Re-Envisioning
The Future of Banking
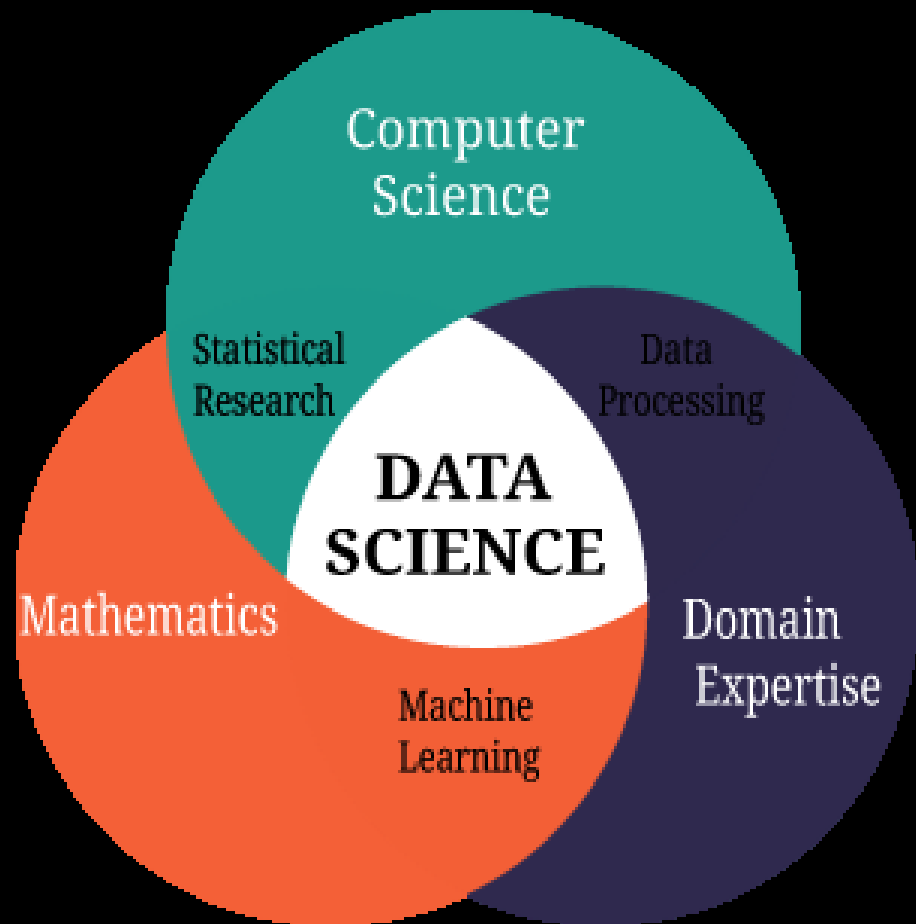
Big Data…Big Opportunities
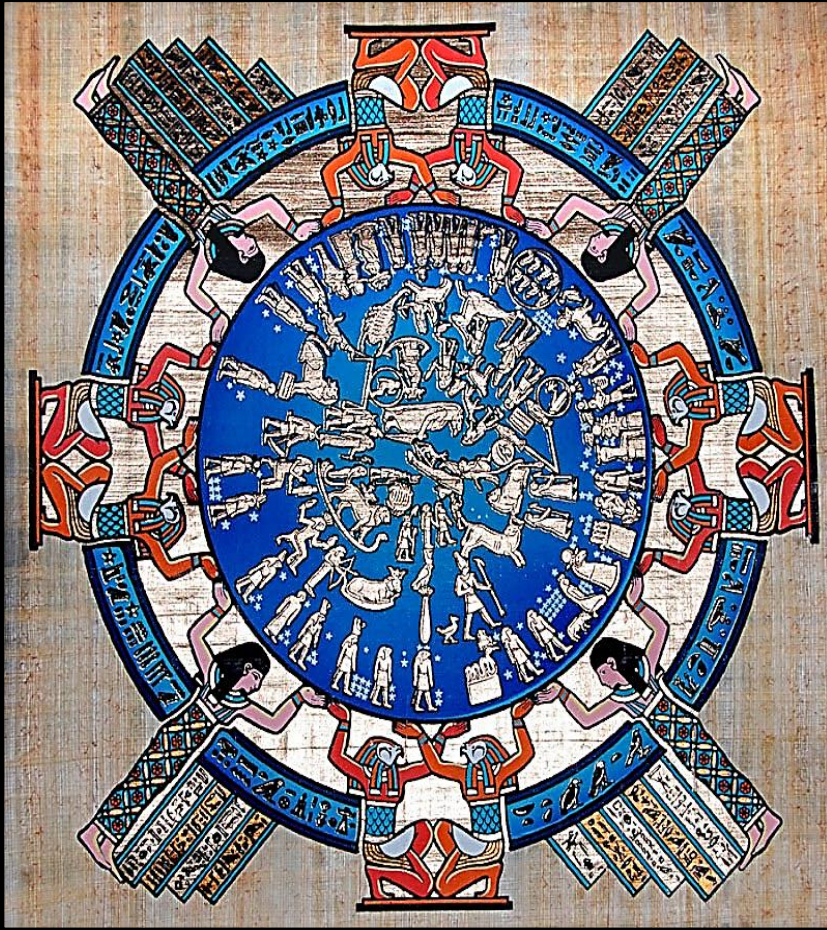
What Is Big Data?
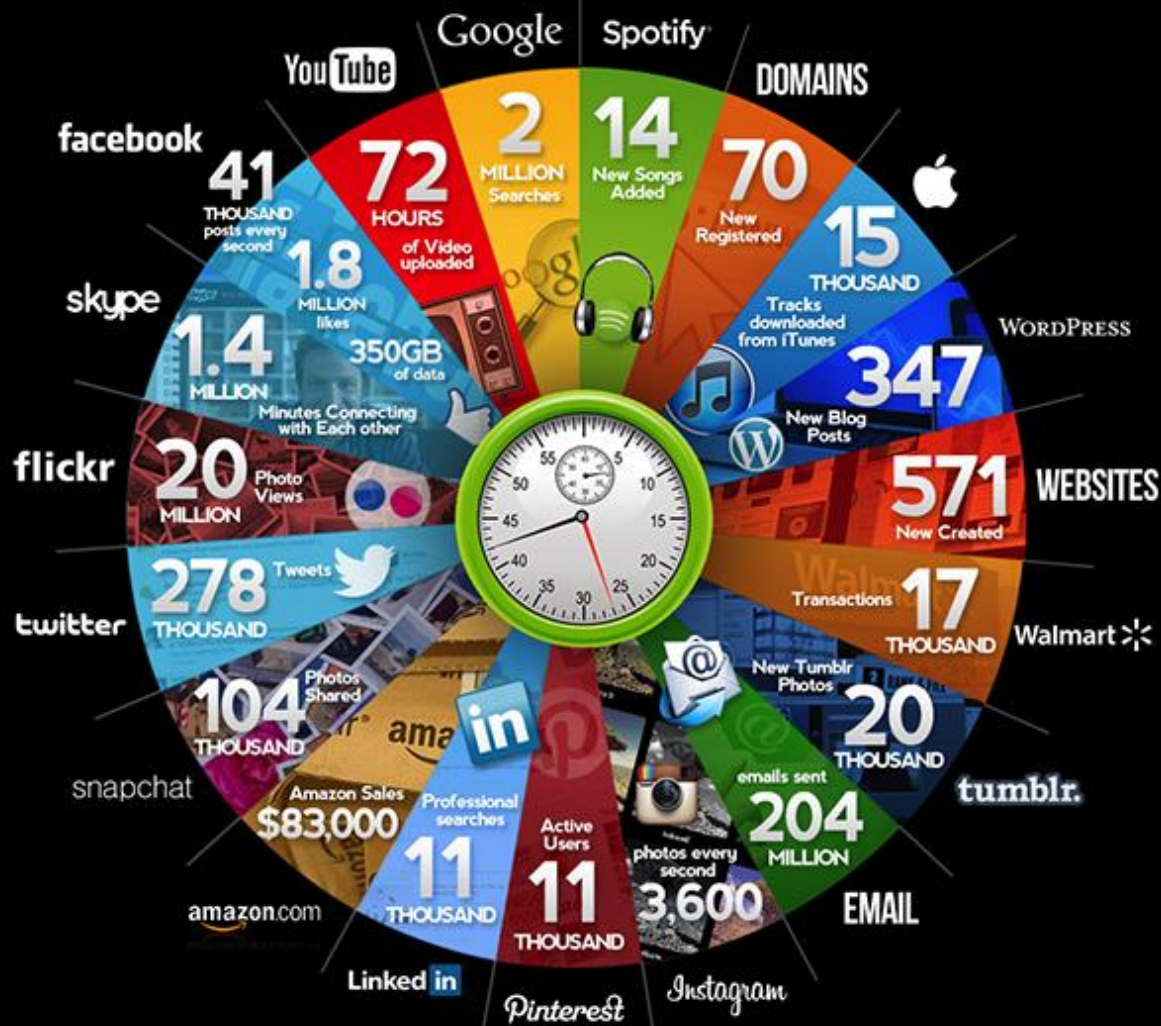
"Big Data is not about data"

Gary King, Harvard University

Why?

CURRENT VS. FUTURE BANK

Product-Oriented
Portfolio of products is more industry focused than customer focused

Customer-Oriented
Products and services are tailored to serve customers' needs

Sales "Push" Strategy
Product sales are mainly driven by pre-set business targets

Sales "Pull" Strategy
Product sales are customized according to the customers' preferences

Single-Channeled Applications
Single separate application for each product type (different source systems)

Integrated Applications
Single application serving a complete customer profile (one integrated data lake)

Single-Channeled Risks
Risk identified solely only on product level within the bank

Market/Operational Risks
Risk accounted for in light of market position versus competitors
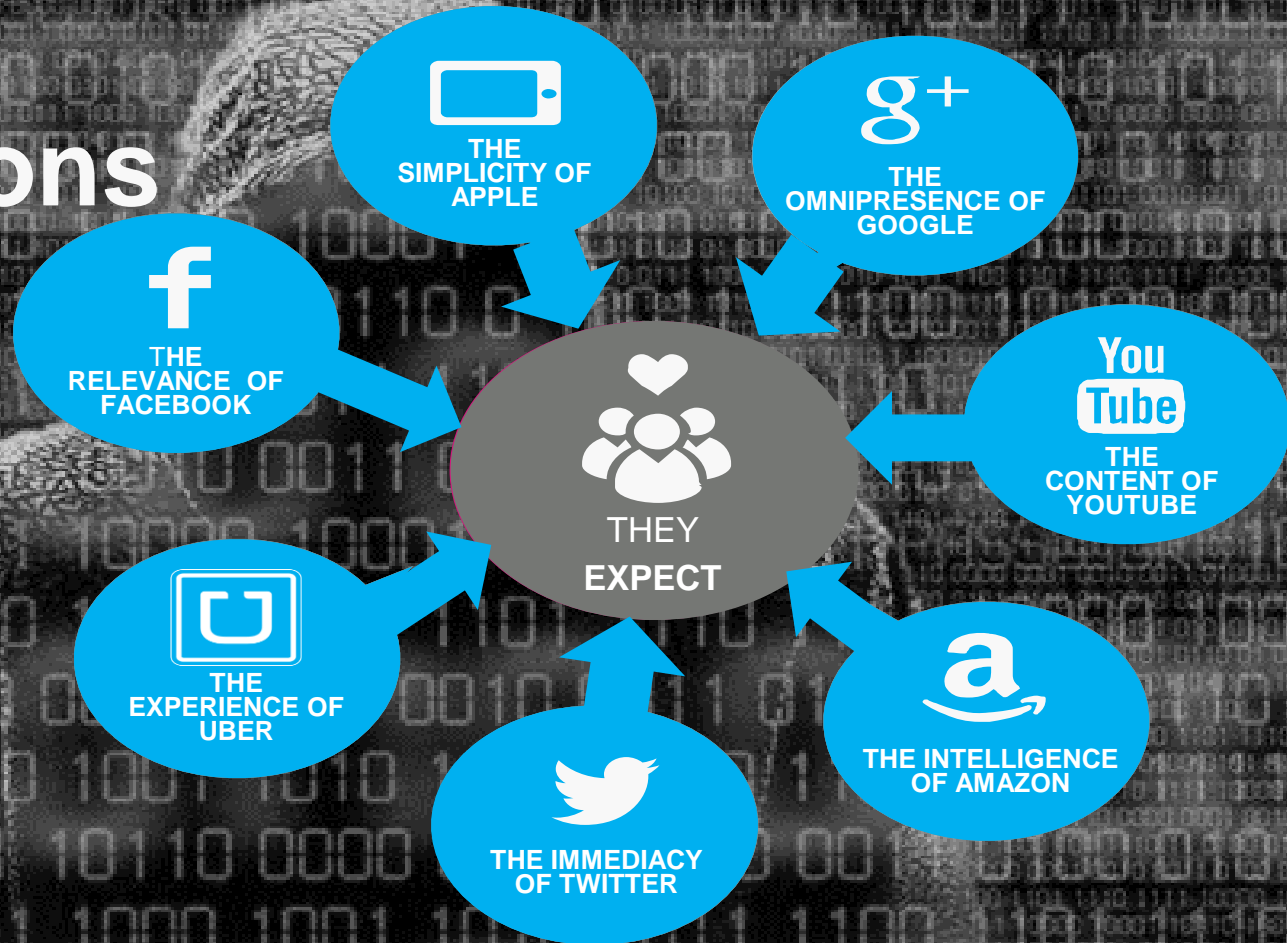
digital is a lifestyle
not a technology
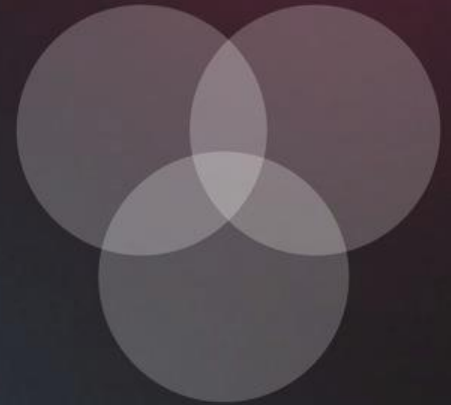
customers expect brands
to support their
digital life

CIB
A BANK TO TRUST

firms are re-imagining how they adapt to the customer's digital lifestyle

We Have To Be Ready For Banking Uberization

Silicon Valley is good at getting rid of pain points. Banks are good at creating them.

Jamie Dimon,
CEO and chairman,
JP Morgan Chase

Designit

New Banking Value Chain

Venture Scanner

Clear transition from "product-focused" to "customer-centric" business models.

"Product-focused"
businesses operating models

Customers Relationships and Channels were used
to distribute products to a given Customer Segment.

"Customer-centric"
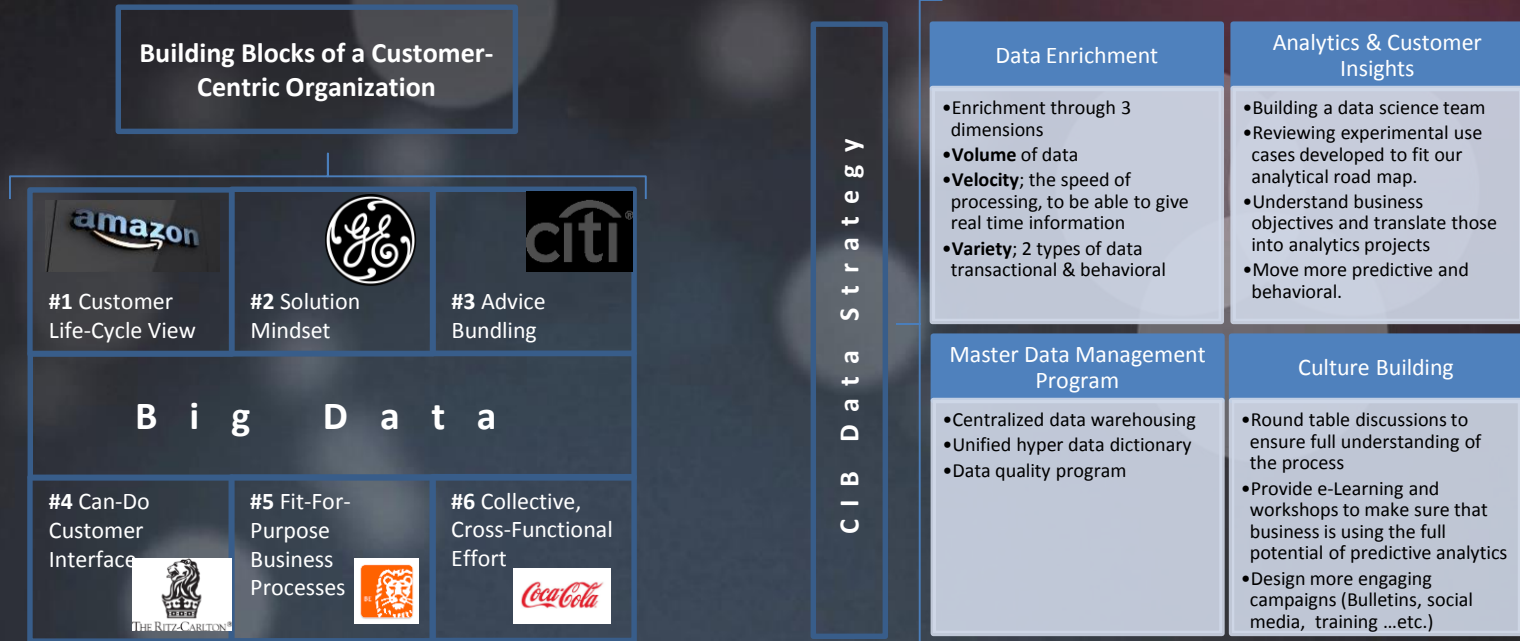businesses operating models

Customers, when choosing to purchase and receive
products, freely decide what kind of relationship
they want to maintain at any given moment.

How?

Banking on Customer Centricity

Migrate Up From "Pushing Products" to "Winning Customers"

Building a truly customer-centric organization to cater to customers without incurring debilitating costs in complexity

Building Blocks of a Customer-Centric Organization

#1 Customer Life-Cycle View

#2 Solution Mindset

#3 Advice Bundling

B i g   D a t a

#4 Can-Do Customer Interface

#5 Fit-For-Purpose Business Processes

#6 Collective, Cross-Functional Effort

CIB Data Strategy

Data Enrichment
- Enrichment through 3 dimensions
- **Volume** of data
- **Velocity**; the speed of processing, to be able to give real time information
- **Variety**; 2 types of data transactional & behavioral

Analytics & Customer Insights
- Building a data science team
- Reviewing experimental use cases developed to fit our analytical road map.
- Understand business objectives and translate those into analytics projects
- Move more predictive and behavioral.

Master Data Management Program
- Centralized data warehousing
- Unified hyper data dictionary
- Data quality program

Culture Building
- Round table discussions to ensure full understanding of the process
- Provide e-Learning and workshops to make sure that business is using the full potential of predictive analytics
- Design more engaging campaigns (Bulletins, social media, training …etc.)
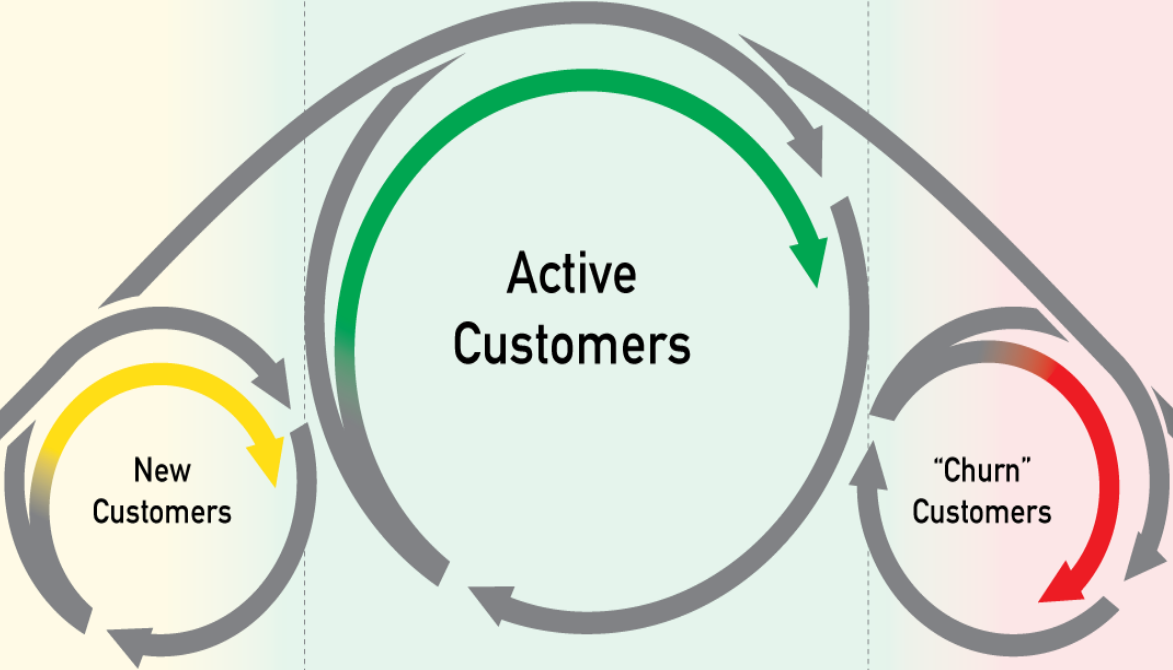
18

Why Do We Need A Data Lake?

Management

Business

Information
Technology

Business Intelligence

DO IT YOURSELF

UNIQUE OPPORTUNITIES EXIST IN EACH PHASE OF THE CUSTOMER EXPERIENCE TO PROVIDE MORE VALUE AND PERSONALIZATION FOR YOUR AUDIENCE.

Active Customers

New Customers

"Churn" Customers

THANK YOU!