

# Prioritizing Data as a Strategic Asset in Financial Services

## Key Benefits

- Speed time-to-value with out-of-the-box financial services accelerators including data adapters, MDM data models and predefined data quality rules.
- Accelerate client and vendor onboarding and combat fraud with a 360-degree view of trusted data.
- Simplify business-user access to trusted insights by automating data curation.
- Facilitate compliance with industry regulations with automated, end-to-end data lineage and transparency.
- Expedite M&A by enabling faster integration of data, applications and business processes.
- Enable secure and anonymized data sharing with third parties.

## Driving Digital Transformation with the Intelligent Data Management Cloud™ for Financial Services

Financial services organizations are undergoing one of the biggest, most transformative periods since the introduction of the internet. Advancements in mobile, robotics, artificial intelligence (AI), machine learning (ML) and cloud computing are changing the fundamentals of doing business across the industry.

Developments in smartphone technology have literally replaced physical bank branches and ATMs across developed countries while allowing institutions to provide services to the tens of millions of unbanked customers in less developed regions. AI/ML-enabled solutions are replacing manual human-led processes, from underwriting to claims processing in the insurance industry, resulting in reduced business costs and improved customer experiences.

Lastly, new cloud-native solutions can leverage data and applied analytics, allowing companies to enhance digital customer experiences, improve back-office efficiency, reduce risk and support innovation. These innovations and investments are critical to meeting the current challenges and opportunities facing the financial services industry, including:

- **Improving customer experience:** Financial services executives across lines of business, digital, marketing, customer service and customer experience teams are all focused on delivering personalized service to improve customer experiences.
- **Growing the business:** Firms need to develop innovative solutions, customized pricing and product offerings to support cross-sell opportunities across existing business lines and from existing customers.
- **Complying with regulations:** Regulators continue to enforce existing regulations while adding new ones, from climate-impact reporting for ESG purposes, BCBS 239 and OFAC/AML/BSA to data privacy regulations beyond GDPR that have become a universal norm across many countries.
- **Strengthening risk management:** Banking and insurance are all about managing and profiting from risk. However, ongoing mergers and acquisitions, geopolitical events, pandemics and climate change have made it difficult to identify, manage, and thwart systemic risk exposure.

- **Increasing business agility:** Business cycles are faster than ever before as the world operates 24/7 in today's always-connected world. Organizations are modernizing legacy systems to the cloud and automating existing business processes that limit their ability to respond to time-sensitive events.

## Key Attributes of “Fit for Business Use” Data

To achieve these goals and get value from new and existing investments, the financial services industry needs data that is “fit for business use.” Unfortunately, not all data is alike. Fit for business use data requires the following characteristics:

- **Accessible:** Enables the ability to access and deliver to and from any system, location, format, structure, volume or latency.
- **Valid:** Includes having verified and approved data, including business reference data, customer contact information and customer relationship profiles.
- **Transparent:** Enables understanding where data comes from and where it is stored, processed and consumed.
- **Clean:** Consists of data that is free from defects, from misspellings to duplicate entries.
- **Understood:** Includes helping business users comprehend the business definition and use of existing data.
- **Protected:** Involves identifying, classifying, tracking and protecting personally identifiable information (PII) to avoid a data breach and comply with data privacy regulations.

Not having fit for business use data can result in severe business consequences, including:

- Higher voluntary customer attrition rates
- Underperforming marketing campaigns
- Delayed client onboarding processes
- Inflated customer acquisition costs
- Greater turnover in sales positions
- Higher compliance costs
- Increased financial risk exposure from credit, market and operational risk

## Driving Better Business Outcomes with the Informatica Intelligent Data Management Cloud for Financial Services

Managing, governing and protecting data are complex. It takes the right skill sets, governance policies, processes and technology to do it right. Missing any one of these elements puts you at risk of not having data that is fit for business use. Technology used to manage, govern and protect data alone does not address the lack of experienced workers, or define what data you need and why, or how, success is defined.

With that said, the technology solutions required to handle the complexities of existing systems, interfaces, formats, structures and latencies does matter. Data integration, application integration, data quality, master data management, data governance, and data cataloging solutions have been around for years. Larger organizations with deep technology resources who built custom solutions for these needs and the rest invested in earlier-generation tools.

## About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™

Unfortunately, these solutions are not optimized for the current variety, volume and velocity of data in today's modern, cloud-powered and AI- and ML-supported financial services industry.

The Informatica Intelligent Data Management Cloud™ (IDMC) for Financial Services delivers a comprehensive platform for data integration, application integration, data governance, metadata management, data quality and master data management powered by CLAIRE®, the industry's first AI-powered data management solution for all users and all data.

The Informatica Intelligent Data Management Cloud for Financial Services is the industry's most complete and modular enterprise data solution, built on a microservices architecture to help financial services organizations unleash the power and value of all data across local systems and hybrid and multi-cloud environments — ensuring data is trusted, protected, governed, accessible, timely, relevant and actionable.

The Intelligent Data Management Cloud for Financial Services includes several types of financial services accelerators:

- AI-powered automation of a single source of reference for business-critical domains like customer, product, supplier and reference data
- Pre-built connectivity and adapters for financial services and insurance sources including ACORD, DTC, FIX, FPML, NACHA, SEPA, SWIFT, and Bloomberg
- Out-of-the-box MDM data model extensions for industry models including legal entities, insurance policyholders financial/securities instruments
- Pre-built data quality accelerators for BCBS 239, CCAR, CUSIP, credit card data and more
- Pre-built support for data security standards such as PCI for data masking
- Out-of-the-box support for managing financial services taxonomies and ontologies

This enables financial services organizations to rapidly deliver data-driven transformational outcomes and expand their opportunities for success.

## Next Steps

Learn more about Informatica solutions for financial services at [www.informatica.com/financial-services](https://www.informatica.com/financial-services)



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