INTELLIGENT TECHNICAL SOLUTIONS

Microsoft

Banking's AI and analytics evolution: are you prepared?



Competitive differentiation and sustainable growth come from delighting customers and empowering employees. But first, banks must modernize core systems to minimize cost and risk and unlock the ability to power business decisions through data and analytics.

Data hurdles hinder valuable customer and operational insights

Challenges in data silos include:

- Aggregating diverse data
- Managing integration across marketing channels
- Minimizing latency for faster insights.

Addressing technology resources involves:

- Maintaining legacy systems
- Showing IT ROI in banking and online environments
- Transforming mobile investments into full omnichannel experiences.

Privacy and security concerns encompass:

- Safeguarding customer PII data
- Adhering to stringent financial compliance regulations
- Building customer trust through ethical data use.

We help banking institutions to overcome their data hurdles and create data insights faster with Microsoft data and analytics solutions.

We help banks accelerate data value for the era of AI, by:

Centralizing all data and analytics workloads on a single, open, governed foundation

Streamlining efforts to build BI, analytics applications and ML models on a lake-based architecture with reduced data movement

Empowering individuals to expedite innovation with secure access to self-service analytics tools that facilitate near real-time insights.

We've seen the benefits. Leveraging data for transformation brings substantial advantages[1]

150% increase in work output

Improved spending optimization reducing costs by **7%**

Process automation reducing manual work by **80%**

Increased operational efficiency

Reduced legacy technology

What are the top use cases for AI in banking?

Drive improvements in employee productivity, operational efficiency and customer service experience.

- Product search
- Language translation
- Advisor empowerment
- Fraud detection and prevention
- Enhance contact centers
- Extract call center insights
- Predictive analytics and forecasting
- Code modernization
- Market research
- Product and service innovation

As a Microsoft partner, we can help your organization to maximize the full potential of its data to better serve customers.

Contact us today to learn more.

1. The Total Economic Impact™ Of Microsoft Azure AI, a commissioned study conducted by Forrester Consulting, 2023. Results are for a composite organization based on interviewed customers.