

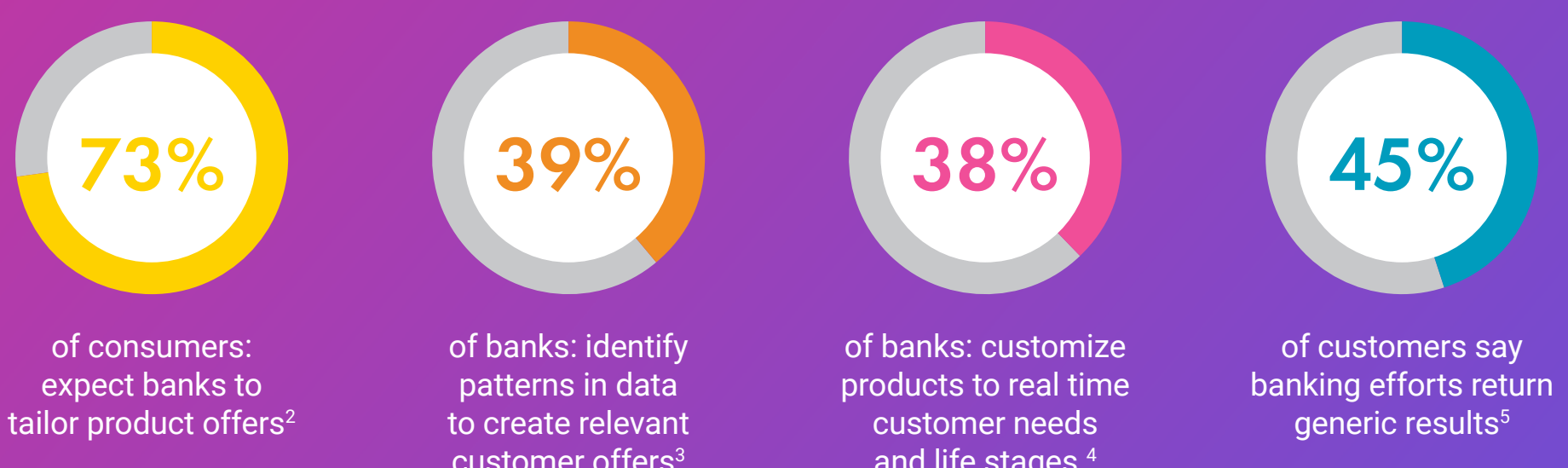
Gen AI: Transforming banking for a brighter future

Gen AI will **significantly** alter how financial institutions **operate**, fundamentally changing product and service offerings, as well as customer **interactions**.

Economic benefits of Gen AI¹



Gen AI capabilities — The personalization imperative



New product development with Gen AI

Internal and external data sources are used to create detailed product descriptions



How will banks use Gen AI to transform?

Better resource utilization



Banks can increase employee productivity by up to **30% with Gen AI**.⁶



Gen AI's Fraud Busting Potential



Investments by JPMorgan Chase and Company have reduced instances of fraud by **14% over a 4-year period**.⁷



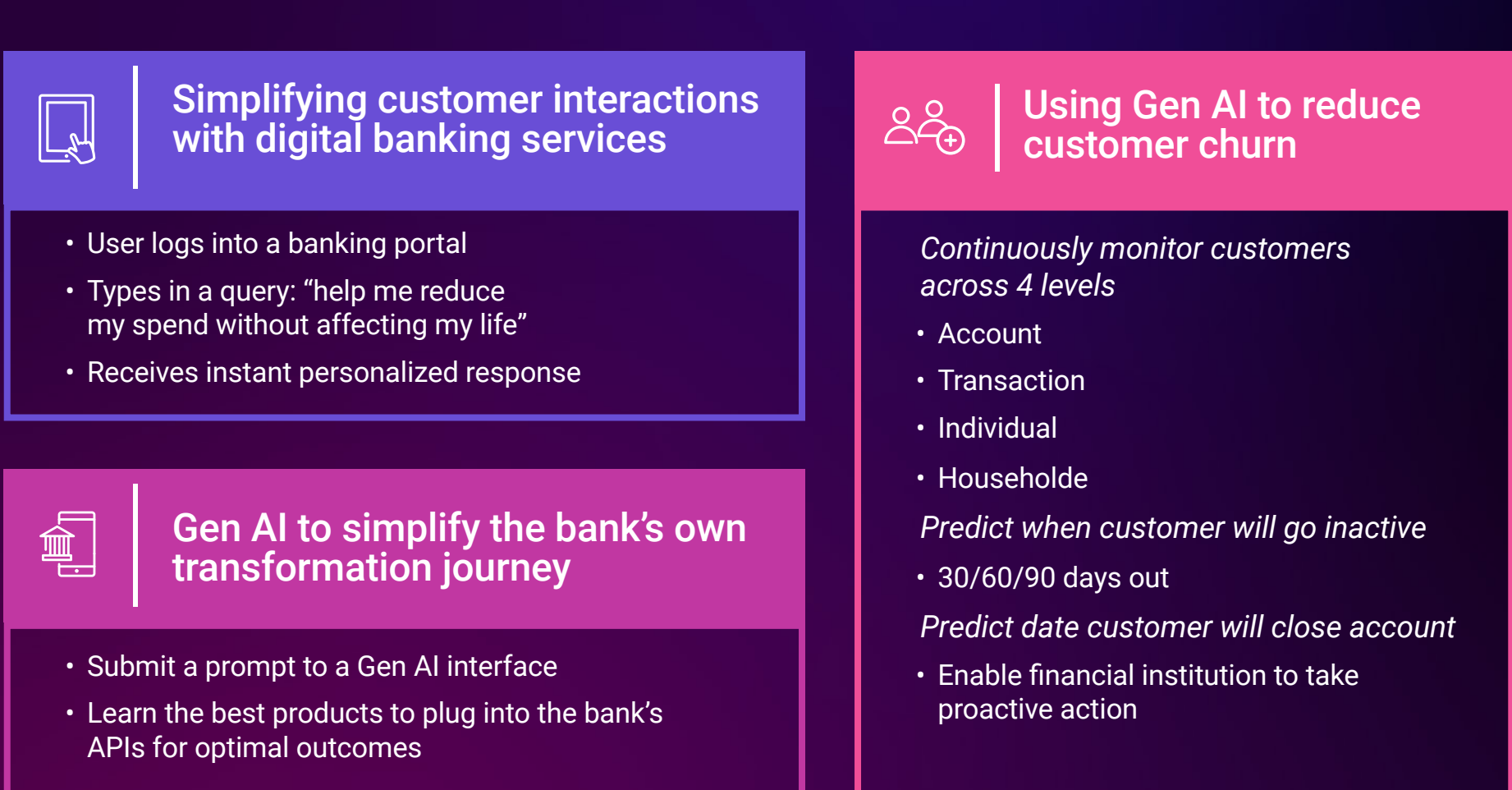
Eventually, Gen AI could:

- Analyze past trends
- Explore deep web sources
- Proactively identify the next fraud trend
- Automatically design a defense

Improved operational efficiency

- Large language models **impact 90%** of all working hours⁸
- 54% of tasks** have a higher potential for automation⁹
- Gen AI return: **30% gain** in productivity¹⁰

Gen AI at Finastra to reduce customer churn



As **75% of banks** and financial services software companies like Finastra, continue to invest in Gen AI capabilities, banks could realize between **\$200 billion** and **\$340 billion** in value on an annual basis, adding up to **9% to 15%** of financial institution operating profits.¹¹

Discover more about how Gen AI could transform your business in Transforming the future of banking with Generative AI.

Download now

1. The Economic Potential of Gen AI: The Next Productivity Frontier, Michael Chiu, McKinsey & Company, Jun. 2023
2. The Connected Financial Services Report, Salesforce, 2023.
3. The Challenge of Customer-Centric Banking, Financial Times, FT Longitude, 2023.
4. The Challenge of Customer-Centric Banking, Financial Times, FT Longitude, 2023.
5. The Challenge of Customer-Centric Banking, Financial Times, FT Longitude, 2023.
6. The Economic Potential of Gen AI: The Next Productivity Frontier, Michael Chiu, McKinsey & Company, Jun. 2023.
7. The 3 Retail Banks Leading in AI—and How They're Deploying the Tech, CB Insights, Oct. 18, 2023.
8. The Economic Potential of Gen AI: The Next Productivity Frontier, Michael Chiu, McKinsey & Company, Jun. 2023.
9. Breaking Barriers: Exploring How Banks Scale Gen AI for Growth, Michael Abbott, et al, Accenture, May 26, 2023.
10. The Future of Banking in a World of Digital Ecosystems, Jim Marous, The Financial Brand, Oct. 9, 2023.
11. AI in Banking: AI Will Be an Incremental Game Changer, Miriam Fernandez, S&P Global, Oct. 31, 2023.