

CASE STUDY

Banking : Data Transformation is Driving the Future of Banking

Forrester reveals that insights-driven businesses are growing at an average of more than 30% each year.

As the push for ever greater visibility and transparency around data both for the enterprise and the consumer, the Financial Services industry is making great strides to harness this power for its customers. There are a number of key benefits for clients such as huge reductions in transaction times, over 50% in some cases, in addition to greater access to services such as real time checks, analytics based personalized offers and savings and investment recommendations.

Financial institutions that leverage modern data cloud solutions gain tremendous value by reducing the need to duplicate data, unnecessary data silos, and providing a more intuitive user experience which promotes a much better user experience and customer loyalty.

The following is an overview of a recent client in Financial Services which NextPhase collaborated with to help shape, execute and implement their data analytics roadmap and overall insights driven journey.

Business Drivers

1. **Data Transformation:** Initiative required to develop and implement a robust and major technology and business solution to harness the power of the data for our customer.
2. **Storage Duplication:** The Business Units required access to specific data which was relevant only to their business – the older model required full data base replications of multiple data bases creating exponential growth in storage Quadrupling in size over a 2 -3-year period.
3. **Data Silos:** Created a long and arduous process to extract relevant data resulting in prolonged process of data extraction, cleansing and integration greatly inhibiting quick business decisions for the Lines of Business.
4. **Data Harmonization:** The customer wanted to eliminate data redundancy and obsolescence.
5. **Scalability:** Moving from on premise to Cloud and business growth required a more scalable paradigm.
6. **Single Source of the Truth:** Data in a single place leveraging Snowflake as source of truth and leveraging a parent child relationship between primary data source and the individual data marts used by the various business units.



Solution

1. **Data Centralization:** Centralize data into the Snowflake platform to provide single version of the truth and enabling data extracts to be pushed out to the data marts for Business units. This greatly reduced the need for growth on storage, thus providing significant savings and time.
2. **Remove Data Silos:** Moving to a model and process where each business unit has its own Data Mart enabled the teams to separate and cleanse their data greatly reducing the time to get access to accurate, relevant data.
3. **Speed and Accuracy:** Real Time Transaction events to facilitate multiple use cases across the different Lines of Business.

“

Data is the new oil.”

- CLIVE HUMBY
MATHEMATICIAN

Decision Criteria

1. **Technical and Industry expertise:** Client required a partner that could develop and execute on specific Industry and functional Use Cases.
2. **Trusted Advisor:** Client was looking for a partner who could build rapport across multiple teams within the organizational structure to collaborate and drive the right strategy and execution plan.
3. **High Quality:** Solution required a high level of tenured skill, industry knowledge and vision in order to achieve client's goals of ROI.



NextPhase Enables the Data Transformation Journey

1. **Expertise:** NextPhase provided highly skilled experts in cloud data migration and strategic Snowflake enablement with key industry knowledge within banking.
2. **Cloud Migration Approach:** was key to making the project successful – client needed a partner who could migrate and help with ongoing strategic requirements of the data analytics solution. NextPhase partnered with the client at the beginning of the initiative back in 2019 on the strategy, approach, and execution of the project with the goal of maximizing the data analytics solution built around the Snowflake platform.
3. **Technology and Business outcome:** The client organization was looking for both Technology and Business outcomes, which NextPhase was well positioned to deliver as a strategic partner with cloud data platform and banking expertise.

Business Outcomes

1. **Savings:** 70% cost savings and positive revenue impact directly attributed to greatly reducing the runaway growth in storage.
2. **Agility:** Greater flexibility around decision making for all disparate business units – expedited access to relevant and accurate data.
3. **Scalability:** Centralized data analytics solution with real-time ability to scale as business demand requires.
4. **Use Case volume and complexity:** Ability to develop a much broader set of strategic use cases across the business.
5. **Self Service platform for Lines of Business:** Autonomous access to a centralized data model leveraging the power of the Snowflake platform.



“

“Data intelligent organizations see an 8% advantage in improving customer trust, and a massive 173% advantage in better compliance with regulations and requirements than non-data intelligent organizations”

- FORRESTER

Some recent Banking examples provided by McKinsey showing how the power of analytics is transforming the Financial Services Industry.

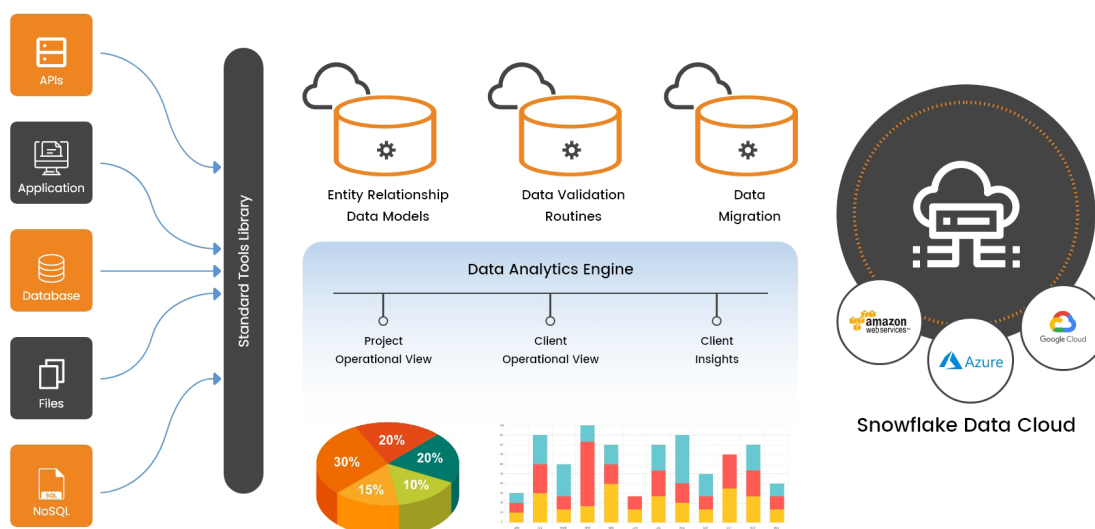
To counter a shrinking customer base, a European bank turned to machine-learning algorithms that predict which currently active customers are likely to reduce their business with the bank. This new understanding gave rise to a targeted campaign that reduced churn by 15 percent.

A US bank used machine learning to study the discounts its private bankers were offering to customers. After the unit adopted the changes; revenues rose by 8 percent within a few months.

A top consumer bank in Asia used advanced analytics to explore several sets of big data: customer demographics and key characteristics, products held, credit-card statements, transaction, and point-of-sale data, online and mobile transfers and payments, and credit bureau data. The bank discovered unsuspected similarities that allowed it to define 15,000 microsegments in its customer base thus allowing it to accommodate its customers at a more micro level.

About NextPhase.ai

Nextphase.ai is a data cloud services provider specializing in Snowflake, cloud data management and analytics technologies. We accelerate enterprise digital transformation initiatives by leveraging our innovative cloud data management technology, "NextPhase.ai DATAFLO" to optimize and rationalize disparate enterprise data into relevant insights. "NextPhase.ai DATAFLO" is designed to automate the lifecycle of data management transformation using AI and ML along with expeditious on-ramps to the Snowflake data cloud infrastructure. Nextphase.ai provides a range of technology consulting services for the Financial Services, Biotech and Technology industry sectors combining our platform-based services, seasoned talent, and industry proven methodology so our customers can harness more from their data. We are a Silicon Valley based company with global presence having delivered high value service engagements for numerous Global 2000 enterprises. Visit nextphase.ai



NextPhase.ai
1710 S Amphlett Blvd #200
San Mateo, CA 94402
(888) 812-6087
hello@nextphase.ai

