FOR BANKING

The Finance Sector is aware of the potential of Big Data Technologies
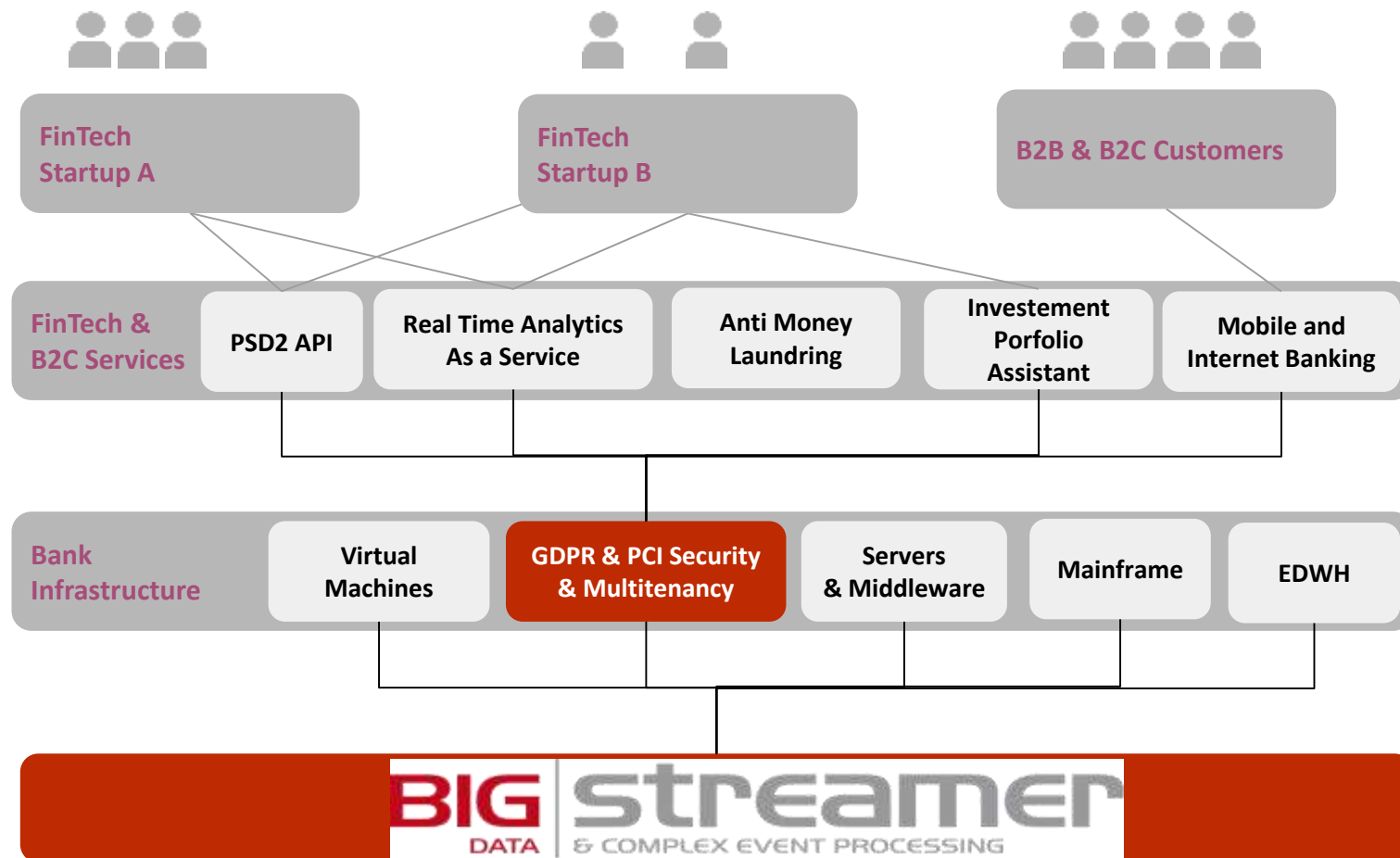
However:

> **Believe Big Data is only for analytics**

> **Unsure how to introduce the technology with GDPR & PCI compliance**

> **Unsure what to use Big Data as an enabler of their Digital Transformation Strategy**

Big Data is <u>not</u> analytics anymore

BigStreamer Enterprise Information Fabric

- ➢ **Real Time Hadoop System**

- ➢ **Each Transaction is ingested in < 1 sec**

- ➢ **Each Transaction is ready for query < 1 sec**

- ➢ **Real Time APIs**

- ➢ **Ad Hoc Analytics & BI**

| FinTech Startup A | FinTech Startup B | B2B & B2C Customers |

FinTech & B2C Services

| PSD2 API | Real Time Analytics As a Service | Anti Money Laundring | Investement Porfolio Assistant | Mobile and Internet Banking |

Bank Infrastructure

| Virtual Machines | GDPR & PCI Security & Multitenancy | Servers & Middleware | Mainframe | EDWH |

BIG DATA | **streamer** & COMPLEX EVENT PROCESSING

Customer Intelligence Incubator

➢ **Monitoring, Evaluation & Amelioration of Contact** Centers' Customer Service Performance (service request & resolution pipeline tracing, geo-location early alerting mechanism for expected customer flow, predictive analytics for next day's SR flow, etc.)

➢ **Real-Time Tracking & Automation of Social Media Customer Interaction** (automatic personalized replies to customer's feedback, direct SR transfer to the relevant department, social media metrics and customers' clustering etc.)

➢ **Dynamic 360° Customer View,** by integrating customer financial, product, demographic & interaction data, at a single point of reference

Investment Banking
Portfolio Allocation Assistant

➢ **Asset Allocation & Portfolio Re-Balancing Simulation & Recommendation,** based on What-If Analysis

➢ **Real-Time Statistics & Forecasting** (i.e. over Currencies, Commodities, Indices, etc.), news, upcoming events & regulations

➢ **Ongoing Sentiment Analysis, Dynamic Customer Value Prediction, Investment Trends & Patterns Detection**

Fraud Detection
Anti-Money Laundering (AML)

- **Interactive Visualization & Monitoring of Real-time Transactions,** via Social Network Analysis

- **Transactions Flagging & Instant Alert Signals,** with detailed analysis report

- **Dynamic Business Rules Engine** (i.e. risk rates per country, occupation, product, etc.)

- **Customer Risk Profiling & Early Warning Fraud Mechanism**

- **Dynamic Regulatory Compliance & False Positives Minimization**

Real-Time Transactions Calendar
(for Customers & Business Users)

- **Omni-Channel Transaction Analytics & Statistics** (i.e. volume & value analysis and prediction, metrics on transaction channels, methods, merchants, etc.)

- **Customer Profiling & Personalized Services** (personal saving goals, instant customized recommendations, etc.)

- **Real-Time, Interactive Transaction Flow Monitoring**

- **Alerts** on upcoming/belated payments and relevant extra fees

- **Transaction Failure Rates & Root Cause Analysis**

Data Scienctist Development Environment

➢ **GDPR & PCI Compliant DevOps Environment**

➢ **Data Science Project Methodology**

➢ **State of the Art Tools:** Spark, R, Python etc.

➢ **State of the Art AI Algotirhms Support:** Deep Learning with GPU acceleration

➢ **Agile Data Science Methodology**

BigStreamer in Banking Industry

The **Enterprise Information Fabric** Concept is an enabler for Banks helping them:

➢ **Speed up Digital Transformation**

➢ **Improve their Business Intelligence**

➢ **Introduce new Real Time Data Hungry services (e.g. Chatbots)**

➢ **Build Strong Data Science Competences**

thank
you

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