



Real-time, Hyper-personalized Banking: How a Polish Retail Bank Implemented Event Stream Analytics

Customer

Our client is a retail bank with a network of 200 branches serving over 4,000,000 customers, seamlessly combining traditional banking principles with cutting-edge solutions. The bank offers a comprehensive range of innovative financial services to both retail and corporate customers.

Business challenge

The customer decided to implement a new go-to-market strategy focused on hyper-personalizing marketing communications to its retail customers. The cornerstone of this initiative was the adoption of an event stream processing solution. Designed specifically for business users, this innovative platform empowers them to create hundreds of uniquely tailored, real-time communications based on data streams, all without the need for IT-specific skills or programming knowledge.

Solution

- Implemented Oracle Stream Analytics, a low-code/no-code solution that enables real-time analysis of data streams and automates actions and decisions.
- Integrated with banking systems through Kafka messaging to ensure smooth data flow.
- Leveraged a robust and flexible Apache Spark environment to execute advanced analytics patterns and routines, ensuring scalability and efficiency in data processing.

Results

- The ability to execute real-time inbound marketing campaigns tailored to any customer segment or group.
- 4-hours training is all it took to enable business professionals with no IT skills to create and launch their first marketing campaigns within minutes.
- No code changes required to integrate with virtually any system or data repository.

What our clients say about us:

“The Goldenore team stepped in and delivered a solution of great value to Paysafe. Their approach is very professional, and they have delivered outstanding results.”

Aleksander Stankov,
VP IT Production Operations, Digital Wallet and Shared Services, Paysafe.

“Goldenore always tries to fulfill the entrusted tasks and are open to possible changes in priorities during the project. In critical moments, Goldenore dedicates additional resources to meet the project schedule.”

Tomasz Kędziora,
IT Infrastructure & Security Director at PLAY, the largest mobile network in Poland.

Why Goldenore?

2013
founded

+100
active clients

5
countries

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skilled professionals

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