

Success Story

BellaDati Advanced Analytics for Securities Company



Company: Guosen Securities

Location: China

Website: www.guosen.com.cn

Industry: Securities Company

Company profile:

Guosen Securities Company Limited (“Guosen Securities”) is a Chinese state-owned financial services company headquartered in Shenzhen, China, with more than 70 branches and 11,500 employees nationwide. It has offices in 47 major cities in China including Shenzhen, Beijing, Guangzhou, Foshan, Nanjing, Shanghai, Tianjin and Hong Kong. Guosen Securities provides sales and trading, investment banking, research, asset management, private equity, and other financial services with both institutional and retail clients in China and Hong Kong.

In 2011, Guosen Securities gained the second largest market share of 8.8 percent in domestic equity offerings and the 18th market share of 0.9 percent in global equity offerings. As of June 2015 it ranked no. 1 of Chinese companies for funds from securities underwriting agency.

BellaDati Solution

This project had 3 major components:

Component 1: Develop all kinds of Routine Operation and Management Digital Data

Operational Reports and Analytical Reports are used across the whole company. Geographical distribution and customer segmentation is utilized by sales and marketing department to optimize sales and results of marketing campaigns.

Component 2: Highly customized feel and look of menu using BellaDati platform advanced features



Component 3: Sending SMS and emails with reports and links

BellaDati SMS gate is used to send SMS to users, customized emails with attachments.

BellaDati Project Achievements

With BellaDati Agile BI, customer has precise and timely KPIs of each product and business unit results, is able to monitor company’s performance and run assets under management portfolio etc. Business users like ease of use provided by BellaDati and highly customized feel and look. The customer required advanced analytics that are innovative and will be able to solve their tasks in the future as for example machine learning.

The implementation partner likes the easiness to implement Belladati, to create customized feel and look that are critical for the China market and to create numerous reports for the customer very fast.