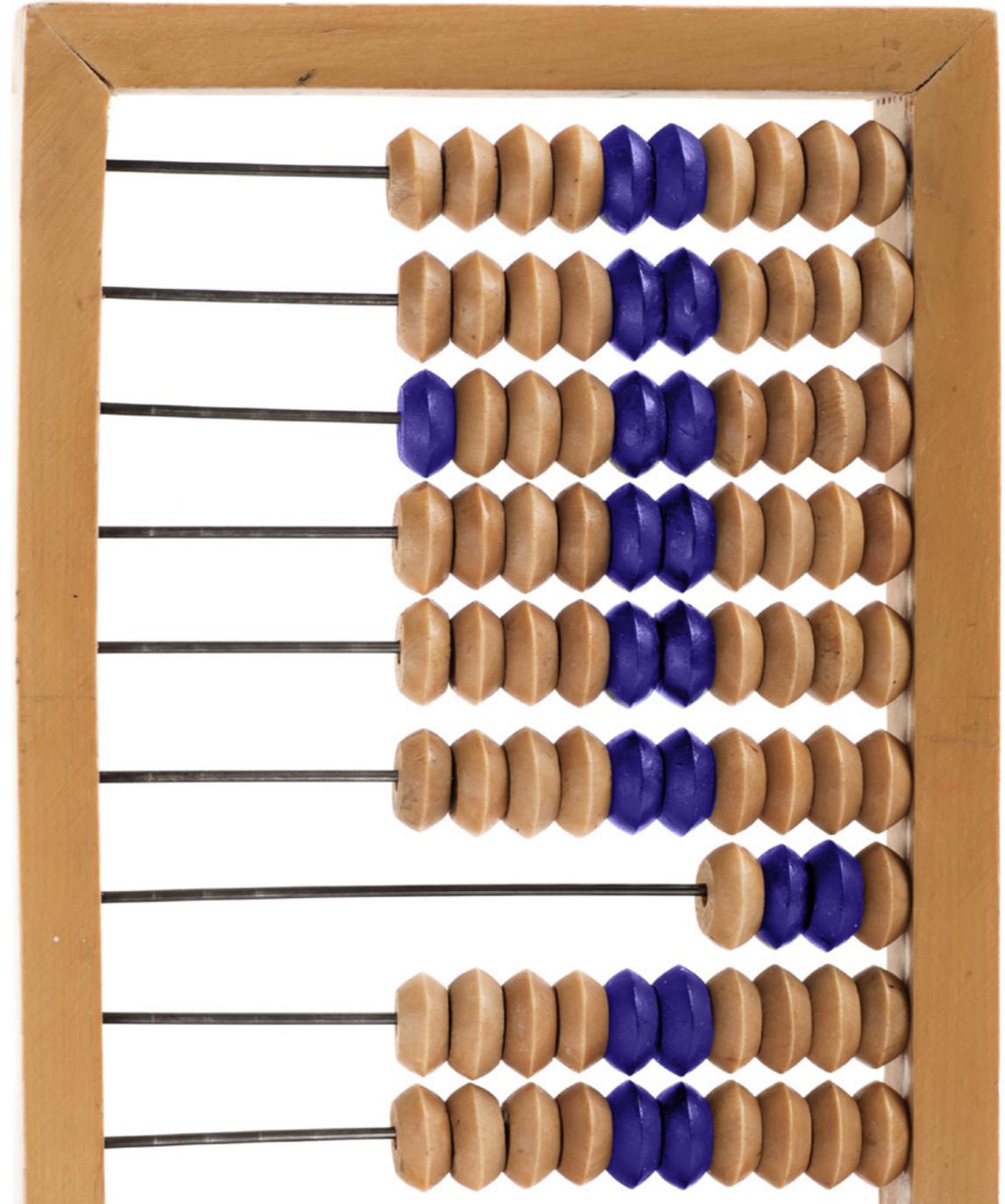




# Data driven insights & Analytics

Unlock your data to drive growth



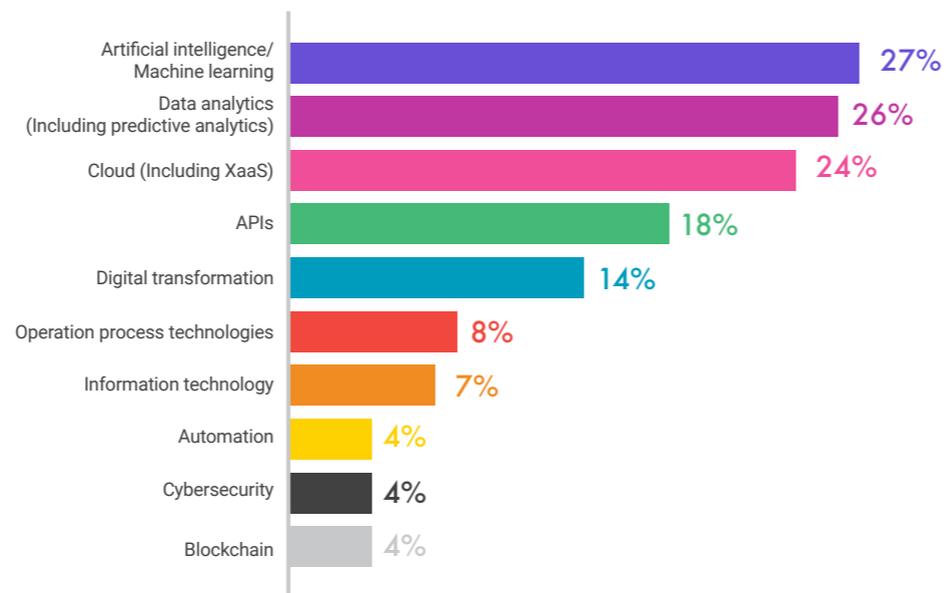
## Widening the opportunities

For banks, success depends on delivering better customer experience. And this depends on data: what you have and how you use it.

According to Gartner, financial services CIOs see data-driven capabilities as the most “game changing” technologies. However, this only holds true for banks that can think about data holistically and create a single 360° customer view to support and improve the customer journey.

Consistently collecting customer or transactional data across all channels remains a major challenge for most banks. Yet this access is essential if data is to be fully exploited and given context so its implicit value can be realized. How – and from where – the data is collected and used is the key to unlocking that value.

### Game changing technologies



Source: Gartner: Banking CIOs Must Align Data to Customer Needs Instead of Channels)  
Note: XaaS refers to the various “as a service” models



## Artificial intelligence – unlocking valuable data

AI is having a huge impact on the banking industry, making it possible for processes, products, employees, and customer experiences to be reimagined.

AI's impact on data goes beyond simply unlocking its value. It will give banks the insights and intelligence to create more relevant product and services that will help them to expand their market footprint. AI and machine learning make these goals more cost-efficient to achieve, because they remove manual processes while at the same time producing a far more accurate and insightful view of data from the core and third-party systems.



### Human

Transform relationships

Using AI, people will be able to spend more time on exceptional work: the 20% of no-routine tasks that drive 80% of value creation



### Process

Re-imagine business models and processes

Smart machines will continually review end-to-end processes and apply 'intelligent automation of process change' to refine and optimize



### Data

Illuminate dark data

Companies will apply AI to greatly enhance large data analytics, evolve algorithms with transactional data faster and combine data in new ways to discover trends

# The amount of data in the world was estimated to be 44 zettabytes in early 2020



At the beginning of 2020, the digital universe was estimated to consist of 44 zettabytes of data



By 2025 approximately 463 exabytes would be created every 24 hours worldwide



As of June 2019, there were more than 4.5 billion people online



80% of digital content is unavailable in nine out of every ten languages



In 2019, Google processed 3.7 million queries, Facebook saw one million logins, and YouTube recorded 4.5 millions videos viewed every 69 seconds



Netflix's content volume in 2019 outnumbered that of the US TV industry in 2005



By 2025, there would be 75 billion Internet-of-things (IoT) devices in the world



By 2030, nine in every ten people aged 6 and above would be digital active

With the aggregate potential cost savings for banks from AI applications estimated at \$447 billion by 2023, it's no surprise that they are highly aware of the technology's potential benefits. It's becoming clear that AI can make the connection between data sets and make possible the holistic view that banks require.

## Impact of Innovation and AI

# \$447bn

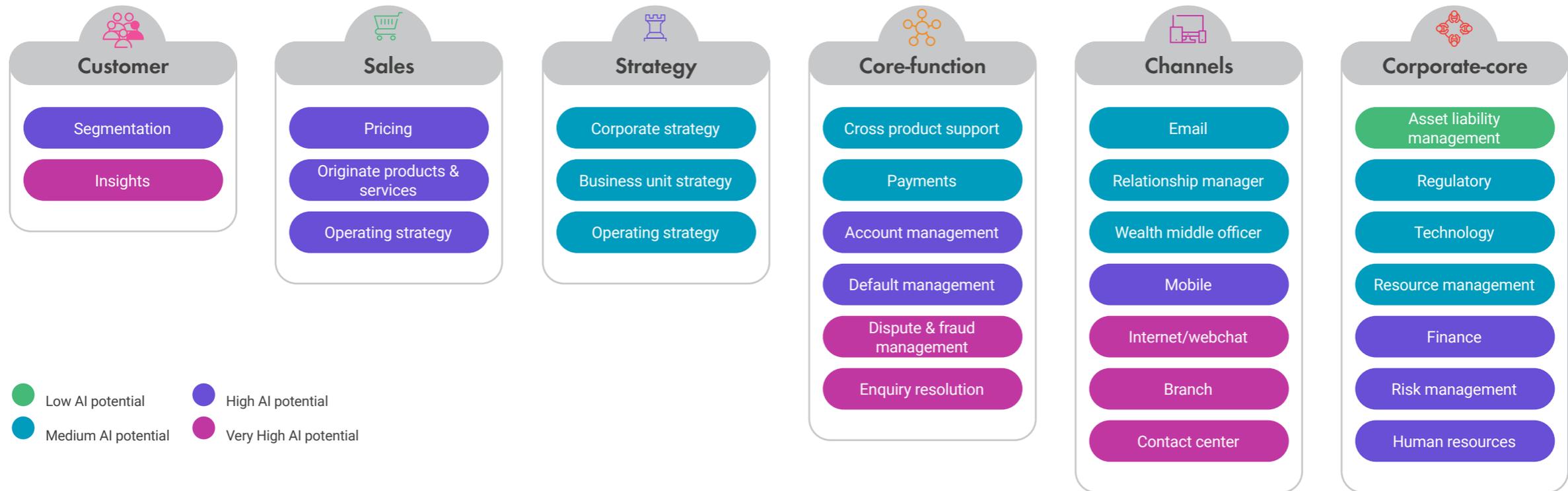
Aggregate potential savings for banks from AI applications by 2023

Sources: <https://seedscientific.com/how-much-data-is-created-every-day/>  
<https://www.businessinsider.com/ai-in-banking-report?r=US&IR=T>

## The potential for AI in banking

Artificial intelligence enables financial services companies to redefine how they work, how they create innovative products and services, and how they transform customer experiences.

### Banking heat map



Source: Accenture – Redefining banking with Artificial Intelligence

## Fusion Retail Analytics: aligning data with customer needs

# Analytics capability using data to drive growth

**Fusion Retail Analytics** is a native contextual insights and recommendation engine. It delivers business insights, predicts customer behavior to reduce churn, increases cross-selling opportunities and provides an assessment of the firm's business and financial performance.



Extracting relevant information from Fusion Essence, it enables decision-makers to take decisions based on detailed insights into products, customers, branches and profitability. Authorized users can access pre-packaged reports on business and financial performance, and users can build their own dashboards using a curated data model built for analytics.



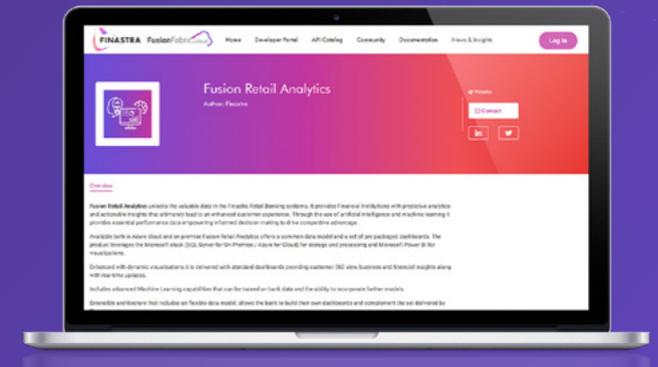
Fusion Retail Analytics includes advanced machine learning capabilities that can be trained on bank data and can incorporate further models. Using extensible architecture that includes a flexible data model, banks can build their own dashboards to complement the set delivered by Finastra. In-memory data cubes provide a curated data model that is extensible through Finastra and non-Finastra data sources. We support three AI/ML models: Customer Churn, Next Best Purchase and Product Recommendations.



To ensure information and insights are always at a bank's fingertips, Fusion Retail Analytics provides a 360° customer view in a single dynamic dashboard. Enhanced with dynamic visualizations, it also includes standard dashboards that provide business and financial insights along with real-time updates.



Available in Azure Cloud and on-premise deployments, Fusion Retail Analytics offers a common data model. It leverages the Microsoft stack (SQL Server for on-premise/Azure for Cloud) for storage and processing and Microsoft Power BI for visualizations. It is built using the Azure Databricks (Hadoop) platform.



**Fusion Retail Analytics has off-the-shelf integration with Fusion Essence and Fusion Equation, unlocking the valuable data within these core banking systems and also enabling data consumption from third-party solutions.**

# Contextual insights at the bank's fingerprints

## Fusion Retail Analytics enables financial institutions to:

- Create a complete 360 view of the customer by providing a near real-time dynamic view of their business with the bank
- Gain insights into customer behavior using advanced ML models that predict customer attrition, make product recommendations and segment customers based on their historic behavior
- Reduce risk and control costs with a holistic view of the bank's business including product utilization and profitability, performance trends for loans and deposits and exposures to specific customers/groups
- Use financial dashboards to reflect the financial health of the bank and compare the balance sheet and P&L between two time periods
- Grow revenue through improved customer retention and cross-selling of products, tailored targeting and customer product recommendations
- Benefit from secure role-based access to data provided by Microsoft's authentication and authorization capabilities

## Main features



**Descriptive analytics**

- Financial insights
- Business insights
- Profitability insights
- Real-time updates

Analysis services



**Predictive analytics**

- Customer analytics
- Transaction analytics
- Product recommendations
- Integrate bank owned models

Azure AI/ML studio



**Rich visualization**

- Pro-packaged dashboards
- Self service dashboards
- Interlinked reports
- Paginated reports

Microsoft power BI



**Multi deployment**

- Azure deployment
- On-premise deployment
- PaaS deployment

Cloud enabled

### Key benefits

	<b>Digital transformation</b> – scalable, dynamic analytics plays an important part in the digital transformation of a bank, enabling you exploit your data effectively for business insights and to compete in an increasingly digital world
	<b>Customer engagement</b> – with a 360° view of the customer, their status and their business
	<b>Managing data growth</b> – high-performance analytics that can deal with large amounts of data at speed
	<b>Customer retention</b> – machine learning algorithms that predict customer behavior: especially valuable when Open Banking presents customers with a myriad of new financial offers and products



Contact us

### About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators.

Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at [finastra.com](https://finastra.com)

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### Corporate Headquarters

4 Kingdom Street

Paddington

London W2 6BD

United Kingdom

T: +44 20 3320 5000

