

# OpenText™ Magellan™ for Financial Services

Harness the insight in data to improve the customer experience, boost efficiency, and add business value



**Expand understanding of customers**



**Leverage analytics without complexity**



**Improve reporting and compliance**

**The financial services sector is confronting an exponential increase in data, intense regulatory requirements, rising customer expectations, and demands for higher profitability on a daily basis. To thrive in this unpredictable climate, financial services firms need to deliver a superior customer experience and enhance end-to-end operations by unlocking value in the constant flow of data. A recent report from The Economist found 86% of financial services executives plan to increase their AI-related investments through 2025.<sup>1</sup>**

OpenText Magellan empowers financial services firms to design tailored customer experiences, automate resource-intensive processes, and enhance decision-making. It's a cost-effective, highly scalable solution that combines the power of Artificial Intelligence (AI), machine learning, and enterprise-grade business intelligence. With Magellan, firms can extract insights from a wide range of structured and unstructured data—such as social posts, emails, and more—to improve customer retention, reduce risk, and enhance productivity.

<sup>1</sup> The road ahead: Artificial intelligence and the future of financial services <https://go.thoughtspot.com/white-paper-economist-ai-future-of-financial-services.html>

## Case study

Tora Trading Services needed to add advanced reporting capabilities to its investment management technologies. Generating reports was a time-consuming, manual process, and clients couldn't make instant changes. OpenText Magellan allowed Tora to integrate flexible business intelligence and reporting in its products. Automating the reporting process saved time and money, while helping customers gain insight from their data to ensure better investment performance. *"Using OpenText Magellan BI & Reporting, internal users can work with their data without needing to ask another department for help,"* says Jordi Terns Vall-Ilovera, Senior Software Engineer at TORA Trading. *"This gives them a lot of freedom and allows us much more agility. For our external clients, this solution gives them tools they didn't have before."*

[Learn more about Tora's story](#)

## Gain deeper insight into customers for better sales and retention

The digital-first mindset in Gen X and Y – and in tech-savvy Boomers – has amplified expectations for seamless, personalized, on-demand customer experiences. Magellan uses AI-powered capabilities such as text mining to find valuable insight on customer sentiment and behavior in unstructured data at massive scale. With this crucial segmentation and profiling information, financial services firms can personalize product offerings and experiences that align to customer expectations, and in turn promote customer loyalty.

## Empower non-technical users to use analytics

The current scarcity of data scientists doesn't have to hold back financial institutions from comprehensive AI deployments. Magellan enables non-technical users to apply data insights into their workflows with ease. Creating data visualizations to get vital insight from masses of data is possible with minimal IT involvement. Users can also benefit from reports and dashboards that are embedded within any application, allowing for insights within additional context.

## Simplify reporting and compliance processes

Meeting ever-increasing compliance requirements absorbs time and money that financial services firms can't spare in the current environment. Magellan offers an efficient way to transform huge amounts of data into timely, accurate reports not just for regulatory needs, but for critical business intelligence. By enhancing data analytics, financial services organizations can stay ahead of industry trends and find new revenue opportunities.

The complexity and expense of assembling a stack of separate components, especially without adequate expertise in data science, can deter financial services firms from a comprehensive AI deployment. With pre-integrated components, Magellan is a cohesive platform that minimizes the required effort and expertise while increasing time to value. Advanced analytics, machine learning, and enterprise-grade business intelligence are bundled into a single, flexible, extensible infrastructure. It's built on an open foundation, so banks maintain full data ownership. And Magellan is designed to support maximum self-service in all users, so non-technical employees can extract vital insight from all types of structured and unstructured data.

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When organizations rely on Magellan, they can also rely on a full suite of OpenText business solutions and analytics services. The OpenText Magellan Professional Services team has deep expertise with Magellan and analytics technologies coupled with extensive experience working with organizations across many industries to glean insight from their data.

[Learn more about AI & Analytics services](#)

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