

GM FINANCIAL



GM Financial, founded as AmeriCredit in September 1992, is now owned by General Motors Company. GM Financial operates with 17 credit centers in the United States and Canada. GM Financial is working with more than 13,000 producing automobile dealers to bring financing options to consumers. GM Financial's four geographically dispersed customer service centers, and online account management portal provide around-the-clock service to more than 831,000 customers.

CHALLENGE

- Redesign NLR and Productivity cubes to achieve better performance
- Eliminate the use of Flats tables to be used for Cognos Reporting of NLR and Productivity cubes
- Replace credit and sales objectives manual excels with automated ETL processes
- Fix sales and credit hierarchy and dealer issue

SOLUTION

- Development of a Star Schema model to replace flat tables that optimizes GM Financial data for reporting and business analytics
- Created automated ETL jobs in Informatica that would load the credit and sales objectives data to datawarehouse
- Coverted a single flat table for sales hierarchy, credit hierarchy and dealer to seperate dimensions tables
- Created a fact table for application, funds and decisions for retail and leasing loans to acheive Cognos reporting similar to the NLR cube
- Created fact tables for phone calls data to acieve better performance for productivity cube
- Redesigned NLR and Productivity cubes from Cognos 7 to Cognos 10 to use new features of Framework Manager and Cognos Reporting Manager for better performance

The PerformanceG2 and Cognos Business Intelligence solution changed the way GM Financial does buisness - now GM Financial has increased performance and better reporting and analytics.