

# Mobile Reporting Application

A Major Qualifying Project Report

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## **Abstract**

Barclays uses an external service platform, ServiceNow, to report and track application issues internally. The platform is available on work computers and BlackBerries. With the increase in personal smartphones, specifically iOS and Android devices, it is imperative to provide this platform on these devices as well. The team was tasked with creating a live prototype application to fill this void. The outcome of the project was a prototype application that works on iOS devices and reports real-time incident data.

## Acknowledgements

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## Authorship

This report consists 3/3 unit of work in B-Term 2012 (October 2012 – December 2012) and an additional 1/3 unit of work in C-Term 2013 (January 2013 – March 2013). Each term work was developed through a collaborative effort by each project team. B-Term team members are Jian Mao, Caitlin McMahon, and Patchara Santawisook; and C-Term team members are Jian Mao, Yanxin Zhou, and Yuchen Zhang.

The B-Term work was presented as main body in this report and the C-Term work was incorporated as Appendix B. All sections for each term work were created and edited as a team, with equal contributions made by each member.

## Executive Summary

Barclays strives for pioneering solutions for clients and employees and has become a leader in innovation. ServiceNow is a third party platform that Barclays currently uses to report the health of various systems. It not only provides employees with a convenient channel to view and report issues, but also automates and enhances the workflow in tracking issues by sending out daily status summary to management.

The ServiceNow platform provides a BlackBerry application that employees can use on the go. However, this application is not very user friendly, and Android and iOS mobile devices now hold a greater market share. Access to the application on an employee's personal device can greatly improve issue management.

The WPI project team was invited to Barclays to participate in the development of the mobile application of ServiceNow. The goal of the project was to develop a live Major Incident Handling prototype application capable running on various devices to improve the mobility of ServiceNow. The team divided the application structure into three stages: the data stage, the RESTful API stage, and the client stage. The data stage is to automatically extract data in XML format from the ServiceNow server and convert it to an interim data format (Java Object). The RESTful API stage is used to convert the data from the interim format to a light-weight format, (JSON), and then render it to display on the interface. The data stage and RESTful API stage form the backend server. The client stage is the user interface, which is used to send requests to the server and to display the data.

For the prototype application, the team created a design template which emulated the iOS mail application. The prototype application was designed to have two screens – list screen and detail screen. The list screen displays all incidents with partial details, including application name, service owner, status, and short description. The detail screen includes more information of each incident.

This project utilized various technologies. The backend program mainly used Java for development and Maven repository for version control. An XStream library was used for parsing data. A Dropwizard platform was set up for hosting server and rendering data from scratch. The creation of the interface heavily relied on HTML5, CSS3 and JavaScript.

At the end of the first phase, the prototype application worked independently on computers but was not yet connected to the external environment or server. A demo was given to the management and suggestions were collected. Based on the feedback from management, the team revised the prototype application accordingly. The project then moved to the second phase, which was a formal development and enhancement phase. The end goal was for the application to be well-integrated with Barclays' existing environment, including the Barclays Live framework.

In the second phase, the program was further developed in order to retrieve real-time data from the external server every five minutes. To better integrate with the Barclays Live framework, which was supported by the PhoneGap package, the team modified the client side to follow Model-View-Controller architecture. JavaScript libraries such as Backbone.js, RequireJS, and jQuery were applied. In addition, the team used "user agent" (a unique way of identifying the mobile device being used) to apply different templates and style sheets so that the application would match with different iOS mobile devices. Finally, the application was integrated with Barclays Live framework. The prototype application worked well with iPhone and iPad.

This project was in part of a research and development effort. Therefore, new technologies that were not used by Barclays were employed, which may be of interest for future Barclays' projects. Furthermore, many features could be implemented to support this application.

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## Chapter 1. Introduction

Barclays is a major global banking and financial services company headquartered in the United Kingdom. By following their guiding principles, Barclays has become a leader in innovation, improving processes for clients and employees.

Currently, Barclays uses a third party software platform, ServiceNow, to report on the health of various systems. Employees can report errors and issues through this platform. These requests are then sent to the “right” people automatically. In addition, the system can send a weekly report regarding system status to management. ServiceNow not only provides employees with a convenient channel to report issues, but also automates and enhances the workflow in tracking issues. The ServiceNow platform currently provides a BlackBerry application that employees can use on the go. However, this application is not particularly user friendly, and Android and iOS mobile devices now hold a greater market share. The accessibility to the application on an employee’s personal device can greatly improve issue management.

In order to improve the mobility of ServiceNow, the goal of this project was to develop a mobile reporting application that can display Major Incident Handlings (MIH) on various mobile devices. To attain this goal, the team followed a modified scrum approach and completed the following five objectives:

1. collect requirements for the mobile application;
2. conduct research on application development, such as helpful tools and software;
3. design and implement the application;
4. evaluate and enhance the application; and
5. recommend future improvements.

To fulfill these objectives, the team conducted research and held meetings. The information collected helped to develop the guidelines to create a user-friendly mobile application. Based on the design guidelines, and using the iOS mail application as inspiration, the team designed two screens for the application. The first screen is the list screen displaying all incidents with partial details, including application name, service owner, status, and short description. The second screen, the detail screen, includes more information about each incident.

The application had three stages of implementation, including the data stage, the RESTful API stage, and the client stage. The data stage is to automatically extract data from the

ServiceNow server and convert it to an interim data format. The RESTful API stage is to convert the data from the interim format to a light-weight format and render it to display on the interface. The data stage and RESTful API stage form the backend server. The client stage is the user interface, which is used to send requests to the server and to display the data.

To build the prototype application, the project consisted of two phases – prototyping and enhancement. At the prototyping phase, the team designed, set up and implemented the prototype application. Major components of implementation were explored separately. At the end of this phase, the prototype worked independently on computers, but was not yet connected to the ServiceNow server. A demo was given to management and suggestions were collected. Based on this feedback, the team revised the application. The project then moved to the second phase, which was a formal development and enhancement phase. The application could communicate with external servers and retrieve real-time ServiceNow data. It was successfully integrated with the Barclays Live framework.

The team also provided recommendations for future improvements for both the application and the programming process.

## Chapter 2. Background

This chapter presents the background information regarding the company, Barclays, and its target application, ServiceNow. The key data attributes, candidate tools, and technologies that were used to build the application are reviewed.

### 2.1. Barclays

Barclays is a major global banking and financial services company headquartered in London. With operations in over 50 countries, the asset size of Barclays ranks it the 7<sup>th</sup> largest in the world and 2<sup>nd</sup> largest in the United Kingdom (Global Finance Magazine, 2012). Around the world Barclays focuses on five guiding principles -- winning together, retaining the best people, creating trust, focusing on the client, and pioneering solutions for clients. Following these principles, Barclays has demonstrated a history of innovation and leadership through notable achievements including: introducing the world to the automated teller machine (ATM), becoming the first foreign bank to file with the Securities Exchange Commission (SEC) in the United States, and recently, partnering with five international banks to launch the first global ATM alliance (Barclays, 2012). In addition to the innovations Barclays has introduced to their clients, Barclays creates and implements processes to improve functionality for their employees.

### 2.2. ServiceNow

Barclays currently uses ServiceNow, a leading Software-as-a-Service (SaaS) provider of enterprise Information Technology (IT) operations, to report the 'health' of various IT systems. ServiceNow provides uniquely designed solutions for each client company based on its needs. Service options include IT Asset Management, Change Management, and Incident and Problem Management (ServiceNow, 2012).

Barclays utilizes ServiceNow's Incident and Problem Management system. The purpose of this system is to enhance communication by providing one location to report IT-related systems issues and route notification of issues to the correct employees. Employees can access this system using their work computer. A sample screen shot of this web-based system can be seen in Figure 1.

Number	Category	Priority	Incident state	Short description
INC0000002	Software	4 - Low	Awaiting Problem	Can't get to network file shares
INC0000003	Network	4 - Low	New	Wireless access not available on floor
INC0000005	Software	2 - High	Active	CPU load high for over 10 minutes
INC0000007	Database	4 - Low	Active	Need access to sales db for the west
INC0000014	Hardware	4 - Low	New	missing my home directory
INC0000015	Software	4 - Low	New	I can't launch my game anymore
INC0000016	Software	4 - Low	New	Rain is leaking on main DNS Server
INC0000017	Hardware	4 - Low	New	How do I create a sub-folder
INC0000018	Hardware	1 - Critical	New	Sales forecast spreadsheet is READ O
INC0000019	Software	2 - High	New	Can't launch X-Win32
INC0000020	Inquiry / Help	4 - Low	New	Request for a Blackberry
INC0000025	Software	4 - Low	New	I need more memory
INC0000027	Software	2 - High	New	please remove this hotfix
INC0000029	Inquiry / Help	1 - Critical	New	I cant get my weather report
INC0000031	Hardware	1 - Critical	New	EMAIL Server Down
INC0000037	Hardware	3 - Moderate	New	Request for a new service
INC0000039	Network	4 - Low	New	Routing to oregon mail server
INC0000040	Inquiry / Help	3 - Moderate	Active	Javascript error

Figure 1: Sample ServiceNow incident screen

In addition to the web-based tool, Barclays employees can also utilize ServiceNow's Blackberry application to review and address IT systems issues. Barclays' goal was to create an application enabling employees to access incident information on other personal devices, particularly iPhones and iPads.

In Barclays' system, each incident has up to 200 pieces of information such as the incident number, application affected, and urgency. The pieces of information that are relevant for the team's application are:

- incident number, unique identification number for each incident for client use;
- system id, unique identification number for each incident for system use;
- initial escalation, time and date when the incident was opened/escalated;
- next update due, time and date when the next update is due;
- last commented, time and date when the incident was last updated/commented;
- last comment statement, most recent statement about the incident status;
- incident owner, individual who reported the incident;
- business units impacted, division(s) of the business impacted by the incident;
- application, the application affected by the incident;
- operational status, indicator showing the status in solving the incident; and
- short description, brief description of what the incident is.

In addition to the website, emails are sent daily to senior management to summarize the incidents that occurred or were fixed within the past 24 hours.

## **2.3. Technology Review**

This section reviews technologies that the team used throughout the project to build the application.

### **2.3.1. Programming Languages**

A variety of programming languages can be used in mobile application development. The most significant languages the team used are Java, HTML5, CSS3, and JavaScript.

#### **2.3.1a. Java**

Java is a general-purpose, object-oriented language. It is designed to provide a simple and efficient way to develop programs by having as few existing dependencies as possible. The Java Archive (JAR) format can be generated during the program compilation, which makes the program more portable. Currently, this language is ranked second among programming languages in popularity (Finley, 2012).

#### **2.3.1b. HTML5**

HTML5 is a markup language that was created by the World Wide Web Consortium and the Web Hypertext Application Technology Working Group (w3schools, 2012). This language has already become one of the web standards. Its combination with other standards such as Cascading Style Sheets (CSS) and JavaScript can deliver abundant functions, including Web Typography, Web Gallery, Photo Transitions, Audio, VR, Pixel Manipulation (Apple Inc., 2012). This language is necessary in developing hybrid applications, which leverage the device's browser engine to deliver the functions through processing HTML and JavaScript locally (Seven, 2012).

#### **2.3.1c. CSS3**

Cascading Style Sheets (CSS) is a simple style sheet language that defines how to display HTML elements such as background color, spacing, and fonts. Prior to the invention of CSS, styling for a webpage was added to each element within the page. CSS allows one document to be created and called upon to apply one style to all elements within the page. This allows for a quicker process to both load and make changes to the webpage (W3Schools, 2012).



### ***2.3.1d. JavaScript***

JavaScript is a prototype-based scripting language, which is primarily used for the client side in order to create enhanced user interfaces and dynamic behavior on an application. In mobile application development, JavaScript allows the user to display data, show and hide the navigation menus, and apply style sheets to the existing HTML (Stark, 2010).

### **2.3.2. Data Formats**

The application involved using multiple data formats to receive, parse, and transmit the data. The data formats the team used were Extensible Markup Language (XML), Java Object, and JavaScript Object Notation (JSON).

#### ***2.3.2a. XML***

XML is a markup definition language that was defined by a World Wide Web Consortium recommendation. XML is designed to be self-descriptive by using tags. These tags are not predefined, allowing users to name tags based on the data being stored. Additionally, XML can be used for data exchange. Typically exchanging data between incompatible systems over the Internet is a time-consuming challenge for developers. However, XML improves this process because it is stored in text format, which can be read by different incompatible systems (Liu, 2009).

#### ***2.3.2b. Java Object***

In Java, an object is the instance of a class and can be used to store data. The class is a template that defines the structure of the object (member elements, methods). A class can contain more than one object (Samanta, 2004).

#### ***2.3.2c. JSON***

JSON is a lightweight text-data interchange format used for storing and exchanging text information. It is readable and writable by both humans and machines. JSON is built on two structures – a collection (object) and a list (array). JSON is advantageous because JSON documents are much smaller in terms of data size than the equivalent XML documents (Allan, 2010).

### 2.3.3. Libraries and Software

Programmers have created multiple tools and libraries to make the programming process more efficient. These libraries can be used by other programmers to simplify development processes.

#### 2.3.3a. Dropwizard

Dropwizard is a Java framework that incorporates multiple Java libraries and provides RESTful web services. Dropwizard Core is the main package that offers various services such as server hosting, JSON processing, HTTP handling (Hale, 2012).

#### 2.3.3b. jQuery

jQuery is an open-source JavaScript library for building web applications. Each web browser handles JavaScript in different ways, making it difficult for developers to create cross-browser compatible websites. jQuery simplifies this process by creating a common set of functions across all browsers (Holzner, 2009).

#### 2.3.3c. jQuery Mobile

jQuery Mobile is a unified, HTML5 based user interface system for all mobile device platforms. Similar to how jQuery created a single set of functions for all browsers, jQuery Mobile has created a simplified process to make mobile applications work on multiple platforms (Reid, 2011). It is built on a jQuery and jQuery UI foundation and allows the developer to create a website or application that is able to work on all popular smartphones and tablets. It has a simple to use design and is used by hundreds of popular organizations' websites and applications, including OpenTable, Ikea, Disney World and Chase (The jQuery Foundation, 2012).

#### 2.3.3d. Backbone.js & Underscore.js

Backbone.js is a client-side framework written in JavaScript that helps users to write highly responsive client-side applications (Bates, 2012). It has three important components – model, collection, and view. The model class provides a basic set of functionalities for managing changes. The collection class contains functions for handling and working with the data. The view class listens to changes in the associated model, and can be updated when the model changes. These three classes are connected over a RESTful and JSON interface (Ashkenas, 2012).

Underscore.js is an open-source JavaScript utility library that contains plenty of functional programming support. It is usually used to support *Backbone.js*, especially in the collection class.

### **2.3.3e. RequireJS**

When an application runs, the load of the program each time can hamper the application's usability. RequireJS is a JavaScript file and a module loader that lessens this problem. RequireJS is able to manage script modules, load them in the right order and can spread out the download size over time (Burke, 2012). It can be used in conjunction with jQuery, thus making the process even simpler.

### **2.3.3f. XStream**

XStream is an open-source Java library for converting Java Objects to and from XML (Fitzgerald, 2004). This library has a relatively high speed and uses little memory in the process, which fits large data source conversion (XStream, 2012). For this project, ServiceNow data was exported in XML format from external server, deserialized to Java Objects using XStream, and then converted to JSON.

### **2.3.3g. Apache HttpClient**

Apache HttpClient is an open-source library to handle HTTP requests. With Apache HttpClient, users can access online resources and retrieve or send data via HTTP (Kalnichevski, 2008).

### **2.3.3h. Eclipse**

The team used Eclipse, a multi-language software development environment, to develop the application. It is both a workspace and an extensible plug-in system. It is a typical platform for Java development (Eclipse Foundation, 2012).

### **2.3.3i. Apache Maven**

Apache Maven is a software project management. This tool can help users to build and manage Java-based project. Maven project uses project object model (POM) to define its configuration, based on which Apache Maven can build the project (Apache Software Foundation, 2012). This tool not only provides a uniform build system, but also provides

convenience to developers in building large projects, especially those depending on many other existing projects or packages.

### *2.3.3j. iOS Simulator*

The iOS simulator is a tool produced by Apple and included in the Xcode development tool. The simulator allows a developer to run an iOS application virtually on a Mac. By running the application on the simulator, major problems can be identified and fixed during design and early testing. It also allows developers to test the application's user interface and compare it with different iOS devices (iPhone, iPhone with Retina display, and iPad) (Apple Inc., 2012).

## Chapter 3. Methodology

The main goal of this project was to develop a live Major Incident Handling prototype application capable of running on various devices that improves the mobility of ServiceNow. In order to build this hybrid application, the team conducted research, developed the program using Eclipse, tested the application using iOS Simulator, and evaluated as well as enhanced the application. In addition to developing this application, the project team provided recommendations for further improvements.

### 3.1. Research Goals and Objectives

For this project, the team delivered a mobile reporting application for Barclays during their eight weeks in New York (See Appendix A for timeline). Users can view a list of Major Incident Handlings (MIHs), their corresponding status and important information from this application. The team completed the following objectives to fulfill this goal:

1. collect requirements for the mobile application;
2. conduct research on application development, such as helpful tools and software;
3. design and implement the application;
4. evaluate and enhance the application; and
5. recommend future improvements.

### 3.2. Data Collection

In order to understand and develop the mobile reporting application, the team used two essential methods: research and meetings. The team researched the software available to develop an application in addition to the web-based application ServiceNow, which the mobile application was based on. Additionally, the team set up relevant software and created sample projects on their personal devices to better understand the backend logic. Furthermore, the team met with several Barclays employees who had mobile application development experience.

#### 3.2.1. Research

The team began the research by reviewing the software and languages that would be useful to the project. The computer languages that the team focused on include JavaScript, HTML5, Java, CSS3, XML and JSON. The team also reviewed useful libraries such as backbone.js, jQuery, RequireJS, XStream, and additional software such as Maven, and

Dropwizard. While conducting the research, the team set up most of the tools on their own devices and created sample projects to better understand how they work separately.

In addition, the team examined the ServiceNow platform online to see how people use the Incident Management software and decided on the key information that should be displayed in the mobile application.

### **3.2.2. Meetings**

The team continued data collection by meeting with several Barclays employees. The purpose of these meetings was to obtain the necessary information for the ServiceNow mobile application and discuss the integration process. During the meetings, all team members took notes and asked any applicable questions.

### **3.3. Development Approach**

The team followed a modified scrum approach to develop the application. The scrum approach is a “framework for organizing and managing work” (Rubin, 2012). It splits the development process into ‘sprints’ of a predetermined length. At the beginning of each sprint, goals are set and prioritized. It has three core roles - product owner, scrum master, and development team. The product owner is the central point of product leadership and has two main tasks. The first is to understand the needs of the end user and act as their voice. The second is to communicate with the development team about product requirements and the priority of each requirement. The scrum master on the other hand, is the development team’s leader. This role has a number of responsibilities, including ensuring the sprint is on schedule and discussing and adjusting the sprint deliverables with the product owner when a task is unattainable or needs more time. The development team is the group that designs, develops, integrates and tests the product. The team members meet each morning to plan each day’s tasks based on how to accomplish the sprint’s goals. Additionally, the development team meets with the product owner at the end of the sprint to discuss the previous sprint’s achievements and the next sprint’s tasks (Rubin, 2012).

In the team’s version of this approach, each sprint was one week long. The product owner for the team was the sponsor, Gregory Friel, however at times Terrance Snyder also held this role. The scrum master was one of the team members and the position rotated each sprint. The team as

a whole constituted the development team. During each sprint, the development team and scrum master met each morning to assess the progress and plan that day's work. At the end of each sprint the development team, scrum master and product owner all met to discuss that sprint's accomplishments and future objectives.

Using this approach the team was constantly motivated and had attainable weekly tasks. The timeline in Appendix A displays the team's progress in creating and implementing the application during the eight weeks in New York.

# Chapter 4. Application Design

This chapter describes the principles that the team considered in designing the application, the general framework of the application, the structure of the application for implementation, and the requirements to the environment.

## 4.1. Design Considerations

The team first created Design Considerations based on the research on what makes a user-friendly application. These considerations are displayed in Table 1 below.

Table 1: Design Considerations

Quality	Method
<b>Friendly User Interface</b>	<ul style="list-style-type: none"><li>• Acceptable font size</li><li>• Responsive – change on screen when link is clicked</li><li>• Easy-to-use and intuitive<ul style="list-style-type: none"><li>○ Appropriately designed links</li></ul></li><li>• Attention-to-detail</li></ul>
<b>Continuity</b>	<ul style="list-style-type: none"><li>• Uses familiar elements</li><li>• Follows conventions and patterns</li></ul>
<b>Portability</b>	<ul style="list-style-type: none"><li>• Can run on multiple mobile devices</li></ul>
<b>Integrated</b>	<ul style="list-style-type: none"><li>• Incorporates device technologies (location services, accelerometer, etc.)</li></ul>
<b>Fast</b>	<ul style="list-style-type: none"><li>• Only includes necessary information</li></ul>



## 4.2. ServiceNow Application Design

After creating the design considerations, the team examined both the iOS mail application and an available ServiceNow application. The iOS mail application is seen in Figure 2.

The mail application has a number of great features that the team emulated. The first is having a list screen and a detail screen. In the mail application, the list screen displays all e-mails with a little bit of detail (sender, time received, and a few lines of the e-mail). The detail screen on the other hand, shows one e-mail and includes much more information from the

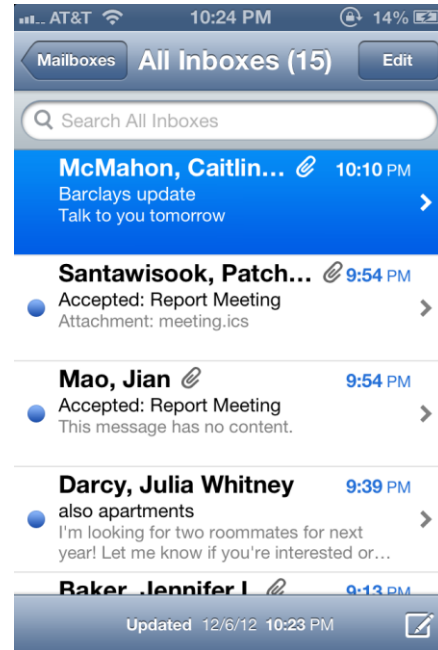


Figure 2: iOS Mail Application List Screen

message. Additionally, the text on both screens is formatted to display each field differently. Moreover, on the list screen, a blue circle denotes an unopened message. This makes the structure easy to understand. Lastly, when a message on the list screen is touched (so as to see the details of that message) the background of that message changes from white to blue.

Next, the team assessed the available ServiceNow mobile application and found a number of areas that could be improved. The screens can be seen in Figure 3 and Figure 4 below.

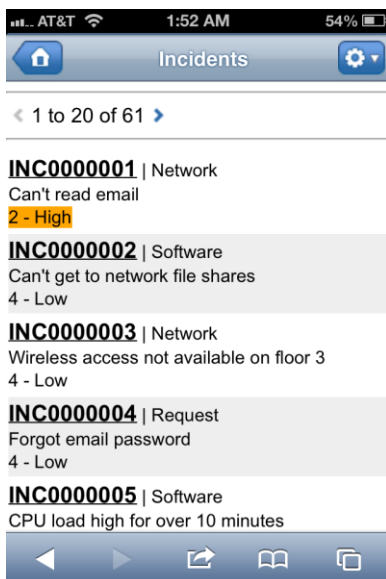


Figure 3: Current ServiceNow List Screen

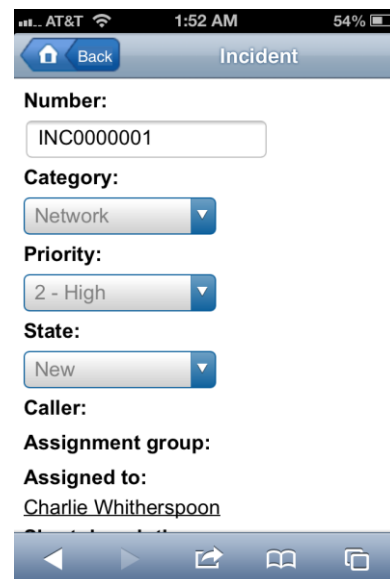


Figure 4: Current ServiceNow Detail Screen

The first area that could be improved was enlarging the clickable area on the list screen for each incident. Only the incident number could be clicked to view a specific incident's details. Moreover, upon first glance at the list screen, it is not obvious the severity of each incident aside from a highlight on some of the incidents. Also, it is not apparent if the information shown for each incident is customizable. Based on the team's discussions with Greg, the team's sponsor, the information displayed in this case is not what is important to see. Both the list screen and detail screen are not very user-friendly, and instead are very bare with little color. The detail screen provides too much unnecessary information and is deceiving in that it displays the information as though it could be edited. Finally and most importantly, this application is a web application, which means that it is a webpage that is custom made for a mobile device. It can not be downloaded onto a phone and can not as easily access the phone's features.

After inspecting the mail application and the ServiceNow web application, the team worked to design a sample of the new application. The sample screenshot of the list screen is seen in Figure 5. In the application, each incident is displayed with a color-coded icon to inform the user the status of the incident (red being degraded and green being operational). Furthermore, the information is kept to a minimum and is formatted to show the different fields. Similar to the mail application, when an incident is clicked, the background color of that incident would change as the application transitioned to the next screen.



Figure 5: ServiceNow List Screen Sample

### 4.3. Application Framework

Instead of creating a web application (a webpage designed specifically for a mobile device) or a native application (an application that is built for a specific device and can be downloaded onto the device), the team created a hybrid application. A hybrid application is an application that is downloaded onto a mobile device and can utilize the device's browser engine. Hybrid applications are also able to work on cross-platforms.

Further, the team did not build a stand-alone application, instead embedding the application inside of the Barclays Live framework that Barclays has built to allow for a multi-purpose application.

#### 4.4. Architecture

This project sat on the Barclays Live framework, which is supported by PhoneGap. PhoneGap, an Adobe product, allows for cross-platform development using standard web languages by utilizing the device's browser engine. It acts as a wrapper to package the mobile site and embed it to the native mobile application (See Figure 6).



Figure 6. PhoneGap workflow

To create the mobile application, the team divided the creation process into three components – Data, RESTful API, and Client. RESTful API and Data formed the server. When the user clicks the button and launches the application, the program creates a request, passes it through the firewall into the Barclays intranet, and sends the request to the server. Then the server passes the request to the Network File System and the sends the retrieved data back to the web server, which in turn renders the data to the user interface (See Figure 7).

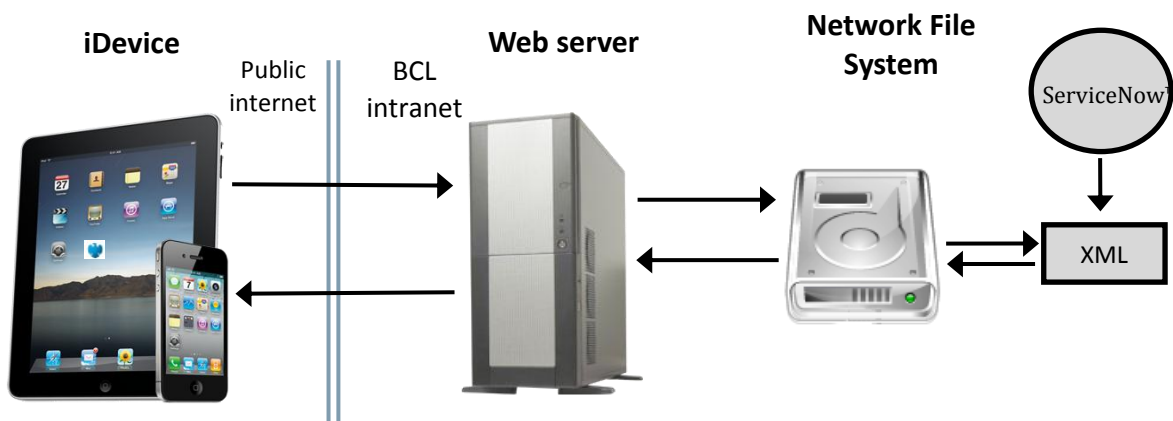


Figure 7: Application Structure

The Network File System retrieves data from a URL, where XML format data is provided by a Barclays employee. This file is updated every five minutes. The team's program was set to automatically retrieve the data from the URL once the file is updated to get the real-time data.

Once the data is retrieved, the team's program uses an XStream library to convert the data from XML format to Java Objects. During the conversion, Java Objects only saves necessary data fields, as determined by the team's meetings with Barclays employees. These information fields can be updated easily in this program, if Barclays wishes to make changes in the future.

The Java Objects are then passed into the RESTful API, which is the web server in this figure. The Jersey package in the RESTful API will convert the Java Objects to JSON, a light-weight data format for data transmission, and render the data onto the user interface, which uses the HTML5, CSS3 and JavaScript to display data and improve the look. The flow of data format conversion can be found in Figure 8.

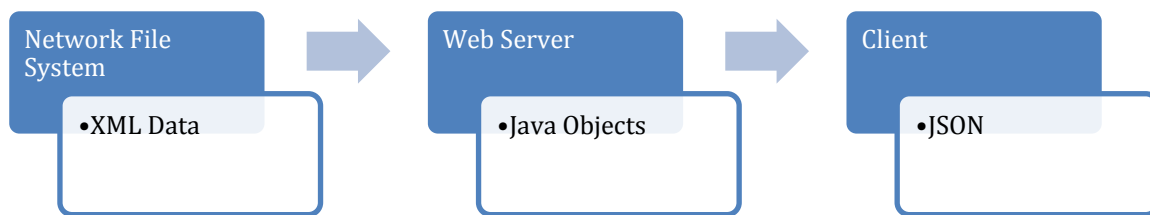


Figure 8: Data Format Conversion Flowchart

#### 4.5. Environment

This project was developed on computers provided by Barclays. The operating systems were Windows XP and Mac OS X Version 10.7.5. The IDE for implementing the data retrieval and RESTful API was Eclipse. The iOS Simulator in Mac OS X was mainly used for testing the user interface. Browsers like Google Chrome, Firefox and Internet Explorer8 were used for testing. Apache Maven software was used for building projects and committing them to the repository. A detailed summary of technology applied in this program is displayed in Table 2 below.

**Table 2: Server and Client Side Technology Comparison**

	Server	Client
<b>Languages</b>	Java	HTML5, CSS3, JavaScript
<b>Software</b>	Eclipse Apache Maven	
		iOS Simulator Web Browsers
<b>Framework and Libraries</b>	Apache HttpClient XStream Dropwizard	Backbone.js Underscore.js RequireJS jQuery

## Chapter 5. Development Phase I: Prototyping

This chapter describes the process of setting up and implementing the team's application to work independently on computers, without being connected to external environment or servers.

### 5.1. Server

This section illustrates how the backend program works, which includes the deserialization of data and server hosting.

#### 5.1.1. Data

In this phase, the MIH data that were going to be displayed on the user interface were retrieved from the external server and saved in a static file. These MIH data were stored in the format of XML, and then converted to Java Objects.

To convert the data from XML format to Java Objects, XStream library was used. Based on the XML file that contained MIH data, four model classes were created in Java to represent the structure of how the data should be stored.

The first class represented the Simple Object Access Protocol (SOAP) envelope. Inside the SOAP envelope was the SOAP body, which was represented by the second class. The third was the Payload class, which was the list of MIH records. The fourth class was the Record class, which represented the structure of each MIH record. The relationship of the data classes can be seen in Figure 9.

After all classes were created, the *fromXML()* function defined by XStream library was used to deserialize data from XML to Java Objects.

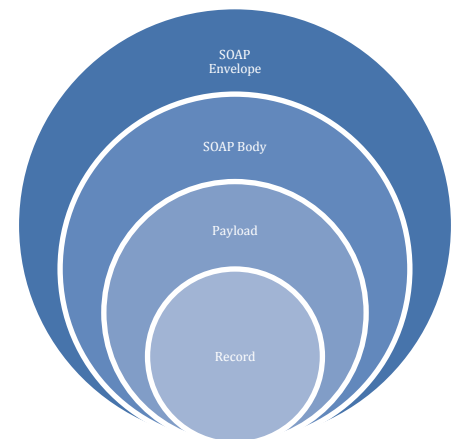


Figure 9: XML data structure

#### 5.1.2. RESTful API

The program that can provide web service upon requests is the key to this project. The team chose to use the RESTful API to support the web service for this project. A RESTful API follows four basic design rules as below:

- use HTTP methods explicitly;
- be stateless;
- expose directory structure-like URIs; and
- transfer XML, JavaScript Object Notation (JSON), or both (Rodriguez, 2008).

To launch the server, the team utilized Dropwizard, which pulls multiple external libraries together, as the framework. Due to the light-weight and simple properties, Dropwizard library helped to initialize the server in a short time (Hale, 2012). Once a user request is received, the program gets the Java objects, and then saves them into a map so that further data retrieval from the client is easier.

The team organized these files into several directories including: service, configuration, core, db, and resource. Table 3 describes each directory and the main uses of each.

**Table 3: Dropwizard directories and their uses**

Directories	Uses
<b>service</b>	<ul style="list-style-type: none"> <li>• Main class used for setting up the environment and compiling this program</li> <li>• The <i>assetBundle</i> function to set the path for the client files</li> <li>• The <i>addResource</i> function to call the data and render them to the client</li> </ul>
<b>configuration</b>	<ul style="list-style-type: none"> <li>• Defined the environment-specify parameters</li> <li>• Used a class and subclass to achieve the definition. The subclass is used to specify these necessary fields and the class acts like a wrapper that contains the subclass as a member field. The grouping makes the configuration file and class manageable, especially when there are too many parameters.</li> </ul>
<b>core</b>	<ul style="list-style-type: none"> <li>• Included compile files for data deserialization from XML to Java objects</li> </ul>
<b>db</b>	<ul style="list-style-type: none"> <li>• Retrieved data from the output from the core deserialization</li> </ul>
<b>resource</b>	<ul style="list-style-type: none"> <li>• Included three resource classes, each associated with a URI template</li> <li>• Included two important annotations, @Path and @Produces <ul style="list-style-type: none"> <li>- @Path defines the path through which the user can access. For example, @Path("/service") tells Jersey that this resource can be accessed at the URI /service.</li> <li>- @Produces regulates the representation out from the resource and send to clients. This program has used two types, including @Produces("MediaType.APPLICATION_JSON") for rendering data in JSON format and @Produces("MediaType.TEXT_HTML") for displaying the HTML pages.</li> </ul> </li> </ul>

## 5.2. Client Side

The next step for this project was to make the interface to display rendered data in a better way. This program has used HTML5, CSS3, and JavaScript (jQuery) to achieve this goal.

HTML5 is mainly used to define the structure of the page, such as where the header and content are located. HTML also refers to the CSS file and JavaScript to make connections. This project contained two HTML web pages, one for the MIH list page and the other one for the MIH detail page. These two pages mainly used id and class to identify different tags so as to hold the place for the real data.

The CSS file here is used for describing the format and the look of the HTML file, such as the scroll bar, the background color, the fonts and size of words. It used the class name or id to match up with the tags in the HTML. The CSS file is the external style sheet, and the internal CSS code has the higher priority to apply in web pages.

JavaScript played an important role in rendering the data to the HTML, especially jQuery library in this project. The jQuery library has easier syntax and can achieve the same features with less code compared with the standard JavaScript library (jQuery: Advantages and Disadvantages). The program mainly used *getJSON* to retrieve data from the server program by using the URI defined in the resource file. *Each* and *append* are the other two key functions, which can collaborate together to deal with each record in a whole list of records and show it on the HTML.

## 5.3. Result

In this phase, the team was able to display the MIH data retrieved from the static file through the RESTful API. The team also used CSS3, HTML5, and jQuery to make the style and layout of the screen display in a nicer way. The result of Phase I for the List screen and Detail screen can be seen in Figure 10 and Figure 11.



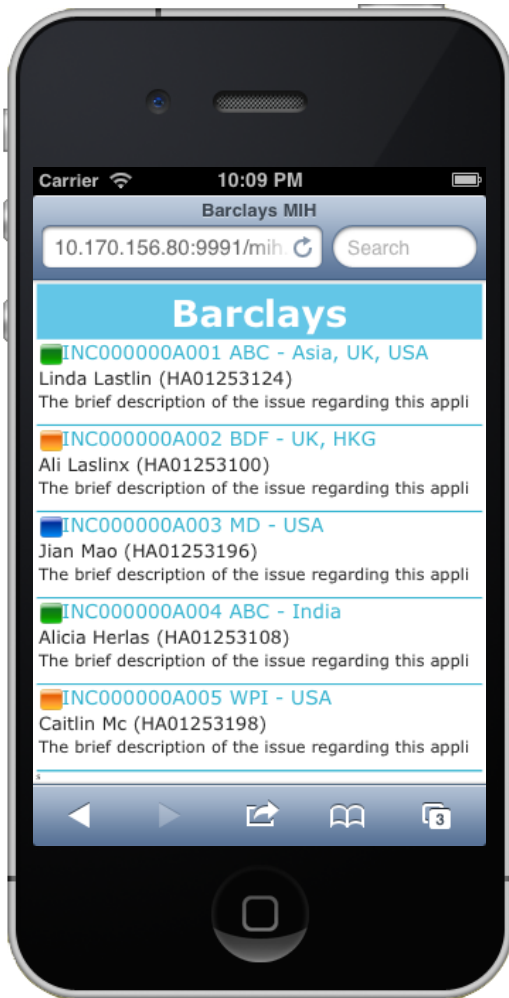


Figure 10: List Screen

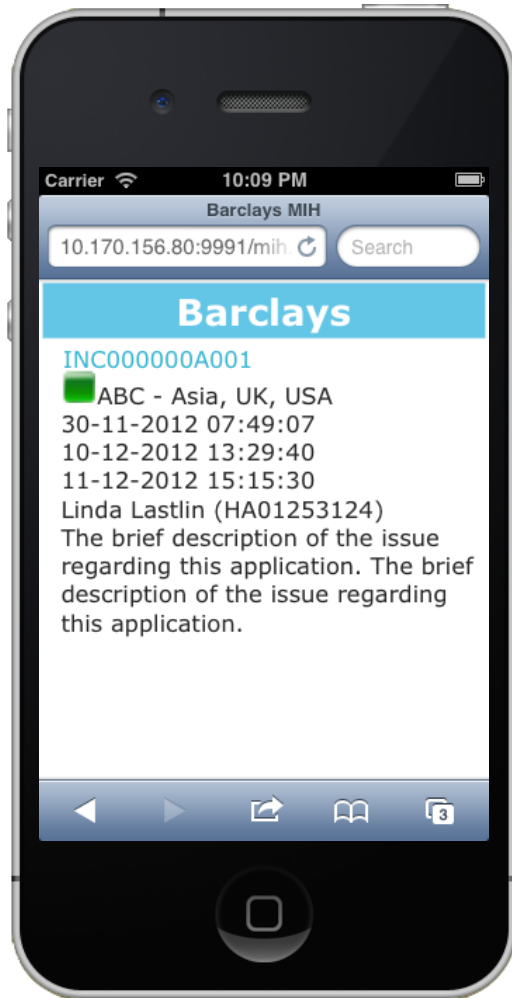


Figure 11: Detail Screen

## 5.4. Feedback

After the team got the Phase I result, two screens displayed on iPhone Simulator were presented to the team's sponsor, Greg, and discussed among the team members. Feedback focused on the structure of the screens and the functionality of the application. Figure 12 shows the screenshot of the list screen before the feedback and the screenshot of it after the team made the changes based on the feedback.



Figure 12: List Screen before and after feedback

1. The incident number was removed from the list screen since only the most important piece of information should be shown on the list screen.
2. Based on Greg’s suggestion, the MIH application’s name was the most important information that should be on the first screen.
3. The incident owner was one of the important documents that should be shown on the list screen, but his/her username or id was removed to make the user interface looked better.
4. Based on the mail application on the iPhone, two lines of short descriptions would be better than one so that users could have better picture of what the issue of that incident was.

Figure 13 shows the screenshot of the detail screen before the feedback and the screenshot of the detail screen after the team made the changes based on the feedback.



Figure 13: Detail screen before and after feedback

1. The incident number was moved down to the second line. For the second screen, it is necessary to include the incident number so that users could refer to this number as an identifier when it happened to have duplicate names of the applications
2. The MIH application's name has been set to the top. As it was mentioned before, it was primary information that should be shown.
3. The name's tag of each piece of information was added so users could have better idea what displayed information was.
4. The information about "impacted business unit" was added.
5. The format of the time was changed based on the professor's suggestion that the later format is more user friendly than the former.

## Chapter 6. Development Phase II: Enhancement

Development Phase I dealt with the setup and implementation of the application on its own. The results did not rely on anything located outside of the running computer. In Phase II, improvements were made to the application components, and the team's application prototype was ready to be moved to Barclays' application environment.

### 6.1. Server

The improvements in the backend server include real-time data retrieval and the implementation of database.

#### 6.1.1. Data

In Phase II, MIH data were retrieved as real-time data , and converted into Java Objects before insertion into the database.

The recent MIH data from the browser were scheduled to be retrieved every five minutes so that the displayed MIHs on the user interface were always up to date. HttpClient library was used to download the data from the external browser. Below is the HttpClient process:

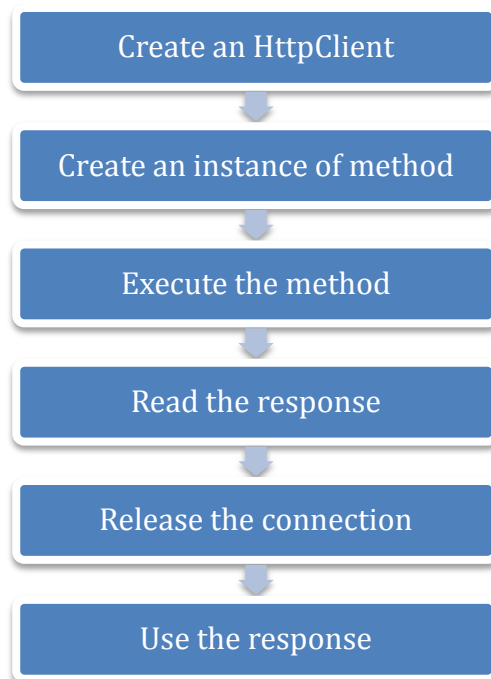


Figure 14: HttpClient process

The steps above were followed by first creating the instance of `HttpClient`, and the instance of one of the methods called `getMethod()`. This method took the URL as the input and retrieved the data that the URL points to. The method was executed using `HttpClient` by calling the `executeMethod()` function. After the execution process, the response was read by using the `getResponseBodyAsString()` function. In this way, the response downloaded from the external browser was a string containing the response body (MIH data in XML format). After the data was downloaded, the connection was released indicating that the downloading process had been finished. Then the downloaded data was converted into Java Objects using `XStream` library, which was also used in the first phase. To periodically retrieve data from the browser, the `ExecutorService` method was used to schedule the command to execute every five minutes.

### 6.1.2. RESTful API

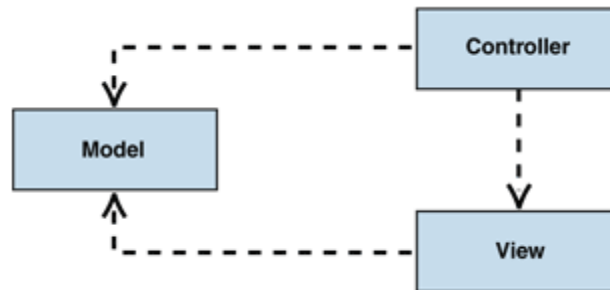
Considering the limitation of available data source, the team decided to begin implementing a database in the server to store historical data and provide it for users in this application. The database lays the foundation for a Monthly Reporting function for future use by senior management.

## 6.2. Client Side

To better fit with the Barclays' framework, the team modified the structure of the client into Model – View – Controller (MVC) architecture. This organization of files separates the representation of information into three types of components:

- Model
  - Manages the application data
  - Responds to requests of data information
  - Responds to instructions to change data information
- View
  - Manages the display of information
  - Requests the necessary data to generate the presentation
- Controller
  - Interprets the mouse and keyboard inputs from the user
  - Notifies associated models or views to change

Figure 15 shows the interaction between each component.



**Figure 15. Model-View-Controller structure interaction** Invalid source specified.

In this phase, Backbone.js, Underscore.js, Require.js, and jQuery libraries were used. Backbone.js and Underscore.js provided the structure through models, collections, and views. Require.js was a module loader and connects each component, which could improve the speed of the application. jQuery was used in the HTML templates to display data. See Figure 16 for the file structure.

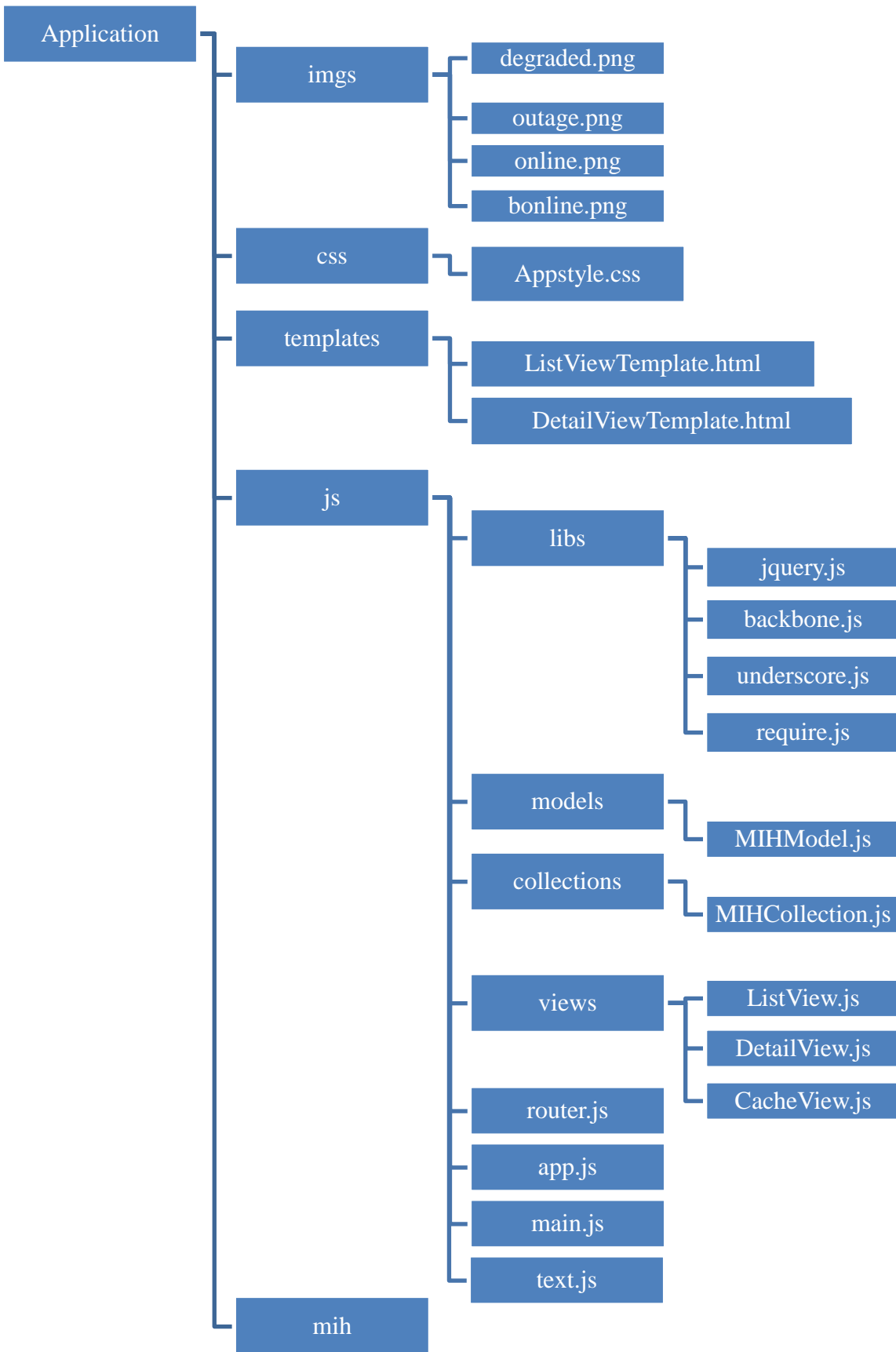


Figure 16: File structure

In this structure, MIH was the index page, which only defined the header and the content. The header was the Barclays logo on the page and content was an empty container to be filled by templates. To make the screen more user friendly, the team designed a screen to display when loading the data, which was defined in the index page. The Templates folder contained two templates – ListViewTemplate for the MIH list page and the DetailViewTemplate for the MIH detail page. JavaScript was used to define the mechanism of assigning, retrieving, and filling data into these two templates. This application would load the data only when opening the list screen. All data was cached temporarily and cleared once the user quitted the application. No more data would be loaded when going to detail screen or going back to the list screen from the detail screen.

Besides the above changes in the file structure, the team designed an iPad version for this application. Because the principles are similar to the iPhone version, the things that needed to be changed were only the style sheets and a minor change in the ListView. User agent was used in the application for conditioning statement. The program would determine the device first and then apply different code.

### **6.3. Integration**

This application is an embedded application in the Barclays Live framework. Since this application was a prototype for further development, the integration process was not formalized. To create a working prototype, the team used one employee's proxy and a cURL command, a command line tool for transferring data with URL syntax, to post requests to the team's running server (Haxx, 2012). The server responded to the request, and then sent data back.

### **6.4. Result**

In this phase, the team was able to retrieve the MIH data from external server every five minutes and display them to the user interface. To better fit into the Barclays Live framework, the team made modifications to the structure of the client side and finally used the Model-View-Controller architecture to make the web pages work. The team also implemented different views for iPhone and iPad. Finally, the web pages were integrated with the Barclays Live framework and the application could be viewed using both iPhone and iPad.



Figure 17 and Figure 18 are the screenshots of List screen and Detail screen respectively for the iPhone version.



Figure 17: Final iPhone List Screen

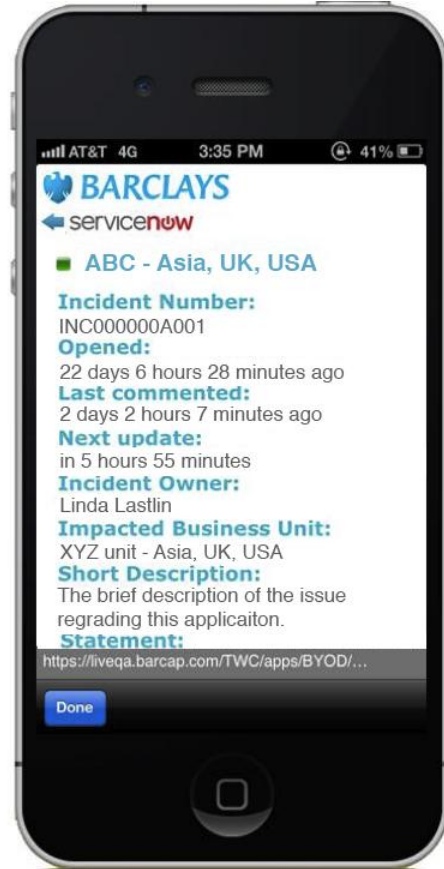


Figure 18: Final iPhone Detail Screen

Figure 19 is the screen for the iPad version.

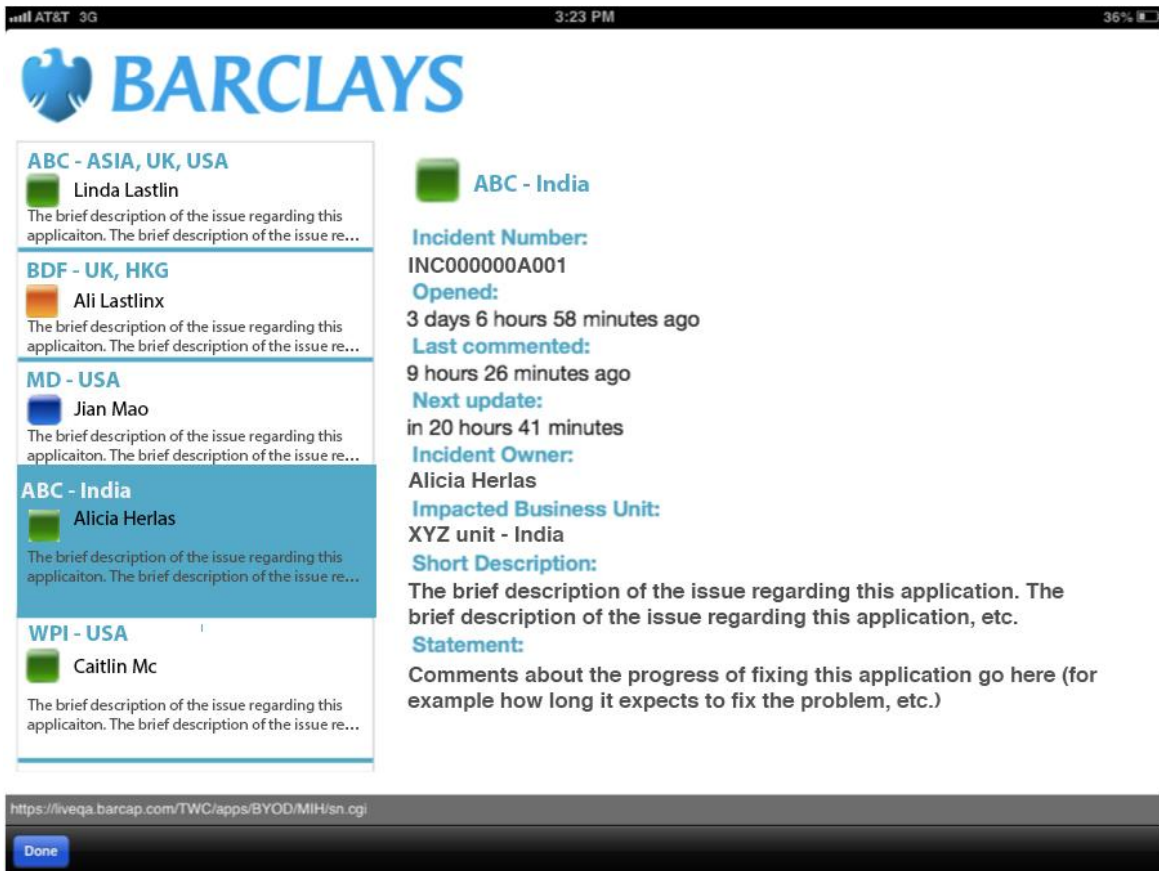


Figure 19: Final iPad screen

## **Chapter 7. Recommendations**

The team compiled a list of enhancements from team discussions, research, and meetings. These recommended enhancements are detailed below.

### **7.1. Current Subscriptions**

Managers at Barclays currently subscribe to specific categories of incidents and receive an email at the beginning of each day, which provides details about the incidents that were open during any part of the past 24 hours. A future enhancement would retrieve employees' subscription preferences and incorporate these into the team's application.

### **7.2. Monthly Information Summary**

A Monthly Information Summary would include a month-to-date number of incidents for each application and department. This would provide a centralized location for incident and metrics trending analysis.

### **7.3. Recent History**

The application only includes incidents that are currently open. It would be beneficial if incidents that were open within the past 24 hours were also included so that if an incident occurred and was fixed over night, the appropriate employees would be aware of it.

### **7.4. Push Notifications**

When an incident occurs and/or is updated, a push notification would be sent to employees with a corresponding subscription election. This would make the notification of incidents happen in real-time.

### **7.5. Grouping Screen**

A grouping screen would improve the functionality of the application by allowing employees to choose which department or application they want to see incidents for. This would also allow employees to see the number of current incidents affecting each Barclays' application and department.

## **7.6. Data Filter and Sorter**

A data filter would allow users to view only the incidents that are of interest to them while a sorter would allow the user to view all of the incidents sorted based on specific characteristics.

### **7.6.1. Location Based Filter**

To further improve the filter, the application could make use of the mobile device's location services and filter or sort the incidents based on the user's location. For instance, if an employee is located in London, England, the application would show incidents in London before incidents in Singapore or the United States.

# Appendix A

		Research	Client Side				Web Server			Data		Integration	Test & Revise Application
			JavaScript Rendering Pages	HTML: Format of Web Pages	CSS Style Web Pages	User Interface Sample	Dropwizard Setup	Rendering Data in JSON Format	Delivering Data to Client Side	Storing Data to Database	Converting Data from XML to POJO		
Week 1	Oct 22												
	Oct 23												
	Oct 24												
	Oct 25												
	Oct 26												
Week 2	Oct 29												
	Oct 30												
	Oct 31												
	Nov 01												
	Nov 02												
Week 3	Nov 05												
	Nov 06												
	Nov 07												
	Nov 08												
	Nov 09												
Week 4	Nov 12												
	Nov 13												
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	Nov 15												
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Week 5	Nov 19												
	Nov 20												
	Nov 21												
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	Nov 23												
Week 6	Nov 26												
	Nov 27												
	Nov 28												
	Nov 29												
	Nov 30												
Week 7	Dec 03												
	Dec 04												
	Dec 05												
	Dec 06												
	Dec 07												
Week 8	Dec 10												
	Dec 11												
	Dec 12												
	Dec 13												

## Appendix B Top Banks Operating Efficiency Evaluation

### Introduction

Under the pressures of globalization, competitions from non-banking financial industries and the volatile market dynamics (Soteriou & Zenios, 1997), commercial banks have to constantly modify operating strategies, in order to maintain their stabilities in the financial world. The study carried out by Abul Shamsuddin and Dong Xiang has shown that the operating efficiency of banks determines the stability of the banking system. They observed that during the Asian financial crisis and the subprime mortgage crisis, the Australian banks were resilient to external shocks, which suggested the fact that “an economically efficient bank can withstand financial market turmoil better than its inefficient counterpart and can contribute more to the efficient allocation of capital and the stability of the financial system” (Shamsuddin & Xiang, 2012).

In order to know whether world’s top banks perform in a cost-effective manner or not, and which of them are doing better than their competitors, we evaluated the operating efficiency of the world’s top banks in this project. To attain this goal, we selected the world’s top 20 banks (ranking based on the annual total revenue in 2011 - 2012) and completed the following objectives:

- Create an inventory of information of target banks;
- Conduct data analysis and calculate the operating efficiency of these selected banks.

To fulfill these objectives, we collected the data from the 2007 – 2011 annual reports of each bank. We then used the Data Envelopment Analysis (DEA) method to analyze the efficiency of these banks. Data Envelopment Analysis is a method to assess the efficiency and performance of each unit. The calculation requires the same input and output factors for each unit. After determining the input factors and output factors, we used two DEA models in the analysis, including 1) CCR Model and 2) BCC Model. In addition, we used the averages and standard deviations of the results from previous analysis to determine the average efficiency and stability of each bank.

Lastly, we identified banks that have fully consistent high operating efficiency and banks that need improvements. We also provided recommendations to enhance our evaluation process.

## **Background**

### **Operating Efficiency**

Operating Efficiency has been defined as:

“What occurs when the right combination of people, process, and technology come together to enhance the productivity and value of any business operation, while driving down the cost of routine operations to a desired level. The end result is that resources previously needed to manage operational tasks can be redirected to new, high-value initiatives that bring additional capabilities to the organization. (Schawk, Inc., 2008)”

In other words, operating efficiency is the indicator of an enterprise’s capability to sell products and services for high revenues at low costs. It is usually calculated as the ratio between the input to produce products and services and the output gained by the enterprise.

It is important to monitor operating efficiency since it reflects the enterprise’s stability in the financial market. It helps managers to predict potential risks the enterprise may come into and adjust future operational strategies. It is also an indicator that determines whether an enterprise performs in a cost-effective manner.

### **Operating Efficiency Model**

There are two major approaches for evaluating operating efficiency, a production approach and an intermediation approach (Soteriou & Zenios, 1997). In the production approach, the enterprise is considered as a “factory” that it provides products and services to its customers in the form of transactions. Operating efficiency in this approach examines how well the enterprise uses its resources, such as personnel, computers and space, to produce the largest possible number of transactions. While in the intermediation approach, the enterprise’s resources are various types of costs, and those are combined to produce the largest possible revenues.

### **Data Envelopment Analysis**

The above two model approaches are both established based on the Data Envelopment Analysis (DEA) technique. DEA is developed by Charnes, Cooper and Rhodes (1978) to evaluate the relative efficiency of public sectors. Now it has widespread applications in measuring the operating efficiency of banks, hospitals, schools, and so on.

DEA is commonly used to evaluate the efficiency of a number of producers using a linear programming procedure (Trick, 1998). Each producer has a set of inputs and a set of outputs. Through DEA, producers will be mapped on to a plane of outputs versus inputs. Then linear programming formulations are used to define the envelopment surface (Soteriou & Zenios, 1997). Efficient units will always be on the envelopment surface, but we can also project inefficient units onto the efficient frontier as virtual units. This could be done by decreasing inputs, known as the *input minimization* model, or by increasing outputs, which is called the *output maximization* model.

Figure 20 illustrated the mapping plane of DEA.

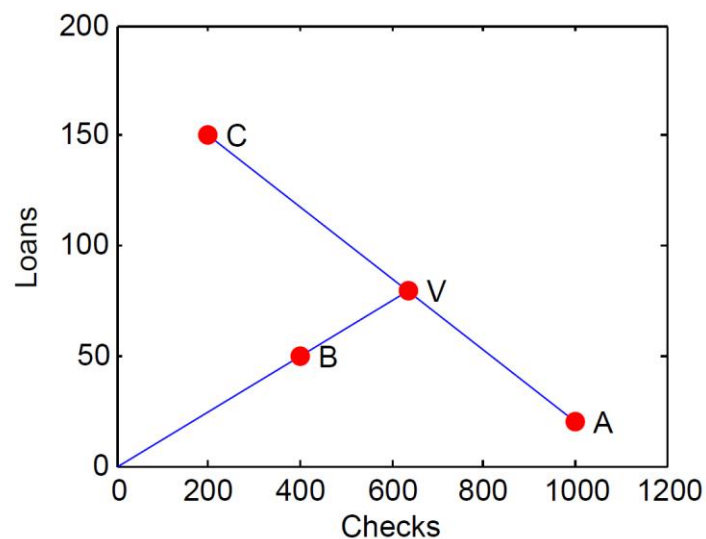


Figure 20. Mapping plane of DEA

Point A and point C represent the two banks that are efficient. Point B is not on the envelopment surface, so this bank is not efficient. However, we can map point B to point V, which is the virtual image of point B.



## Methodology

The goal of our project was to evaluate the operating efficiency of top banks from FY2007 – FY 2011. We selected the world's top 20 banks (ranking based on the annual total revenue in 2011 - 2012) and completed the following objectives to fulfill this goal:

1. Create an inventory of information of target banks;
2. Conduct data analysis and calculate the operating efficiencies of these selected banks.

## Data Collection

Input and output factors play a decisive role in data envelopment analysis model. The three key factors in this project include selection of banks, financial input, and financial output.

Based on the Global IB Revenue Ranking from dialogic (Dealogic, 2012), we selected top 20 banks in the world. The input factors consist of operating expenses, asset, and equity for FY 2007 – FY 2011. Compensations to employees, research and development costs, and administrative expenses belong to operating expenses (Investopedia US, 2013). Asset, equity, and liabilities are the other three important indexes indicating the bank's financial situation. However, since asset equals the sum of equity and liabilities, taking these any two of them into consideration is sufficient for the model.

As for the output, we decided to use yearly net incomes and revenues of each bank. These two numbers explicitly indicate the income and profit of each bank. If a bank could use limited resources and expenses yet achieve large amount of turnover, it means that the bank holds a good operating efficiency.

All data were collected from annual reports of each bank. Due to insufficient financial data from Jefferies & Company, we eliminated the list to 19 top banks. Table 4 shows the input and output data for FY 2011.

Table 4. Input and output data for FY2011

Company	Operating Expenses (in million)	Asset (in million)	Equity (in million)	Net Revenues (in millions)	Net Income (in million)
Bank of America Corporation	\$ 76,452.00	\$ 2,296,322.00	\$ 397,377.00	\$ 93,454.00	\$ 1,446.00
Barclays Group	£ 20,772.00	£ 1,563,402.00	£ 65,170.00	£ 33,123.00	£ 3,951.00
BMO Financial Group *	\$ 8,741.00	\$ 500,575.00	\$ 27,836.00	\$ 13,943.00	\$ 3,114.00
BNP Paribas	€ 26,116.00	€ 1,965,283.00	€ 85,626.00	€ 42,384.00	€ 6,894.00
Citigroup Inc.	\$ 50,933.00	\$ 1,873,878.00	\$ 179,573.00	\$ 78,353.00	\$ 11,067.00
Credit Suisse Group	fr. 22,577.00	fr. 1,049,165.00	fr. 41,085.00	fr. 26,225.00	fr. 2,790.00
Deutsche Bank	€ 25,999.00	€ 2,164,103.00	€ 54,660.00	€ 33,228.00	€ 4,326.00
The Goldman Sachs Group, Inc.	\$ 22,642.00	\$ 923,225.00	\$ 70,379.00	\$ 28,811.00	\$ 4,442.00
HSBC Holdings PLC	\$ 41,545.00	\$ 2,555,579.00	\$ 166,093.00	\$ 83,461.00	\$ 17,944.00
JPMorgan Chase & Co.	\$ 62,911.00	\$ 2,265,792.00	\$ 183,573.00	\$ 97,234.00	\$ 18,976.00
Lazard Ltd	\$ 1,594.01	\$ 3,081.94	\$ 866.86	\$ 1,829.51	\$ 190.56
Mizuho Bank Ltd	¥ 1,435,855.00	¥ 161,985,670.00	¥ 4,035,356.00	¥ 2,496,700.00	¥ 418,130.00
Morgan Stanley	\$ 26,289.00	\$ 749,898.00	\$ 70,078.00	\$ 32,403.00	\$ 4,110.00
Nomura Holdings, Inc.	¥ 1,450,902.00	¥ 35,697,312.00	¥ 2,389,137.00	¥ 1,535,859.00	¥ 26,054.00
Royal Bank of Canada *	\$ 14,453.00	\$ 751,702.00	\$ 41,707.00	\$ 27,430.00	\$ 4,852.00
Royal Bank of Scotland Group	£ 18,026.00	£ 1,506,867.00	£ 76,053.00	£ 28,937.00	-£ 1,969.00
The Bank of Nova Scotia	\$ 9,564.00	\$ 575,256.00	\$ 33,356.00	\$ 17,288.00	\$ 5,268.00
Union Bank of Switzerland	fr. 22,439.00	fr. 1,419,162.00	fr. 57,852.00	fr. 27,788.00	fr. 4,427.00
Wells Fargo & Company	\$ 49,393.00	\$ 1,313,867.00	\$ 141,687.00	\$ 80,948.00	\$ 15,869.00

To view more data for FY 2007 to FY 2011, please see Appendix I.

<sup>1</sup> Note: BMO Financial Group and Royal Bank of Canada using Canadian dollars.

As we can see from Table 4, banks are using different currencies for their financial reporting. To make them consistent, we convert them into dollars by using the average conversion rate for each year (IRS, 2012). Table 5 presents the currency rates we used for currency conversion.

Table 5. Currency conversion rate for 2007 - 2011

Currency	2011	2010	2009	2008	2007
Dollar	1	1	1	1	1
Canadian Dollar	1.029	1.072	1.187	1.109	1.117
Euro	0.748	0.785	0.748	0.711	0.76
Franc	0.923	1.085	1.129	1.126	1.248
Pound	0.649	0.673	0.667	0.567	0.52
Yen	82.931	91.342	97.361	107.605	122.527

## Data Analysis

Both CCR Model and BCC Model, named after Banker, Charnes, and Cooper, are frequently used DEA Models. The CCR Model spans its production frontier with a linear combination of every Decision Making Unit (DMU, which refers to each bank in this project), while the BCC Model spans its production frontier with a convex hull of every DMU (Cooper, Selford, & Tone, 2005). A convex hull of a set of points  $S$  is defined as the intersection of all convex sets containing  $S$  (Wolfram MathWorld, 2013). Thus, the frontiers of the CCR Model have linear characteristics, while those of the BCC Model have piece-wise linear and concave

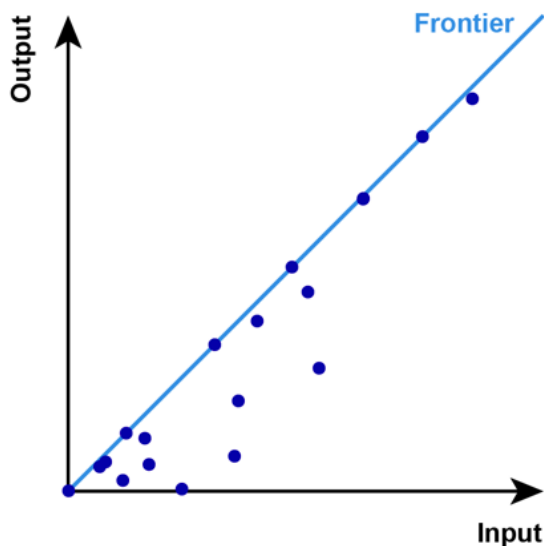


Figure 21. CCR Model Frontier

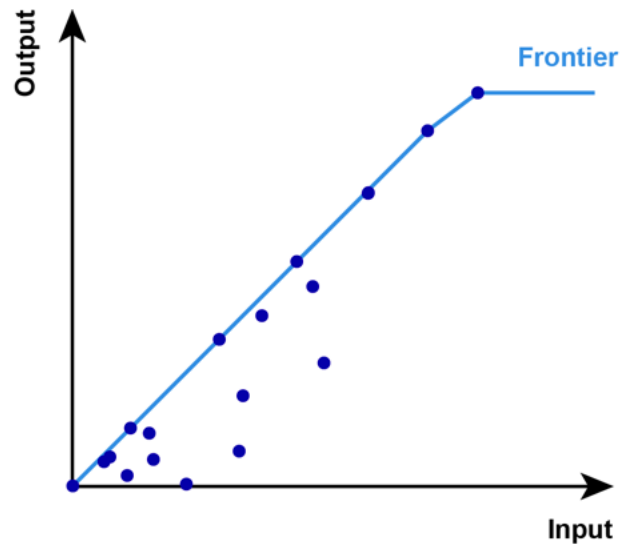


Figure 22. BCC Model Frontier

characteristics, as shown in Figure 21 and Figure 22 (Lertworasirikul, Fang, Nuttle, & Joines, 2003).

As we can see from these two figures, points below the frontier are able to approach the frontier line by keeping the input value unchanged and increasing the output. Similarly, they can approach the frontier by keeping the output value unchanged and decreasing the input. It means that the efficiency of these points can be improved by either increasing the output or decreasing the input. The relative efficiency of a DMU, which defines as the ratio of the weighted sum of its outputs to the weighted sum of its inputs, falls in the interval of (0,1]. This ratio can be expressed as below:

$$\text{Operating Efficiency Rate} = \frac{\text{weighted sum of outputs}}{\text{weighted sum of inputs}}$$

### CCR Model

CCR Model is the primary model for Data Envelopment Analysis. Assume that there are m inputs and n outputs for each DMU. We can write the input matrix X and output matrix Y as below:

$$X = \begin{bmatrix} x_{11} & \cdots & x_{1n} \\ \vdots & \ddots & \vdots \\ x_{m1} & \cdots & x_{mn} \end{bmatrix} \quad Y = \begin{bmatrix} y_{11} & \cdots & y_{1n} \\ \vdots & \ddots & \vdots \\ y_{s1} & \cdots & y_{sn} \end{bmatrix}$$

Then, the operating efficiency  $\theta_q$  of DMU<sub>q</sub> can be interpreted as

$$\theta_q = \frac{\text{weighted sum of outputs}}{\text{weighted sum of inputs}} = \frac{\sum_{i=1}^s u_i y_{iq}}{\sum_{j=1}^m v_j x_{jq}}$$

Where:

$v_j, j = 1, 2, \dots, m$ , are weights assigned to j-th input,

$u_i, i = 1, 2, \dots, s$ , are weights assigned to i-th output.

The constraints include:

$$\text{Any operating efficiency } \theta \leq 1$$

$$v_1, v_2, \dots, v_m \geq 0$$

$$u_1, u_2, \dots, u_s \geq 0$$

The main goal of this model is to calculate the operating efficiency  $\Theta$  and the optimal value of  $\Theta^* = 1$ .

The above fractional program can be converted to the linear program

$$\theta = u_1 y_{1q} + \dots + u_s y_{sq} = \sum_{i=1}^s u_i y_{iq}$$

Subject to 
$$v_1 x_{1q} + \dots + v_m x_{mq} = \sum_{j=1}^m v_j x_{jq} = 1$$

$$u_1 y_{1j} + \dots + u_s y_{sj} \leq v_1 x_{1j} + \dots + v_m x_{mj} \quad (j = 1, \dots, n)$$

$$v_1, v_2, \dots, v_m \geq 0$$

$$u_1, u_2, \dots, u_s \geq 0$$

## BCC Model

In the previous section, we discussed about the CCR model, which is built on the assumption that number of returns to scale is constant. In other words, it is assumed that the set of data point has a property that if  $(x, y)$  is a data point, then  $(tx, ty)$  is also a feasible data point for any positive  $t$ . Changing  $(x, y)$  to  $(tx, ty)$  will not affect the result of the analysis. However, BCC Model assumes variant returns to scale. Because of this, the frontiers of BCC Model is piece-wise linear.

The input-oriented BCC Model evaluates the efficiency of DMUs by solving the following linear program:

$$\min_{\theta_B, \lambda} \theta_B$$

Subject to 
$$\theta_B \cdot x_o - X \cdot \lambda \geq 0$$

$$Y \cdot \lambda \geq y_o$$

$$e \cdot \lambda = 1$$

$$\lambda \geq 0$$

where

$\theta_B$  is the efficiency we are trying to solve for.

$x_o$  and  $y_o$  are values of corresponding indicator of DMU<sub>o</sub>

$\lambda$  is a column vector that defines the weight of each input.

$X$  and  $Y$  are input and output data sets.

We applied input-oriented BCC Model to our evaluation of banks' operating efficiency. The inputs and outputs remained the same, where inputs comprised Asset, Equity, and Operating Expenses, and outputs contained Net Income and Net Revenue. By solving the above BCC Model in MATLAB, we got the annual operating efficiency of all 19 banks from FY2007 to FY2011, as displayed in Table 7.

### **Efficiency and Stability Analysis**

In addition to calculating the operating efficiency using two models, we still conducted analysis for the efficiency and stability. Two indicators we used are average operating efficiency among the five years and the standard deviations. From the average value, we can determine whether the bank has high operating efficiency or not. Meanwhile, the standard deviation reveals the stability of the bank over the five years. Based on these two indicators, we divided the banks into four categories

- Category 1. Consistently efficient (high average and small standard deviation)
- Category 2. Efficient but unsteady (high average but large standard deviation)
- Category 3. Neither efficient nor steady (low average and large standard deviation)
- Category 4. Consistently inefficient (low average and small standard deviation)

## Result

After cleaning the data, we used MATLAB to conduct calculation for each model. Table 6 presents the result from CCR Model and Table 7 presents the result from BCC Model.

Table 6. Result from CCR Model

	2011	2010	2009	2008	2007	Average	Standard Deviation
<b>Bank of America Corporation</b>	0.73	0.89	0.93	0.99	0.9	0.89	8.6E-02
<b>Barclays Group</b>	0.83	0.8	1	0.86	0.85	0.87	6.9E-02
<b>BMO Financial Group</b>	0.85	0.82	0.66	0.75	0.71	0.76	7.0E-02
<b>BNP Paribas</b>	0.84	0.82	0.83	0.64	0.78	0.78	7.4E-02
<b>Citigroup Inc.</b>	0.88	0.98	0.86	0.5	0.71	0.79	1.7E-01
<b>Credit Suisse Group</b>	0.75	0.81	0.89	0.21	1	0.73	2.7E-01
<b>Deutsche Bank</b>	0.78	0.66	0.92	0.32	0.76	0.69	2.0E-01
<b>The Goldman Sachs Group, Inc.</b>	0.71	0.96	1	0.67	0.99	0.87	1.4E-01
<b>HSBC Holdings PLC</b>	1	1	1	0.97	1	0.99	1.2E-02
<b>JPMorgan Chase &amp; Co.</b>	0.89	0.95	0.98	0.85	0.89	0.91	4.7E-02
<b>Lazard Ltd</b>	1	1	1	1	1	1.00	0
<b>Mizuho Bank Ltd</b>	0.75	0.72	0.56	0.76	0.63	0.68	7.7E-02
<b>Morgan Stanley</b>	0.71	0.66	0.63	0.2	0.51	0.54	1.8E-01
<b>Nomura Holdings, Inc.</b>	1	1	1	1	1	1.00	0
<b>Royal Bank of Canada</b>	0.8	0.82	0.79	0.27	0.99	0.73	2.4E-01
<b>Royal Bank of Scotland Group</b>	1	1	0.98	1	1	1.00	8.0E-03
<b>The Bank of Nova Scotia</b>	0.69	0.77	0.48	0.01	0.5	0.49	2.6E-01
<b>Union Bank of Switzerland</b>	1	1	1	0.93	1	0.99	2.8E-02
<b>Wells Fargo &amp; Company</b>	0.93	1	1	1	1	0.99	2.8E-02

Table 7. Result from BCC Model

	2011	2010	2009	2008	2007	Average	Standard Deviation
<b>Bank of America Corporation</b>	0.89	1	1	1	0.96	0.970	4.3E-02
<b>Barclays Group</b>	0.93	0.86	1	1	1	0.958	5.6E-02
<b>BMO Financial Group</b>	1	0.89	0.81	0.92	0.83	0.890	6.8E-02
<b>BNP Paribas</b>	0.96	0.9	0.91	0.97	1	0.948	3.8E-02
<b>Citigroup Inc.</b>	0.93	1	0.87	0.86	1	0.932	6.0E-02
<b>Credit Suisse Group</b>	0.63	0.72	0.7	0.21	0.97	0.646	2.5E-01
<b>Deutsche Bank</b>	1	0.68	0.99	0.6	0.85	0.824	1.6E-01
<b>The Goldman Sachs Group, Inc.</b>	0.72	1	1	0.75	1	0.894	1.3E-01
<b>HSBC Holdings PLC</b>	1	1	1	1	1	1.000	0
<b>JPMorgan Chase &amp; Co.</b>	1	1	1	1	1	1.000	0
<b>Lazard Ltd</b>	1	1	1	1	1	1.000	0
<b>Mizuho Bank Ltd</b>	0.77	0.72	0.57	1	0.81	0.774	1.4E-01
<b>Morgan Stanley</b>	0.66	0.63	0.63	0.21	0.56	0.538	1.7E-01
<b>Nomura Holdings, Inc.</b>	1	1	1	1	1	1.000	0
<b>Royal Bank of Canada</b>	0.81	0.84	0.93	0.71	1	0.858	1.0E-01
<b>Royal Bank of Scotland Group</b>	1	1	1	1	1	1.000	0
<b>The Bank of Nova Scotia</b>	0.75	0.8	0.57	0.06	0.65	0.566	2.7E-01
<b>Union Bank of Switzerland</b>	1	1	1	1	1	1.000	0
<b>Wells Fargo &amp; Company</b>	0.97	1	0.86	1	1	0.966	5.4E-02



For CCR Model, the distribution of the average values presents a pattern that generally can be classified into two groups. Each group has relatively same number of banks and there is a clear gap between them. Thus, we used this gap to divide these banks into high average group and low average group. We named this approach as “Gap Analysis”. As for standard deviation, the gap among these values is not that clear, so we used median to separate them. Finally, we summarized our results for CCR Model in Table 8.

**Table 8. Efficiency and Stability Analysis for CCR Model**

	<b>High average</b>	<b>Low average</b>
<b>Small standard deviation</b>	<p><b>Consistently efficient</b></p> <p>Bank of America Corporation            Barclays Group            HSBC Holdings PLC            JPMorgan Chase &amp; Co.            Lazard Ltd            Nomura Holdings, Inc.            Royal Bank of Scotland Group            Union Bank of Switzerland            Wells Fargo &amp; Company</p>	<p><b>Consistently inefficient</b></p> <p>BMO Financial Group            BNP Paribas            Mizuho Bank Ltd</p>
<b>Large standard deviation</b>	<p><b>Efficient but unsteady</b></p> <p>(None)</p>	<p><b>Neither efficient nor steady</b></p> <p>Citigroup Inc.            Credit Suisse Group            Deutsche Bank            The Goldman Sachs Group, Inc.            Morgan Stanley            Royal Bank of Canada            The Bank of Nova Scotia</p>

As for BCC Model, the distribution has a significant gap in average and standard deviation. Therefore, we used the Gap Analysis again to categorize these banks. The result was listed in Table 9:

**Table 9. Efficiency and Stability Analysis for BCC Model**

	<b>High average</b>	<b>Low average</b>
<b>Small standard deviation</b>	<p><b>Consistently efficient</b></p> <p>Bank of America Corporation            Barclays Group            BMO Financial Group            BNP Paribas            Citigroup Inc.            HSBC Holdings PLC            JPMorgan Chase &amp; Co.            Lazard Ltd            Nomura Holdings, Inc.            Royal Bank of Scotland Group            Union Bank of Switzerland            Wells Fargo &amp; Company</p>	<p><b>Consistently inefficient</b></p> <p>(None)</p>
<b>Large standard deviation</b>	<p><b>Efficient but unsteady</b></p> <p>Deutsche Bank            The Goldman Sachs Group, Inc.            Mizuho Bank Ltd            Royal Bank of Canada</p>	<p><b>Neither efficient nor steady</b></p> <p>Credit Suisse Group            Morgan Stanley            The Bank of Nova Scotia</p>

## Conclusions

Based on the data analysis from two models, we concluded that Bank of America Corporation, Barclays Group, HSBC Holdings PLC, JPMorgan Chase & Co., Lazard Ltd, Nomura Holdings, Inc., Royal Bank of Scotland Group, Union Bank of Switzerland, Wells Fargo & Company have fully consistent efficiency. Credit Suisse Group, Morgan Stanley and The Bank of Nova Scotia are neither efficient nor steady.

On the other hand, the evaluation process is not very comprehensive. People can improve it in following aspects:

- **Increasing the number of DMUs**  
The DEA model works better for large dataset. Insufficient data will lead to inaccurate result. Currently, this project targeted on the top 20 banks worldwide. Taking more banks or banks in different revenue levels into account can create more comprehensive evaluation result.
- **Considering unrelated input/output factors**  
Since DEA model takes each input/output factor as an independent variable, correlated input/output may cause uneven weight to each factor.
- **Considering more input/output factors**  
This project only used five factors. Feeding more elements into the model will make the evaluation result more convincing and comprehensive.

## Appendix I. Input/Output Data for FY 2007 – FY 2010

Table 10. Input/Output for FY2010

Company	Operating expenses (in million)	Asset (in million)	Total Equity (in million)	Net Revenues (in millions)	Net income(in million)
Bank of America Corporation	\$ 68,888.00	\$ 2,439,606.00	\$ 402,945.00	\$ 110,220.00	\$ (2,238.00)
Barclays Group	£ 19,967.00	£ 1,490,038.00	£ 62,262.00	£ 32,204.00	£ 4,549.00
BMO Financial Group *	\$ 7,590.00	\$ 411,640.00	\$ 21,683.00	\$ 11,161.00	\$ 2,810.00
BNP Paribas	€ 26,517.00	€ 1,998,158.00	€ 85,629.00	€ 43,880.00	€ 9,164.00
Citigroup Inc.	\$ 47,375.00	\$ 1,913,902.00	\$ 165,789.00	\$ 86,601.00	\$ 10,602.00
Credit Suisse Group	fr. 23,978.00	fr. 1,032,005.00	fr. 43,015.00	fr. 31,386.00	fr. 5,920.00
Deutsche Bank	€ 23,318.00	€ 1,905,630.00	€ 50,368.00	€ 28,567.00	€ 2,330.00
The Goldman Sachs Group, Inc.	\$ 26,269.00	\$ 911,332.00	\$ 77,356.00	\$ 39,161.00	\$ 8,354.00
HSBC Holdings PLC	\$ 37,688.00	\$ 2,454,689.00	\$ 154,915.00	\$ 80,014.00	\$ 14,191.00
JPMorgan Chase & Co.	\$ 61,196.00	\$ 2,117,605.00	\$ 176,106.00	\$ 102,694.00	\$ 17,370.00
Lazard Ltd	\$ 1,661.72	\$ 3,422.53	\$ 796.12	\$ 1,905.37	\$ 194.42
Mizuho Bank Ltd	¥ 1,526,413.00	¥158,351,456.00	¥3,332,018.00	¥ 2,963,100.00	¥ 1,046,650.00
Morgan Stanley	\$ 25,156.00	\$ 807,698.00	\$ 65,407.00	\$ 31,622.00	\$ 4,703.00
Nomura Holdings, Inc.	¥ 1,037,443.00	¥ 36,692,990.00	¥2,091,636.00	¥ 1,130,698.00	¥ 31,925.00
Royal Bank of Canada *	\$ 13,469.00	\$ 726,206.00	\$ 38,951.00	\$ 26,082.00	\$ 5,223.00
Royal Bank of Scotland Group	£ 18,228.00	£ 1,453,576.00	£ 76,851.00	£ 31,868.00	-£ 1,666.00
The Bank of Nova Scotia	\$ 8,182.00	\$ 526,657.00	\$ 28,157.00	\$ 15,505.00	\$ 4,339.00
Union Bank of Switzerland	fr. 24,539.00	fr. 1,317,247.00	fr. 51,863.00	fr. 31,994.00	fr. 7,838.00
Wells Fargo & Company	\$ 50,456.00	\$ 1,258,128.00	\$ 127,889.00	\$ 85,210.00	\$ 12,663.00

Table 11. Input/Output for FY2009

Company	Operating expenses (in million)	Asset (in million)	Total Equity (in million)	Net Revenues (in millions)	Net income(in million)
Bank of America Corporation	\$ 66,713.00	\$ 2,443,068.00	\$ 250,196.00	\$ 119,643.00	\$ 6,276.00
Barclays Group	£ 17,849.00	£ 1,378,929.00	£ 58,478.00	£ 29,954.00	£ 10,288.00
BMO Financial Group *	\$ 7,381.00	\$ 388,458.00	\$ 20,197.00	\$ 9,461.00	\$ 1,787.00
BNP Paribas	€ 23,340.00	€ 2,057,698.00	€ 80,344.00	€ 40,191.00	€ 6,474.00
Citigroup Inc.	\$ 47,822.00	\$ 1,856,646.00	\$ 154,973.00	\$ 80,285.00	\$ (1,606.00)
Credit Suisse Group	fr. 24,711.00	fr. 1,031,427.00	fr. 48,328.00	fr. 33,294.00	fr. 6,411.00
Deutsche Bank	€ 20,120.00	€ 1,500,664.00	€ 37,969.00	€ 27,952.00	€ 4,958.00
The Goldman Sachs Group, Inc.	\$ 25,344.00	\$ 848,942.00	\$ 70,714.00	\$ 45,173.00	\$ 13,385.00
HSBC Holdings PLC	\$ 34,395.00	\$ 2,364,452.00	\$ 135,661.00	\$ 78,631.00	\$ 6,694.00
JPMorgan Chase & Co.	\$ 52,352.00	\$ 2,031,989.00	\$ 165,365.00	\$ 100,434.00	\$ 11,728.00
Lazard Ltd	\$ 1,712.75	\$ 3,147.76	\$ 523.10	\$ 1,530.52	\$ (188.25)
Mizuho Bank Ltd	¥ 1,525,101.00	¥155,083,031.00	¥1,037,180.00	¥ 2,836,400.00	-¥ 1,058,447.00
Morgan Stanley	\$ 22,150.00	\$ 771,462.00	\$ 52,780.00	\$ 23,434.00	\$ 1,346.00
Nomura Holdings, Inc.	¥ 1,045,575.00	¥ 32,230,428.00	¥2,133,014.00	¥ 1,150,822.00	¥ 68,086.00
Royal Bank of Canada *	\$ 14,558.00	\$ 654,989.00	\$ 36,906.00	\$ 29,106.00	\$ 3,858.00
Royal Bank of Scotland Group	£ 21,478.00	£ 1,696,486.00	£ 94,631.00	£ 38,690.00	-£ 2,323.00
The Bank of Nova Scotia	\$ 7,919.00	\$ 496,516.00	\$ 25,316.00	\$ 14,457.00	\$ 3,661.00
Union Bank of Switzerland	fr. 25,162.00	fr. 1,340,538.00	fr. 48,633.00	fr. 22,601.00	fr. -2,125.00
Wells Fargo & Company	\$ 49,020.00	\$ 1,243,646.00	\$ 114,359.00	\$ 88,686.00	\$ 12,667.00

Table 12. Input/Output for FY2008

Company	Operating expenses (in million)	Asset (in million)	Total Equity (in million)	Net Revenues (in millions)	Net income(in million)
Bank of America Corporation	\$ 41,529.00	\$ 1,843,985.00	\$ 164,837.00	\$ 72,782.00	\$ 4,008.00
Barclays Group	£ 14,394.00	£ 2,053,029.00	£ 43,574.00	£ 21,436.00	£ 5,287.00
BMO Financial Group *	\$ 6,894.00	\$ 416,050.00	\$ 17,904.00	\$ 8,875.00	\$ 1,978.00
BNP Paribas	€ 18,400.00	€ 2,075,551.00	€ 58,968.00	€ 27,376.00	€ 3,452.00
Citigroup Inc.	\$ 69,240.00	\$ 1,938,470.00	\$ 141,630.00	\$ 51,599.00	\$ (27,684.00)
Credit Suisse Group	fr. 23,357.00	fr. 1,170,350.00	fr. 32,302.00	fr. 9,268.00	fr. -10,837.00
Deutsche Bank	€ 18,278.00	€ 2,202,423.00	€ 31,914.00	€ 13,490.00	€ (3,896.00)
The Goldman Sachs Group, Inc.	\$ 19,886.00	\$ 884,547.00	\$ 64,369.00	\$ 22,222.00	\$ 2,322.00
HSBC Holdings PLC	\$ 49,099.00	\$ 2,527,465.00	\$ 100,229.00	\$ 88,571.00	\$ 6,498.00
JPMorgan Chase & Co.	\$ 43,500.00	\$ 2,175,052.00	\$ 166,884.00	\$ 67,252.00	\$ 5,605.00
Lazard Ltd	\$ 1,532.07	\$ 2,862.93	\$ 311.75	\$ 1,557.21	\$ (0.24)
Mizuho Bank Ltd	¥ 1,450,653.00	¥151,317,756.00	¥3,568,157.00	¥ 4,205,200.00	¥ 228,618.00
Morgan Stanley	\$ 22,452.00	\$ 658,812.00	\$ 50,831.00	\$ 24,739.00	\$ 1,707.00
Nomura Holdings, Inc.	¥ 1,092,892.00	¥ 24,837,848.00	¥1,551,546.00	¥ 312,627.00	-¥ 709,441.00
Royal Bank of Canada *	\$ 12,351.00	\$ 723,859.00	\$ 30,638.00	\$ 21,582.00	\$ 4,555.00
Royal Bank of Scotland Group	£ 54,033.00	£ 2,401,652.00	£ 80,498.00	£ 25,868.00	-£ 34,542.00
The Bank of Nova Scotia	\$ 7,296.00	\$ 507,625.00	\$ 22,125.00	\$ 11,876.00	\$ 3,259.00
Union Bank of Switzerland	fr. 28,555.00	fr. 2,014,815.00	fr. 40,533.00	fr. 796.00	fr. -20,724.00
Wells Fargo & Company	\$ 22,598.00	\$ 1,309,639.00	\$ 102,316.00	\$ 41,877.00	\$ 2,698.00

Table 13. Input/Output for FY2007

Company	Operating expenses (in million)	Asset (in million)	Total Equity (in million)	Net Revenues (in millions)	Net income(in million)
Bank of America Corporation	\$ 37,524.00	\$ 1,602,073.00	\$ 136,662.00	\$ 66,833.00	\$ 14,982.00
Barclays Group	£ 13,199.00	£ 1,227,583.00	£ 31,821.00	£ 23,523.00	£ 5,095.00
BMO Financial Group *	\$ 6,442.00	\$ 366,524.00	\$ 15,298.00	\$ 8,996.00	\$ 2,131.00
BNP Paribas	€ 18,764.00	€ 1,694,454.00	€ 59,393.00	€ 31,037.00	€ 8,311.00
Citigroup Inc.	\$ 58,737.00	\$ 2,187,480.00	\$ 113,447.00	\$ 77,300.00	\$ 3,617.00
Credit Suisse Group	fr. 25,341.00	fr. 1,360,680.00	fr. 43,199.00	fr. 39,321.00	fr. 12,498.00
Deutsche Bank	€ 21,468.00	€ 1,925,003.00	€ 38,446.00	€ 30,745.00	€ 6,510.00
The Goldman Sachs Group, Inc.	\$ 28,383.00	\$ 1,119,796.00	\$ 42,800.00	\$ 45,987.00	\$ 11,599.00
HSBC Holdings PLC	\$ 39,042.00	\$ 2,354,266.00	\$ 135,416.00	\$ 87,601.00	\$ 20,455.00
JPMorgan Chase & Co.	\$ 41,703.00	\$ 1,562,147.00	\$ 123,221.00	\$ 71,372.00	\$ 15,365.00
Lazard Ltd	\$ 1,499.39	\$ 3,840.41	\$ 70.34	\$ 1,917.69	\$ 337.68
Mizuho Bank Ltd	¥ 1,294,648.00	¥147,381,279.00	¥5,004,303.00	¥ 3,835,300.00	¥ 623,882.00
Morgan Stanley	\$ 24,585.00	\$ 1,045,409.00	\$ 31,296.00	\$ 27,979.00	\$ 3,209.00
Nomura Holdings, Inc.	¥ 852,167.00	¥ 25,236,054.00	¥2,001,102.00	¥ 787,257.00	-¥ 68,169.00
Royal Bank of Canada *	\$ 12,473.00	\$ 600,346.00	\$ 24,439.00	\$ 22,462.00	\$ 5,492.00
Royal Bank of Scotland Group	£ 13,942.00	£ 1,840,829.00	£ 91,426.00	£ 30,366.00	£ 7,712.00
The Bank of Nova Scotia	\$ 6,994.00	\$ 411,510.00	\$ 19,310.00	\$ 12,490.00	\$ 4,163.00
Union Bank of Switzerland	fr. 35,463.00	fr. 2,274,891.00	fr. 43,826.00	fr. 31,721.00	fr. -4,708.00
Wells Fargo & Company	\$ 22,746.00	\$ 575,442.00	\$ 47,914.00	\$ 39,520.00	\$ 8,057.00

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