



Power business decisions in banking with data analytics

Banking solutions that translate data into value

Get Started

Data — the key component in navigating the future of banking

In the context of increased competition, changing customer expectations and the widespread adoption of AI among their peers, banks are reaching a critical turning point in how they reinvent their technological infrastructure for success. In the path to transformation, creating value for data remains a central lever for banks trying to navigate current banking trends. For financial institutions with a desire to generate value from AI

and data platforms, with no clear sense of how best to start, the right partner can offer guidance on which initiatives will have the greatest impact on operations, and what will yield the best return on investment.

This e-book outlines how banks can bridge the gap between the data challenge, and a future in which they receive rich, real-time insight on their customers and business.

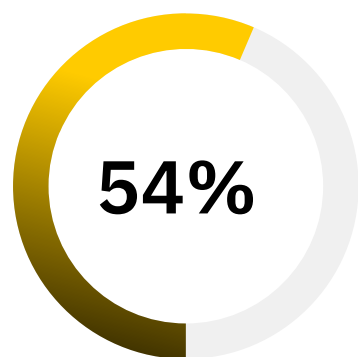


Data-driven transformations yield significant benefits

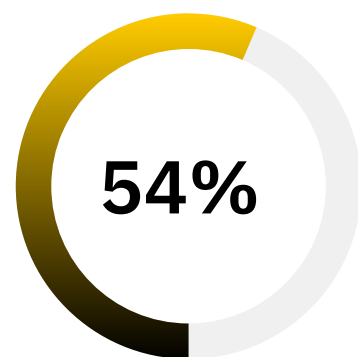
As a Microsoft partner, we understand that as you prepare for AI transformation across your business, you need data that you can rely on. For this reason, we apply our deep industry expertise and experience to unlocking data potential for banking institutions through trusted technologies.

Data-driven transformations yield significant benefits, such as:¹

Reduced costs

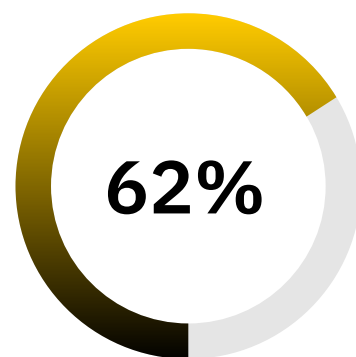


Increase in revenue performance

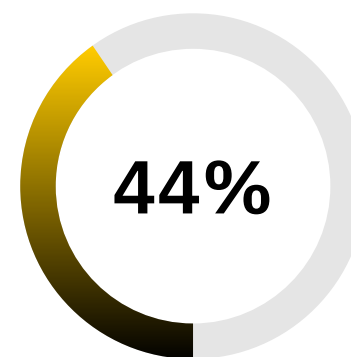


Increased profit results

New value from data unlocked



Improvement in client satisfaction



Faster time to market

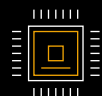
What are the challenges?

For many banks, data challenges can impede meaningful insights about their customers and operations.



Data silos

- ▼ Aggregating huge volumes of data with disparate formats
- ▼ Managing data integration across marketing channels
- ▼ Minimizing data latency and time to insight



Technology resources

- ▼ Maintaining legacy systems and outdated technology
- ▼ Proving ROI of IT investments both in banks and online environments
- ▼ Turning mobile banking investments into true omnichannel experiences



Privacy and security

- ▼ Protecting customer PII data against cyber threats
- ▼ Complying with increasingly strict financial compliance and regulatory laws
- ▼ Fostering customer trust in ethical use of financial and personal data

By partnering with us to implement a Microsoft data and analytics solution, you can create insights from data, differentiate the banking experience for customers and employees and increase risk visibility.

Discover how.



Differentiate the banking experience and increase risk visibility with data analytics and AI

Step 1

Unlock customer and operations insights with data from across the value chain

Data insight is the lifeblood of effective transformation and value creation in banking. Yet in legacy banking systems, data is often inconsistent or held in silos. A first step towards gaining genuine value from data, therefore, is efficiently managing real-time financial, customer and operations data, all in a single view. The ability to rapidly connect and analyze data from a range of sources – including on-prem, third party and cloud-based sources – empowers you to better predict customer needs and make decisions faster.

Simultaneously, a unified view of data can encourage innovation. For this reason, we encourage customers to adopt open standards while enabling secure developer collaboration. The result: improve data discoverability and integration.

Step 2

Build AI models to deepen risk insight and facilitate compliance

While a unified data platform is helpful, it needs to be underpinned by leading-edge intelligence. In banking, it can assist with providing meaningful insights that drive informed decision-making, as well as seamlessly generating the data required for an ever-changing compliance landscape. We partner with Microsoft Azure because its platform empowers data stewards with clear insights from fit-for-purpose data models that are able to organize the entirety of your banking and customer data while intuitively connecting silos. This has a powerful impact on customer engagement and retention. Deeper data intelligence gives you the actionable insight you need to suggest real-time offers and determine the next best action to improve customer outreach and reduce turnover. Customer trends and patterns will be revealed with ease. AI and ML models that automate banking and customer service processes will assist in saving time and reducing churn.



Differentiate the banking experience and increase risk visibility with data analytics and AI

Step 3

Responsibly democratize analytics to build trust

Become one of the 28% of companies developing a data and analytics strategy for scale by migrating to an open, cloud-native solution. Data can benefit people throughout the banking employee experience and should therefore be available at varying levels of accessibility. According to recent research,

data champions have not only improved their company's data literacy but have also instilled a greater general awareness of information-security threats—resulting in a greater need for confidence in data operations.

We have selected Microsoft Azure as our banking data and analytics solution of choice, as it comes with the inbuilt ability to drive data-backed decision-making across the entire business with self-service, low-code BI, and visualization tools. This means that all employees, from relationship managers to data analysts will be empowered to analyze data with the tools, libraries, and languages of their choice. Collaboration is completely secure, so that while your teams engage, innovate, and collaborate within the data repository, your business is protected against potential cyber and insider threats – a critical consideration in an age where financial fraud and cyber crime is on the rise..

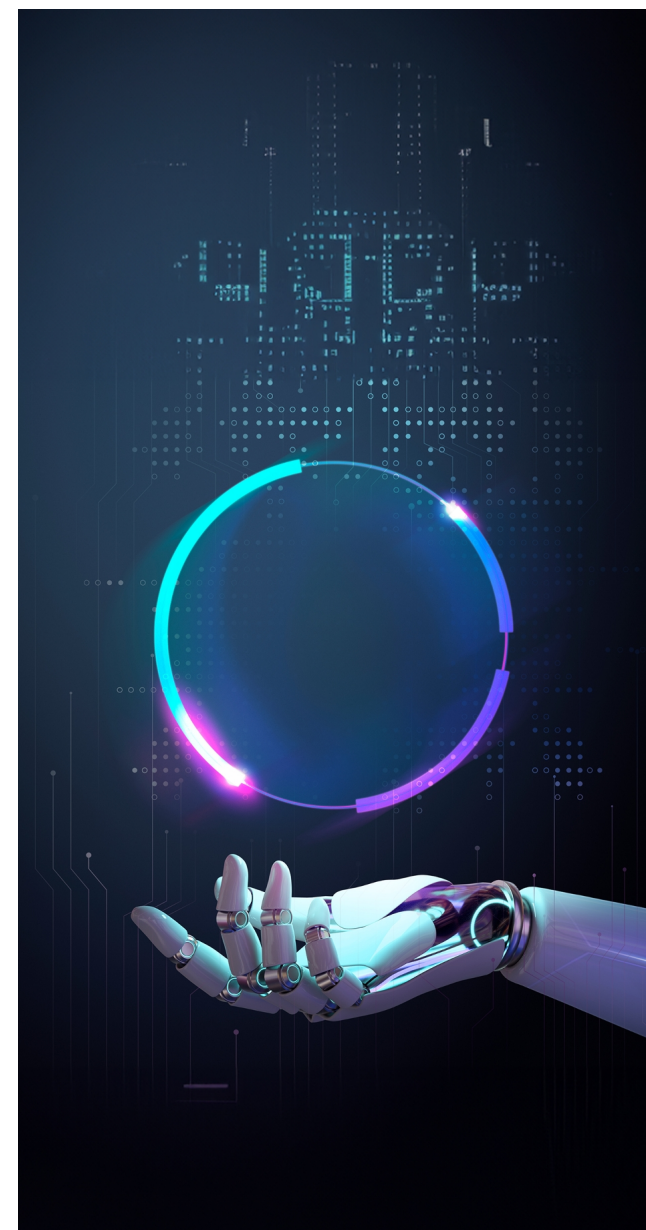
Step 4

Scale transformative analytics applications across banking and mobile apps

As organizations collect and store increasing amounts of data, the ability to scale transformative analytics applications has become increasingly important. This is particularly relevant in banking, where institutions hold significant stores of customer data, that may still be trapped in silos and legacy systems.

Volume inspires innovation. Scaling across your banking and mobile apps allows you to handle larger and more complex datasets, perform advanced analytics, and gain deeper insights into their operations. By leveraging modern technologies such as cloud computing and machine learning, banks can scale their analytics applications and extract more value from their data, leading to improved decision-making and a competitive advantage. As a Microsoft partner, we will work with you to increase analytical agility that meets the strategic needs of your business and harnesses your banking data to its full potential. For example, you will be given the tools to use first-party data to create new apps and revenue opportunities in areas such as risk assessment, in-depth performance analytics, and predictive financial planning.

Anticipate the unexpected and make informed, data-backed decisions that optimize the customer experience.



We can help you harness the value of your banking data

Trust NSEIT and Microsoft to supplement your team with the necessary skills, experience, and expertise that will allow you to take advantage of the power of cloud-scale analytics.

We can help you assemble the right solutions for your unified analytics, so you get the best parts of data mesh, data fabric, and data hub. With extensive expertise in Microsoft technologies, we can help you develop a solution architecture that works effortlessly for your business.

We provide a comprehensive solution that includes data integration, data engineering, real-time analytics, data science, and business intelligence needs. With this solution, you will establish a unified source of truth by bringing together all analytics workloads in a lake-first foundation. Your teams will also be able to reduce the time and effort taken to uncover impactful insights through democratized access to data.

And through it all, you won't compromise the privacy and security of your data.

Leading banking organizations understand that there is no better way to grow than by gaining insight from data that sets you apart from your competition.

If you are ready to reshape the future of global banking together and translate your data into value and business impact, reach out to us today.

NSEIT Limited is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure & Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.





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1. Reprinted with permission from Harvard Business Review webinar: How to Lead a Data-Driven Digital Transformation by R “Ray” Wang, May 28, 2020

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