



ESSENTIALS

CHALLENGE

Financial firms face extreme pressure to reduce security risks, capture new customers, and streamline compliance. High-value data stored in data siloes has been a barrier to unlocking valuable insights.

SOLUTION

Analytic Insights Module enables financial firms to analyze data faster and move from discovery to actionable insights in the shortest possible time.

BUSINESS PRIORITIES

- Generate business insights in weeks versus months
- Enhance customer experiences for building brand loyalty
- Speed introduction of new financial products
- Mitigate security risks; reduce costs of fraud investigations
- Streamline compliance with evolving financial regulations

DELL EMC ANALYTIC INSIGHTS FOR FINANCIAL SERVICES

Boost Revenue and Time to Market of Financial Products

EXTRACT DEEP INSIGHTS FOR MAKING BETTER DECISIONS FASTER

Financial firms have consistently adopted advanced technology to improve operational efficiency and revenue growth. Data analytics is no exception. These firms analyze data to reduce fraud and security risks, capture new customers, introduce financial products faster, and comply with stringent regulations.

Still, unleashing the full value of data insights is no easy task. Firms are ingesting vastly greater volumes of structured and unstructured data, from CRM to social media to mobile interactions. They also need to filter up to trillions of data points, identify relevant ones, and analyze them in real-time. With much of this data locked in siloes, it can take weeks, months or years to complete simple business intelligence requests.

Never has more been at stake when it comes to making the right strategic decisions, especially as compliance requirements increase with Basel III, security risks rise, and competition becomes fiercer. In fact, firms that embrace advanced analytics are two times as likely to be in the top quartile of financial performance in their industry.¹

To outperform rivals in this data-driven environment, financial firms want a data analytics experience that delivers the agility, scalability, processing power that lets them uncover insights faster for making better decisions. Getting started is easy with Dell EMC Analytic Insights Module.

ACCELERATE BUSINESS OUTCOMES WITH CONFIDENCE

Analytic Insights Module is delivered on Native Hybrid Cloud, a turnkey platform based on Pivotal Cloud Foundry. It is engineered to combine self-service data analytics with cloud-native application development into a single cloud platform, eliminating the months it takes to build your own.

Analytic Insights Module delivers flexibility, deep data awareness, and rapid transformation of customer and operational data into actionable insights. It brings together the power of C-level executives, data analysts, application developers, and IT teams by providing the insights, data sources, tools, and controls they need to achieve business objectives. Ultimately, these projects will achieve the strategic outcomes required in today's global, fast evolving financial services industry.

¹ Creating Value Through Advanced Analytics, Bain & Company, 2015

FINANCIAL SERVICES DATA ANALYTICS USE CASES

- Customer churn mitigation
- Fraud detection and response
- Analysis of customer demographics and transaction history
- Customer behavior from social media and mobile app interactions
- Mobile banking
- Algorithmic trading
- Compliance with evolving regulations, including Base III

ACQUIRE NEW CUSTOMERS WHILE BUILDING LOYALTY

Enhanced customer engagements are key for acquiring new customers and building loyalty with existing ones. Insights surfaced by data analysts can be operationalized by application developers, enabling them to build data-driven mobile banking applications that improve customer satisfaction, productivity and operational efficiency.

Analytic Insights Module allows organizations to gather data across global financial enterprises into a single organized data lake. Instead of spending 80 percent of their time finding, assessing, blending, and wrangling data, data analysts focus entirely on producing value to their organization. As a result, C-level executives and other business users can expect time to insight to drop from months or years to days or weeks. The outcome: faster customer growth and longer customer retention.

Data analyst teams can securely share curated data sets through the Data and Analytics Catalog with stakeholders. Financial executives harvest insights to increase efficiency of business processes and improve customer intelligence.

MITIGATE RISK OF FRAUD AND INTRUSIONS

Reduce risk of security intrusions and fraud attempts through custom applications that enable real-time monitoring and automated detection algorithms—an end-to-end security continuum. Incorporating data generated from these intelligent apps, data scientists can analyze this data to continuously refine security and fraud mitigation techniques, increasing business stability and reducing costs of fraud investigation.

ESTABLISH STRONG GOVERNANCE AND COMPLIANCE

Analytic Insights Module provides self-service access to users across the financial institution. The solution's Data Governor ensures that data is secure and compliant. It also provides end-to-end data visibility and traceability, enabling easy identification of the original data source and everywhere that data travels.

IT also uses Data Governor to define and enforce data security policies and user access controls. Such strict governance is critical to compliance with Basel III and other regulations.

GET STARTED NOW

Dell EMC Services offers a portfolio of consulting engagements to accelerate your data analytics initiatives. Two consulting services, Analytic Insights Module Software Installation and Analytic Insights Module Use Case Implementation are available to support and extend the value of the platform. Many customers start with our Big Data Vision Workshop to quickly identify their best data-driven use cases. We can also help enact your plans by developing your Big Data architecture, surfacing data insights, developing and implementing analytics solutions into production, and operating your Big Data environment.

Contact your Dell EMC sales representative to learn more about Analytic Insights Module and how it can benefit your organization.

CONTACT US

To learn more, contact your local representative or authorized reseller.



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