decisions (such as whether and when to enter new geographies). Wherever there is a lot of data, uncertainty and complexity, there is opportunity.

Use Outsourcing and Buy Packaged Apps When You Lack Advanced Analytics Expertise

Many organizations assume they must continue on their current path with a centralized BI team and tools, and therefore build advanced analytics capabilities themselves. However, there are other options that are better suited to quick wins. Organizations that don't themselves have the skills to build advanced analytics can use external service providers who do, or buy advanced analytics applications to show the value of advanced analytics expertise for a particular problem.

2

Identify the Stakeholders in Your Organization That Need to Be Convinced of the Value of Advanced Analytics

It's essential to identify the internal stakeholders who need to be convinced. These are the naysayers, the skeptics, and perhaps the decision makers or those who carry out the actions. Not having them on board can derail any project. Having a business case that demonstrates the value is, of course, necessary, but it may not be enough on its own. The hardest task is to change people's beliefs and how they see the world — to get them to understand why they need to think or act differently. "Frequently, the success of advanced analytics initiatives comes down to the ability not only to deliver the analytics or communicate their value, but also to create a data-driven culture," said Ms. Kart.

3

4

Decide If You Want to Build the Skills and Tools Internally

Businesses that achieve best-in-class advanced analytics solutions typically do so through a build strategy. However, building the skills and tools internally isn't for everyone, and it's often not the best way to start.
BI and analytics leaders that do decide to build must have the three core skills needed for advanced analytics:
Business skills: Apply analytics to the right problems and ask the right questions.
IT skills: Access the data, identify the required infrastructure and execute the insights.
Data science and quantitative skills: Take the right analytic approach to the data.
Unfortunately, this skill set is rarely found in one person, but it's essential to have all three skills within a team.

Banking Intelligence

Sign In

Username

test.elite

Password

••••••••

Sign in

Powered by Reporting Center

BASEL_III
LOAD BASEL III REPORTING

- Dashboards
  - Draft Reports
  - Official Reports
  - Workflow Monitor
  - Data Sources
  - Settings
  - ANAF
  - CRC
  - OSB
  - MIFID - Transaction Reports
- Notifications
- Knowledge Base

Step 5 of 8 - Run LCR Report
ⓘ Run Report

1. Initialize
2. Parameters
3. ETL - Load Data
4. Compute COREP
5. Run LCR Report
6. Generate Excel File
7. Generate XBRL File
8. Finish

PREVIOUS   NEXT

- Dashboards
- Notifications
- Knowledge Base
- Transactions History

BAS

3 results for 'BAS'

BASEL III Documentation
Posted by Elena Unciuleanu on 01 Jun, 2017

Documentation for **BASEL III**
Official links   Read more
http://eur-lex.europa.eu/LexUriServ/...

BASEL III Responsible
Posted by Elena Unciuleanu on 01 Jun, 2017

BASEL III

Responsible Department: Credit Risk Department Read more

Deadline:

BASEL III Deadline

NOTIFICATIONS

ⓘ Data for ALMM loaded
ALMM for 20180831001 finished: Version loaded.
4D 11H 59M AGO

ⓘ Monthly ETL loaded
ETL for 20180831001 finished: Version loaded.
4D 12H 7M AGO

ⓘ Monthly History Snapshot ETL loaded
History Snapshot ETL for 20180831002 finished: Version loaded.

SEE ALL

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5 DIFFERENT BANKS
3 MONTHS AFTER THE LAUNCH

ELITE REPORTING PLATFORM

In 2016 we introduced a fresh way of Reporting which was quickly adopted by the banks: until now we had to teach the users how to use our apps, now we want our app to know the user profile, to follow his natural workflow and to guide him in resolving his current tasks.

WE ELIMINATED THE FEATURES THAT DON'T ADD VALUE AND WE FOCUS ON SAVING CUSTOMER TIME

OUT Old-school existing reporting applications	IN Elite Reporting Platform
5-week training	5-minute training
Developer teach user how to use the application	Purple Expert watch Consumer workflow and configure the Wizard accordingly
Report oriented Person has to know what to do - For every action there is a distinct screen -	Person oriented - System alert what tasks have to be done - Custom diagram according to the business flow
Menu / Screen oriented	Key Word Search oriented
Lots of buttons, each with different icon	Wizard Steps with Next, Cancel, Finish buttons
Complicated algorithms on sight in Screen	Complicated algorithms hidden in Steps
On Premises	On Premises / On Cloud
Buy License on Install	Monthly Subscription

YOU BENEFIT FROM A DIFFERENT APPROACH

Search
Unified way to start a task
Each action is initiated from the Key Word Search bar. No more searching for features through the entire application.

Wizard
Unified way to execute a task
Each task has a standard format: wizard Steps with Next, Cancel, Finish buttons. No chance to miss a step in the workflow.

Notifications
Unified way to see the logs
Just like your favourite social network, the system is live and alerts on what's important for you: when a job is finished, when a colleague asks for your input, when EOM snapshot is valid.

Wiki
Unified way to store important info
The platform has embedded encyclopaedia with editable content by the Consumer. If you have important information to store you can add and then search in the Knowledge Base dashboard.

Banking Intelligence

REGTECH SOLUTION

REGULATORY REPORTING

Elite Reporting Platform is a tool for banks and any other financial institution for obtaining the automation of regulatory reporting required by The State Authorities (European Banking Authorities, National Bank, Ministry of Finance, Federal Reserve Bank, etc.).

It covers data extraction, data parse, file upload custom sources, compute algorithms, export reports in standard format (Excel, XBRL, XML, CSV, TXT, etc.). It contains a kernel for reports computation and a repository with all the Statutory Reports required by the European Banking Authorities. Additionally, if offers drill-down to the lowest level of detail, data versioning, manual adjustments, reconciliation and audit logs.

Our products are innovative through precision. When it comes to reporting to the State Authorities you need extremely high accuracy, 100% to be exactly. Our advantage is that we don't give up until we reach the required quality standards. In our field of work, being a hard worker is more important than talent, because the legislation keeps changing and you have to continually adapt.

DATA WAREHOUSE

The platform is modular, that means we can install a module and then add other modules on request. We can build your entire Data Warehouse from scratch or configure only the Reporting Data Mart. The loading frequency is flexible: daily, monthly etc. You can choose from the following modules: Statutory / Group / MIS Reporting, Trial Balance, IFRS / Group Provisions, Basel III, Forbearance, Multidimensional Profitability, Command Center, the consolidation in case of bank merger, prior or post-merger.

TECHNOLOGY

The application is built on Oracle technology: Oracle Database, Oracle WebLogic 12c, Oracle ADF, Oracle Business Intelligence. Most of our Customers have chosen the On-Premises version, but we do advise them to try also the Cloud version.

Banking Intelligence

REPORTING CENTER OFFICES

We are happy to meet with potential Customers and we enjoy on-site conversations

Head Office

BUCHAREST, Romania

Bucharest Business Park
12, Menuetului St., Building D
4th floor, District 1
Postal code – 013713

Business Office

BUCHAREST, Romania

BRCI Building
3, Stefan cel Mare Road
5th floor, District 1
Postal code – 011736

Registered Office

VOLUNTARI, ILFOV, Romania

Domus Stil, Pipera
70, Emil Racovita St.
84A2 Villa
Postal code – 077190

Banking Intelligence

PURPLE
EXPERTISE