Actionable insights help banks and financial services firms in digital transformation

Challenges facing the industry

Economic turmoil, demanding customers, and regulatory pressures are constant challenges to the banking and financial services industry.

In its worldwide business analytics services forecast (published September 2014), International Data Corporation (IDC) forecasts business analytics services spending will reach $89.6 billion in 2018 and $51.6 billion in 2014, representing a 14.7% compound annual growth rate (CAGR).

Data growth has been explosive as the digital economy continues to grow

Cloud has become a force multiplier allowing organizations to scale IT infrastructure, platforms and application usage at will

The proliferation of social and mobile as platforms of engagement has meant that more and more information is generated and accessed by more and more people

This nexus of forces is complemented by big data and analytics, allowing firms to extract not just meaning, but actionable insights from data

Analytics will take center stage as the volume of data generated by embedded systems increases and vast pools of structured and unstructured data inside and outside the enterprise are analyzed. Organizations need to manage how best to filter the huge amounts of data coming from the Internet of Things, social media and wearable devices, and then deliver exactly the right information to the right person, at the right time. Analytics will become deeply, but invisibly embedded everywhere.

Gartner, 2014
http://www.gartner.com/newsroom/id/2867917
The banking and financial services industries have been adopting analytics across three broad functional areas of Customer, Risk and Operations Analytics.

**Reduce costs**
- Supply Chain Analytics
- Claims Analytics
- Call Center Analytics
- Workforce Analytics
- IT Operations Analytics
- Spend and Usage Behavior Analytics

**Grow Business**
- Market Sizing & Segmentation
- Acquisition Strategy
- Cross-sell and Retention
- Marketing Mix Optimization
- Campaign Effectiveness
- Sales Effectiveness
- Customer Satisfaction
- Social Media & Digital
- Churn management

**Manage Risks**
- Risk assessment, scoring and rules engine
- Fraud prediction & mitigation
- Credit Risk, AML, Loss
- Forecasting
- Default Management,
- collections analytics
- Regulatory Compliance
- (Basel, CCAR, etc.)
- Trade Cancels & Settlement
- Analytics

By leveraging data analytics, Key Bank can better understand customer preferences behaviours and deliver tailored offers, services and solutions.

*Amy Brady*
Chief Information Officer at Key Bank, a unit of KeyCorp (US)
Analytics solutions for the Chief Risk Officer & Chief Financial Officer

Analytics can help CROs make more intelligent, data driven decisions to mitigate enterprise risk. Marketing officers are always under pressure to increase their share of wallet, derive higher ROI from their marketing campaigns and evolve with the rise in digital technology to offer an enhanced customer experience.

- Revenue forecast analytics
- P&L attribution

- Credit Risk and Counterparty Risk Management
- Stress testing, Basel II modeling, CCAR compliance delivered within budget and within timelines
- Build and maintain accurate risk models that comply with regulatory requirements (ModelEye)
- Risk based pricing and scorecards
- Delinquency Management

- Detecting, preventing and mitigating fraud risks in real-time.
- Application and transaction fraud monitoring
- Real-time rules monitoring
- Anti Money Laundering Solutions
Analytics solutions for Chief Marketing Officer & Chief Customer Officer

We offer analytical solutions across the customer lifecycle to help the marketing function of the organization:

- Enhance digital experiences for customers
- Product comparison & attribute sentiment
- Track sentiment, influencers, brand equity, trends, etc.

- Channel performance analytics
- Determination of key factors influencing decisions
- Marketing Budget Optimization

- Acquisition and churn analytics
- Loyalty Program/Usage Drivers
- Segmentation and targeting
- Customer Lifecycle Value (CLV) estimation
- Contact Center Call Volume Reduction

Customer Engagement
Analytical Insights across the customer journey in the organization can help acquire, engage, manage and retain customers.
Why Cognizant?

Perceptible business results

Projects are staffed with data scientists, analysts and industry consultants with rich experience in helping clients like you achieve their business goals.

**Model Monitoring**
For Leading mortgage Services & Lenders in US

- **80%** 🔻 Reduction in manual effort by automating model performance report generation

**Risk Analytics**
For a Leading Credit Card Company

- **40%** 🔺 Improvement in model accuracy through better merging and deduplication of relevant data sources and improved modelling

**Spend Analytics**
For a leading Global Bank

- **$2M** 🔻 Reduced MDS (Market Data Spend) by rationalizing usage

**Score Implementation**
For a Leading mortgage Data Aggregator

- **80%** 🔻 Optimized Model code and ported to a Big Data platform to reduce Model execution time

**Fraud Analytics**
For a Leading Cards Payment Processor

- **15%** 🔻 Reduction in manual review cost due to reduction in false positive

**Campaign Analytics**
For a leading US Bank

- **25%** 🔺 Increase achieved in 3 year ROI
Innovation that matters to you

Cognizant has developed scalable solutions and alliances so you can unlock insights faster.

Scalable analytics IP and solutions developed so we can help you quickly unlock significant value from your data.

Cognizant ModelEye
Enterprise Model Inventory Management and Monitoring Platform

Cognizant EconomicScenarioGenerator
Helps banks predict portfolio performance under stressed scenarios

Cognizant devHALO
Solution to predict and prevent failures in IT Infrastructure systems

Cognizant MerchantDashboard
Helps merchants understand customer behavior and enhance revenue

Cognizant VoiceofCustomer
Analyzes customer data to understand customer experience and pain points

Our industry partnerships help you get the best technology

Service delivery you can rely on

Proven Cognizant delivery model, fast on-ramps for project teams, regular touch points to ensure directional alignment.

- Over 3000 professionals including Data Scientists, Analysts and Domain Consultants.
- Delivery centers in NA, UK, Europe, APAC & Latam.
- Worked with 9 of the top 10 European banks, and 6 of the top 10 North American banks.
About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 211,500 employees as of December 31, 2014, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: @Cognizant.

Let’s Talk

If you’re looking for ways to accelerate data-based decision making and improve business performance, we’d like to be your analytics partner. For more information, please visit www.cognizant.com/enterprise-analytics or contact us at BFSanalytics@Cognizant.com.

World Headquarters
500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters
1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters
#5/35 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060