

Unlock Insights from Data

INNOVATE AND COMPETE IN FINANCIAL SERVICES

Proven Data Leadership in Financial Services

Over 520 Financial Services firms globally run on Cloudera to support their data and analytics strategies including

- 82 of the top 100 Global Banks
- 4 Largest Credit Card Networks
- 27 of the 30 Global Systemically Important Banks (G-SIB)
- 12 out of 15 Top Insurance Firms
- 80% of the Largest Stock Exchanges

Santander

Santander UK implemented a single data platform based on Cloudera that could support all of its workloads, including self-service analytics, operational analytics, and data science. Using Cloudera, the financial crime investigative unit can better detect terrorism financing, human trafficking and money laundering. The risk team was able to release over US\$5 million that it had withheld for non-performing credit card loans by identifying healthy accounts miscategorized as high risk.

Bank of England

Using Cloudera, Bank of England significantly reduced the time it takes to process a dataset containing over 15 billion (and growing) derivative transactions. Speed of regulatory reporting improved by more than 500x, from 2 days to under 5 minutes.

NYSE

The Cloudera platform has helped The New York Stock Exchange gain real-time insights across more than 20 PB of data to improve market surveillance and confirm member compliance. The platform also enables the organization to incorporate new data sources and extend its analytic use cases to include machine learning.

Novantas

Using Cloudera's modern data platform, Novantas built a self-service customer journey analytics solution. The platform integrates customer accounts and transaction data with third party data, and applies machine learning models to operationalize customer 360.

Harness the Power of Data

Financial services organizations globally are implementing data-driven digital transformation initiatives in order to remain competitive and accelerate growth in a highly regulated environment. Cloudera enables financial services providers to utilize the power of data, analytics, and machine learning to transform their business in order to optimize the customer experience, effectively manage risk, address regulatory compliance, and fight financial crime.

Financial services data comes from a variety of sources - customer profiles, transactions, borrowing and investing behavior, location and spending patterns, clickstream data, call center and alternative data. Much of this data resides in siloes, hard to access mainframes, and batch-oriented, end of day systems. The Cloudera Data Platform enables financial services organizations to integrate any type of data (structured, unstructured or semi-structured), anywhere (at the edge, in the data center, or in any of the public clouds) and enable machine learning to deliver actionable intelligence.

Cloudera Empowers Financial Services Innovation

Cloudera helps financial services firms, including financial institutions, central banks and regulators, stock exchanges, card networks and fintechs, to manage and analyze their data to help them better compete and run their businesses more efficiently while maintaining regulatory compliance.

FINANCIAL INSTITUTIONS	CENTRAL BANKS/REGULATORS	STOCK EXCHANGES/ CARD NETWORKS	FINTECHS
Customer 360	Computational Simulation	Computational Simulation	Customer Cross-sell
AI & Chatbots	Regulatory Reporting	Network Analytics	Alternative Data
Fraud prevention, AML, Compliance	Market Risk Assessment	Fraud Prevention/ AML	Network Analytics
Risk Management	Liquidity Risk	Data Warehouse Optimization	Prospecting

What Cloudera Offers Financial Services Organizations

Cloudera provides the foundation for a comprehensive data and analytics strategy.

- An end-to-end data management, analytics, and machine learning platform that helps financial services firms drive insights and action from any data, anywhere, in real-time.
- Ingest, process, analyze and deliver actionable insights from high volumes of real-time and batch data - including market data, transaction data, FX rates, mobile banking, chatbots, enterprise data sources (core banking, origination platforms, ATMs, investment, loan or call center systems), etc.
- Enable predictive analytics or apply machine learning algorithms to petabytes of data to drive real-time actions such as fraud prevention or next best action and marketing offers.
- Provide multiple analytical options to facilitate improved and iterative modelling in areas such as risk management and regulatory reporting. Maintain strict enterprise data security, governance, and audit trails across on-premise and cloud hybrid environments.

SDX Enables Common Security, Governance and Compliance

Cloudera's SDX (Shared Data Experience) enables safe and compliant self-service access to data and analytics, offering deeper insights from data with increased agility, at lower cost and with reduced risk. Users can set data and metadata security and governance policies once, and SDX will automatically enforce them across data and analytics in hybrid as well as multi-clouds.

This helps financial services organizations achieve and maintain regulatory compliance. A modern data platform decreases business risks, offering consistent security and governance across all data and environments.

Partner Ecosystem

Cloudera maintains a network of trusted business partners worldwide to solve business challenges, complement and expand internal skill sets and enable multi/hybrid-cloud deployments to adopt Cloudera solutions efficiently.

Professional Services

Cloudera's PS team provides you with support to shorten your time to production. We partner with you to provide hands-on technical insight and advice, to share real-world experience and best practices for each stage of the data-driven journey.

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

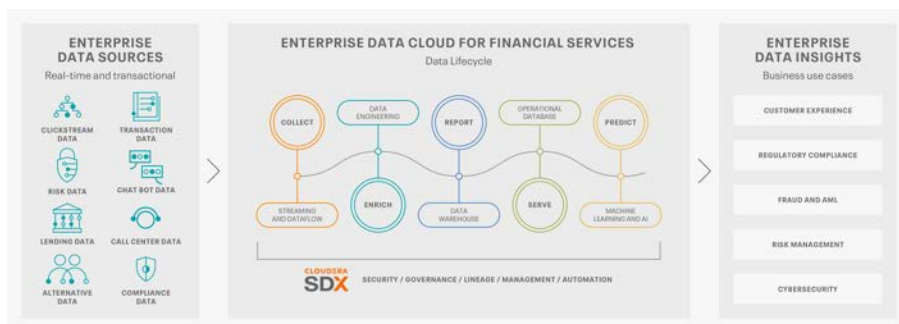
Learn more at: cloudera.com

Unlock the Insight to Drive Value and Efficiency

Today, leading financial services organizations worldwide are adopting an enterprise data cloud strategy using the **Cloudera Data Platform (CDP)** to manage the end-to-end data lifecycle - from collecting raw data at the source, to driving actionable insights and use cases.

With Cloudera, Financial Services organizations can collect data from a variety of sources, both streaming and enterprise data sources, store and process it, and run analytics in real-time or apply machine learning algorithms to all the data in order to drive actionable insights. This is done while maintaining strict enterprise data security, governance, and control across all environments - on-premises and multi or hybrid cloud environments.

Financial Services Data Lifecycle



With CDP, Financial Services organizations can easily ingest data from multiple sources, combining and correlating real-time mobile-banking or market data streams with account activity, borrowing history, core banking and call center data to generate actionable insights - personalized credit offers and financial advice, predictive risk modelling, improved regulatory reporting, timely fraud detection, etc. Any type of data can be ingested and loaded into Cloudera without altering its format or fidelity, while preserving data integrity and enabling security and governance.

Cloudera offers an integrated suite of proven and open data management tools and analytics engines, to run multiple analytical workloads that drive insights, intelligence, and action from the data.

Data scientists can build, test, iterate, and deploy machine learning models and perform advanced analytics and AI on petabytes of data to identify patterns, detect anomalies, and predict potential outcomes.

Cloudera Data Platform

Cloudera Data Platform enables financial services providers to effectively execute their data and analytics strategy.

- **Edge to AI analytics** - All the functions needed to ingest, transform, query, optimize, and make predictions from data are integrated, eliminating the need for costly point products.
- **Data Security & Compliance** - maintains strict enterprise data security, governance, and control across all environments.
- **Hybrid and multi-cloud** - delivers the same data management capabilities across data centers, private, and public clouds.
- **100% Open Source** - open compute and open storage ensures zero vendor lock-in and maximum interoperability.