



**Unlocking business changing
insights for intelligent financial
services**

Executive Summary

Financial services organizations are facing an increasing pressure to transform themselves to deliver on increasing customer expectations and, fulfil stringent compliance requirements and address fraud challenges. Every financial services organization is capable of this transformation but needs to embrace a data-driven approach to operations, processes, and technology.

However, aside from a few companies, most are limited by the ability to effectively use their data due to legacy on-premises infrastructure, siloed data, and lack of skills. These challenges often mean that companies are only able to use a fraction of their data for analysis.

This book shares how Microsoft's Azure Synapse Analytics and Power BI provides an analytics continuum to financial services organizations, empowering them to process a tsunami of data in near real-time and deliver actionable insights to drive personalized customer experiences, and enhance fraud detection and risk management capabilities.

Finally, this book gives you the best way to get started with SNP Technologies for transforming your company into an insights-driven business.

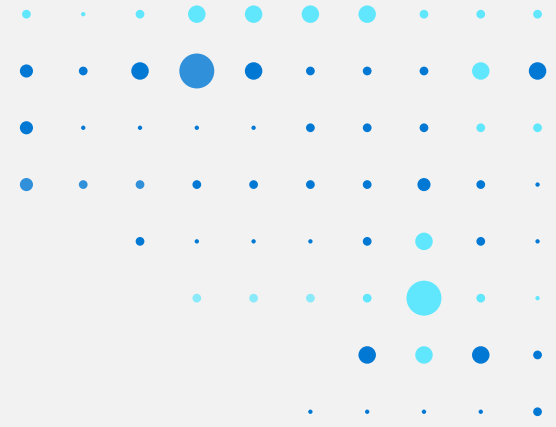
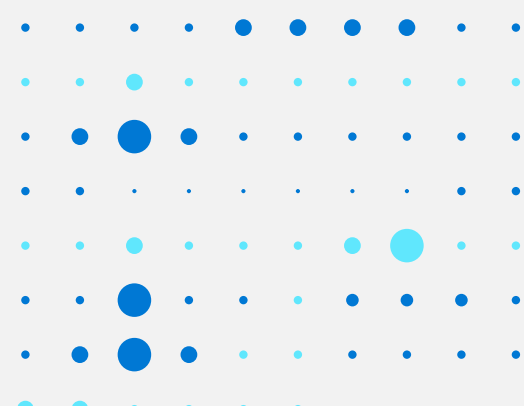


Table of Contents

01	Financial services is evolving. Your data platform needs to evolve too.	Page 04
02	Unlock growth and exceptional customer outcomes with a powerful analytics solution Key solutions enabled by Azure Synapse Analytics and Power BI <ul style="list-style-type: none">• Personalization• Fraud detection• Risk management	Page 05
03	Unlock your data-driven transformation on Microsoft Azure with SNP Technologies Inc.	Page 09



Financial services is evolving. Your data platform needs to evolve too.

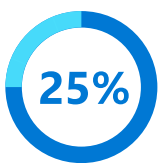
Today, banking and financial services organizations are under even a greater pressure to transform themselves due to trends such as increasing customer expectations, unprecedented regulatory uncertainty, competition from non-traditional players, and cyber-fraud challenges.



banks think removing friction from the customer journey is the most important trend in banking.¹



Gen. Y customers use non-traditional banks.²



Companies think cyber risk is the top threat in the Financial Services industry.³

\$27B

Projected risk technology spending by 2019 Basel III | MIFID LCR | SCE, FDIC, Dodd Frank Ringfencing | Recovery & Resolution GSIB | KYC | PSD-2 | AML | T2S SEPA | FATCA.²

Financial services organizations need to adapt quickly in the short-term and plan to fundamentally transform their ways of working to deliver delightful customer experiences, manage risk across the enterprise, and combat financial crime.

At the heart of this transformation lies data and the ability to generate analytical and predictive intelligence from it.

Unfortunately, your current systems aren't open or designed for data-intensive operations and agile evolutions, making innovation costly and time consuming. They are often rigid and create silos that prevent you from unlocking the insights hidden in that data.

Between both business processes and technology, you need a consistent and holistic approach to data—including everything from how you manage data to how you distribute insights to employees. Only with a consistent approach can you scale efficiently, and enable agile innovation. Finally, your business executives must be fully committed to developing and sustaining a strategic, data-driven culture.

Sources:

1. [Digital Banking Report, Financial Brand](#)
2. [Top Trends in Banking, Capgemini](#)
3. [Top Emerging IT Trends in Banking, Celent](#)



Unlock growth and exceptional customer outcomes with a powerful analytics solution

Microsoft Azure brings the best of analytics and is the only cloud provider to bring the capabilities of data unification and limitless analytics together, enriched with the power of AI and ML, all in a single management workspace with common security and governance.

85% of organizations leveraging Azure Analytics + Power BI report measurable benefits from having well-integrated analytics databases and storage, data management stack, and BI tools.¹

Source:

1. [The Total Economic Impact of Microsoft Azure Analytics with Power BI](#), Forrester

Key solutions enabled by Azure Synapse Analytics and Power BI

01 Personalization

Consumers are increasingly expecting more from financial services organizations, especially because they are accustomed to experiences from leading consumer internet companies. In recent years, many financial institutions have devoted significant capital to digital-and analytics transformations but have still failed to deliver on customer expectations.

Azure Analytics and Power BI enables you to raise the bar on personalization, to the point where you can anticipate customer needs before the customer is aware of them, and offer highly tailored services at the right time, through the right channel.



According to a [McKinsey survey](#), for banks with the highest degree of reported customer satisfaction, deposits grew 84 percent faster than at the banks with the lowest satisfaction ratings.

Delivering personalization offers several strategic advantages:



Democratization of insights

Bring together disparate data sources together to attain a 360-degree customer view and enable intelligent decision making across the organization.



Improved marketing effectiveness

Generate a deep understanding of customer needs and interact with them according to their unique preferences.



Growth of revenue and customer LTV

Deliver relevant real-time offers and insights based on transactional and other data analysis.

02 Fraud detection

Fraud is a pernicious problem. Globally each year, tens of billions of dollars are lost to online fraud. Traditionally, companies have been using rule-based fraud detection applications that aren't accurate enough and can't keep up with the changing behaviors of fraudsters.

Azure Synapse Analytics and Power BI enable you to bring together application log data, transactional information and customer data and leverage advanced analytics to identify potentially fraudulent behavior originating in internet and app-based services as well as other digital channels for retail or commercial banks.



According to a [report from the Association of Certified Fraud Examiners \(ACFE\)](#), organizations are losing around 5 percent of their annual revenues to fraudulent activities.

Delivering fraud detection analytics offers several strategic advantages:



Quickly onboard legitimate customers

Advanced KYC systems easily deny fraudulent or sanctioned entities, speed up onboarding and lower false positives.



Identify and thwart malicious users

Analyze behavioral and response patterns post-login to determine whether users are genuine and stop malicious activity.



Facilitate regulatory obligations

Ensure systemic efficiency by identifying and reporting suspicious activities to the appropriate authorities.



Employ enhanced data analytics

Identify outliers faster to respond to the newest criminal topologies. Deploy enhanced data analytics to conduct ongoing risk scoring.

03 Risk management

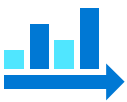
A large part of effective risk management involves accurate reasoning and decision-making in real-time using extraordinarily large and complex data sets. Risk managers have used a number of risk models in the past to achieve insights but are finding them insufficient today due to increasing regulatory requirements, and the need to continuously recalibrate models and access high-frequency data in an agile manner.

Azure Synapse Analytics and Power BI enable financial services organizations to include all types of structured and unstructured data in their risk management platform and build an agile foundation for adapting and evolving their risk processes and tools across market risk and credit risk.



According to [Compliance Week](#), global fines and penalties against financial institutions hit \$36 billion in 2019 for non-compliance with anti-money laundering, know your customer and sanctions regulations globally.

Delivering risk management offers several strategic advantages:



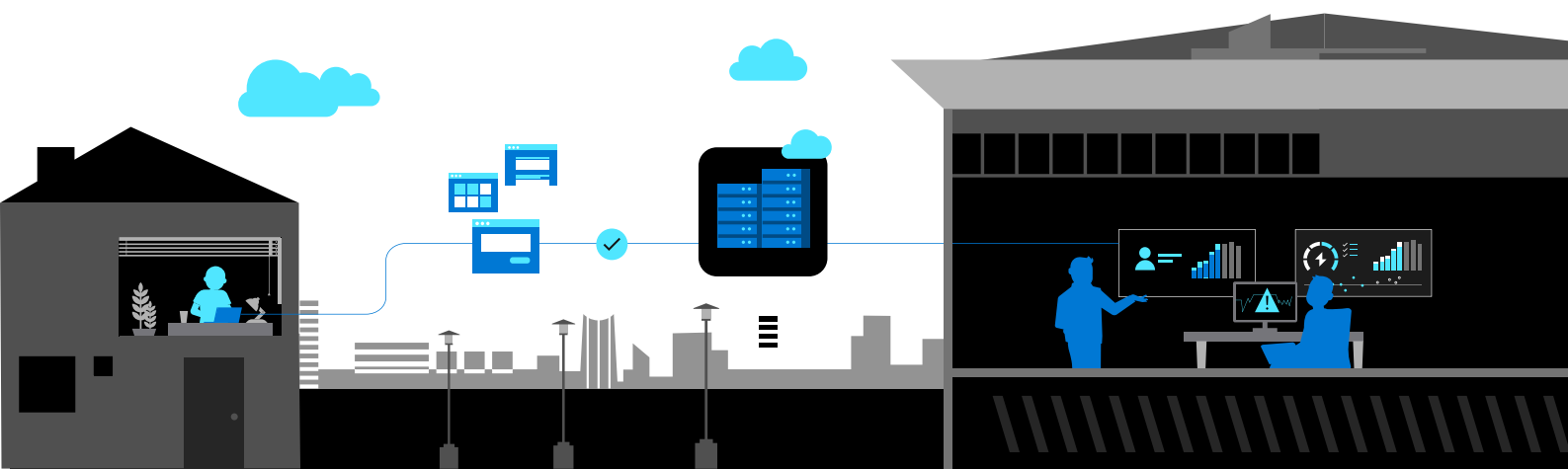
Risk compute

Improves risk management by leveraging scalable compute and analytics to power modeling, insight and regulatory reporting.



Security, compliance and identity

Provides tools to secure user identities and control access. Identify and protect sensitive data and govern critical data and communications channels.





Unlock your data-driven transformation on Microsoft Azure with SNP Technologies Inc.

SNP Technologies Inc. and Microsoft have been strategic partners for over a decade, delivering innovative solutions that help customers harness the power of cloud by delivering tangible business results on the Microsoft platform ensuring our customers have the insights, agility, scalability and security they need to transform their business.

As an established Gold partner, SNP Technologies Inc. supports the Microsoft vision to enable digital transformation for the era of an intelligent cloud and an intelligent edge and empower every person and every organization on the planet to achieve more.



MICROSOFT AWARDS

- **2021** Partner of the Year for Business Excellence in Solution Assessments
- **2019** US Partner of the Year for Intelligent Cloud – OSS on Azure
- **2019** Partner of the Year Finalist



- Gold DevOps
- Gold Data Platform
- Gold Data Analytics
- Gold Cloud Platform
- Gold Datacenter
- Gold Cloud Productivity
- Gold Application Development
- Gold Application Integration
- Gold Collaboration & Content
- Gold Security



ADVANCED SPECIALIZATION

- Windows Server and SQL Server Migration to Azure
- Modernization of Web Applications with Azure
- Azure Virtual Desktop
- Kubernetes on Azure
- Networking Services
- Cloud Security

Take the first step with a 4-Week Microsoft Azure Analytics Assessment

Gain an in depth understanding of the opportunities available in your environment to improve productivity, reduce cost and optimize investments.

In this assessment, we will provide a hands-on consulting engagement, in which we will first understand your current data infrastructure and then share how you can leverage the Azure Data Estate (Azure Synapse, Power BI, Azure Data Factory, and Azure Data Lake) to design a scalable, secured and high performing data platform and BI system.

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LinkedIn



Twitter

Our delivery process



Discover

Understand your data estate to identify the scenarios where Power BI with Azure Synapse can be leveraged.



Brief

Provide an overview of the Azure Data Estate and how you can leverage it to design a scalable, secured, and a high performing data platform and BI system.



Next steps

Provide the roadmap to a proof-of-concept and subsequently a final implementation.