

# Financial Services Data Analytics

## Unified analytics for regulatory compliance, customer experience, and cyber security

### Data-driven transformation in financial services

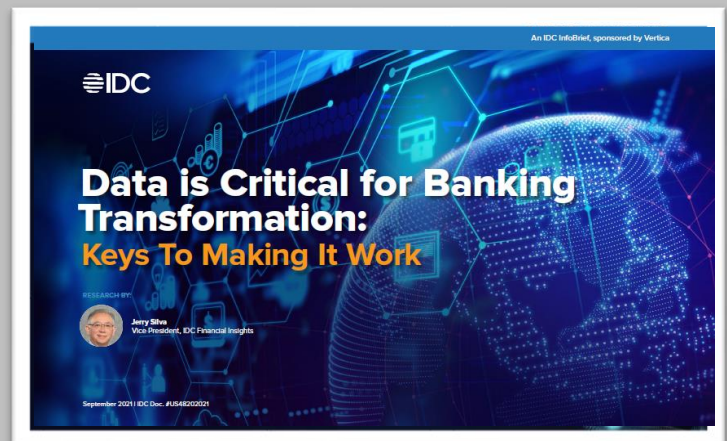
Financial services firms need to transform toward a personalized, digital-first & data-driven experience that meets customer demand like never before. At the same time, regulators and business leaders require real-time and predictive views into a firm's risk and compliance position. Cyber security and fraud tactics are rapidly evolving and becoming more sophisticated, and financial firms are a prime target.

In order to be successful, firms must break down data silos and deliver analytic insights based on all of their data, regardless of where it is stored. They need to overcome the technical and skills-based barriers to operationalizing AI & ML.

Many financial services firms across the globe rely on Vertica to unify disparate data sources and remove the obstacles to deploying predictive models in production. Vertica customers are able to deliver customer insights, respond to a dynamic and evolving regulatory environment, and keep their assets and their customers safe from cybercrimes.

### IDC Report: Data is Critical for Banking Transformation

Financial services leaders understand the importance of analytics, but there is a gap between what executives want and the reality. In this InfoBrief, Vice President of IDC Financial Insights Jerry Silva explores the trends driving banking transformation, and offers guidance for firms seeking to become more data-driven.



[Get the report](#)

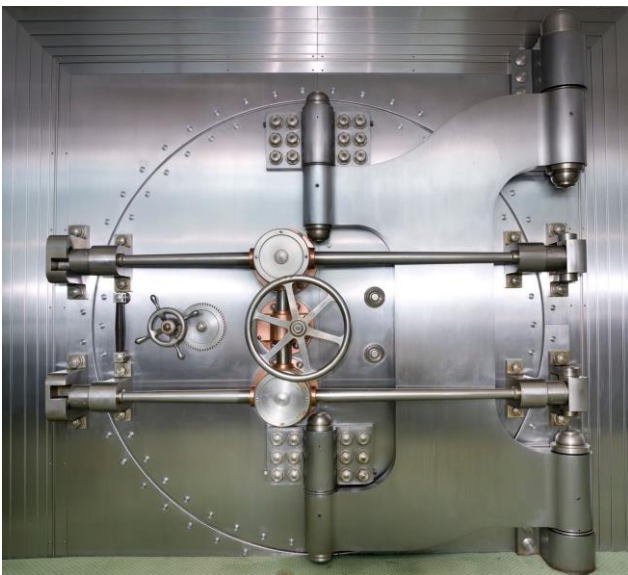
## Regulatory Compliance

In the wake of the 2008 global financial crisis, financial services firms came under increased scrutiny. The regulatory environment became more stringent and dynamic. Regulators are empowered to request ad hoc reporting in addition to scheduled reports, based on real-time and predictive modeling. With data stored in silos across the organization, many firms struggle to deliver an accurate firm-wide view of their risk and compliance position for regulatory and business decision-making purposes.



## Customer Experience

Customer satisfaction and trust in financial institutions reached a low point in the wake of the 2008 global financial crisis, and demand for modern, digital approaches to managing assets increased during the global pandemic. Financial services firms must leverage disparate customer data, including semi-structured and unstructured data from new sources, for real-time and predictive insights to achieve an empathetic customer experience, secure trust and loyalty, and increase share of wallet.



## Cyber Security

Financial services firms are 300 times more likely to face a cyberattack compared to other industries, and an attack can cost as much as 40% more than other companies. Cybercrimes and fraud tactics are rapidly evolving and becoming more sophisticated. Financial services firms are under pressure to protect their customers' assets while reducing the negative impact of false positives.

# Financial Services across the globe rely on Vertica for business transformation



## Extreme Scale and Performance

Manage ever-growing volumes of data and deliver analytic performance at the speed your business requires, with a lower total cost of ownership.



## Unified Analytics

Combine disparate sources of customer data for robust customer modeling. Deliver scheduled and ad hoc reporting to regulators based on an organization-wide view of the data.



## In-Database Machine Learning

Overcome the data science skills gap in Financial Services and remove the barriers to operationalizing predictive analytics with SQL-based in-database ML.



## Multi-Cloud and Hybrid Cloud

Financial services companies have been slow to embrace the cloud. But as the trend becomes more compelling, Vertica helps by running in any cloud and on-premises to enable a hybrid or multi-cloud environment and eliminate the risk in choosing a strategic cloud provider.

## Featured Resources

- Case Study: [Finansbank leverages Vertica for security and fraud detection](#)
- ROI Case Study: [ChinaPnR achieves an ROI of 422% with Vertica](#)
- Webcast: [MassMutual is evolving a data culture with Vertica and home-grown ingest engine](#)