

Capitalize on the Value of Bank Data

Drive customer engagement and realize operational efficiencies with advanced analytics

89%

of marketers expect customer experience to be their primary differentiator by 2017, according to Gartner.¹ Customer experience is a huge opportunity for banks, which are among the biggest aggregators of customer data. Banks can use insights from customer data to improve customer experience and lead to increased revenues, profits and risk mitigation.

Learn how the right technology allows you to gather, store, integrate and analyze customer data, and turn it into actionable insights.

MAXIMIZE DATA EFFECTIVENESS



CUSTOMER EXPERIENCE

Decrease customer churn, increase customer cross-selling and upselling, and improve service.



COMPLIANCE

Satisfy governance and compliance requirements, including data collection, metadata tagging and reporting capabilities.



INNOVATION

Efficiently and cost-effectively enable innovation within the bank ecosystem.

BEST PRACTICES

CUSTOMER EXPERIENCE

Obtain and blend customer information from all customer touchpoints.

Access live customer data to make more productive and profitable decisions on the fly.

Understand current and potential customer segments better with social media integration.

COMPLIANCE

Expand ability to collect data from multiple sources, including mobile.

Strengthen ability to search data and produce reports before deadline.

Avoid financial penalties due to compliance failure.

INNOVATION

Ensure that introduction of new technology cannot disrupt operations.

Introduce new innovations without disrupting existing infrastructure or applications.

Implement new solutions that are future-ready.

OBSTACLES TO IMPLEMENTATION

Many banks rely on a varied collection of business systems and complex data relationships which forces them to operate under a reactive client engagement model. This exposes banks to high levels of customer churn, undermines business performance and can lead to compliance failures.



70%²

of banks do not have complete ability to translate insights from data into business outcomes.



70%²

do not have full access to data anytime, anywhere.



71%²

are not completely ready with aggregation of diverse data sets for analytics.

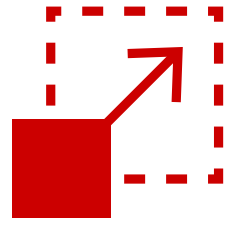
HITACHI SOLUTIONS

Hitachi provides frameworks, data model architectures, data integration and data enrichment to exploit Hadoop processing, machine learning and analytics. We enable customer relationship management (CRM) solutions to improve customer experience by providing timely, accurate and customer-focused information to the business and sales teams.



INTEGRATED

Employ a single end-to-end software platform for the entire data analytics pipeline.



SCALABLE

Execute analytics easily within a scalable data lake to identify new business correlations.



INTUITIVE

Intuitive tool set reduces the number of tools, and accelerates design and deployment of big data analytics by up to 15 times.

ADVANTAGES OF HITACHI ANALYTICS SOLUTIONS

Business analytics with more visual tools, and compelling, intuitive and customizable dashboards

Reduced number of analytics tools, licensing costs and service maintenance fees with a single platform

Ability to blend structured and unstructured data sources together using on-premises infrastructure, or the cloud

Ability to extract data from multiple sources and formats, without hand coding, while leaving data in place

Analytics on blended data, which is streamlined and does not require "rip and replace" of existing infrastructure

Modern distributed architectures like Hadoop and Spark to gain correlations and business outcomes at scale

Open standards-based architecture that makes it easy to integrate data from multiple sources and formats automatically, at scale

Support for the broadest spectrum of big data sources, enabling self-service analytics

Analytics reporting of regulatory-compliant data by maintaining data lineage and chain of custody

REAL RESULTS

IMPROVED COMPLIANCE AND CUSTOMER ENGAGEMENT IN A SINGLE SOLUTION

Hitachi is working with a global bank to build a comprehensive data lake using Hitachi Content Platform and Pentaho Data Integration which will be used to satisfy new regulations and reporting requirements. The solution is being developed with an eye toward the future so the data lake can also be the source repository to enable new customer products and solutions as the bank's analytics capabilities mature.



MATTHIAS KREFT
Head of IT, DZ Bank (Germany)

“ [Working with Hitachi] not only have we switched smoothly to a modern storage environment, but we have also **revolutionized the business model** in the field of storage in one go and prepared our institution to deal with any eventualities when it comes to data growth. ”

LEARN MORE ABOUT ANALYTICS AND THE CUSTOMER EXPERIENCE

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