

Make Big Data Your Big Advantage in Financial Services

Your customers love digital. They increasingly use online, mobile, and social channels, which add yet more data to the huge amount of customer information already handled by banks and insurance firms like yours. Manage big data and you can:

- **Seize expanding market opportunities** by knowing more about your customer
- **Reduce the rising threat of fraud**
- **Meet the great expectations** of customers with a personalized, multichannel experience

Consolidating big data with secure transactional data across internal silos is not only helpful for regulatory compliance but also essential for unlocking valuable customer insights and innovation.

THE BUSINESS OPPORTUNITIES

Provide a superior customer experience



Acquire and serve customers who have a higher profitability potential¹

Prevent fraud and mitigate risk



Money laundering is almost **5X** more likely to occur in financial services than in other industries²

Protect your reputation



30% believe that the most severe impact of fraud is reputational³

THE CHALLENGES...

Integrating big data



57% of banks report too many internal silos as the biggest big data challenge⁴

Personalizing service



84% regard IT roadblocks and lack of technology as barriers to adopting or improving personalization⁵



Just **37%** of customers are satisfied that their bank understands their needs and preferences⁶

Engaging younger customers



Customers aged 18–36 are **twice as likely to switch providers** if mobile and online services aren't supported⁷

Regulatory compliance



94% of executives in the industry find **management of regulations** challenging⁸

...AND THE REWARDS

Be a champion



90% think skillful use of **big data will define the future winners** in financial services⁹

Be a leader



62% believe big data analytics **create competitive advantage**¹⁰

Be personal



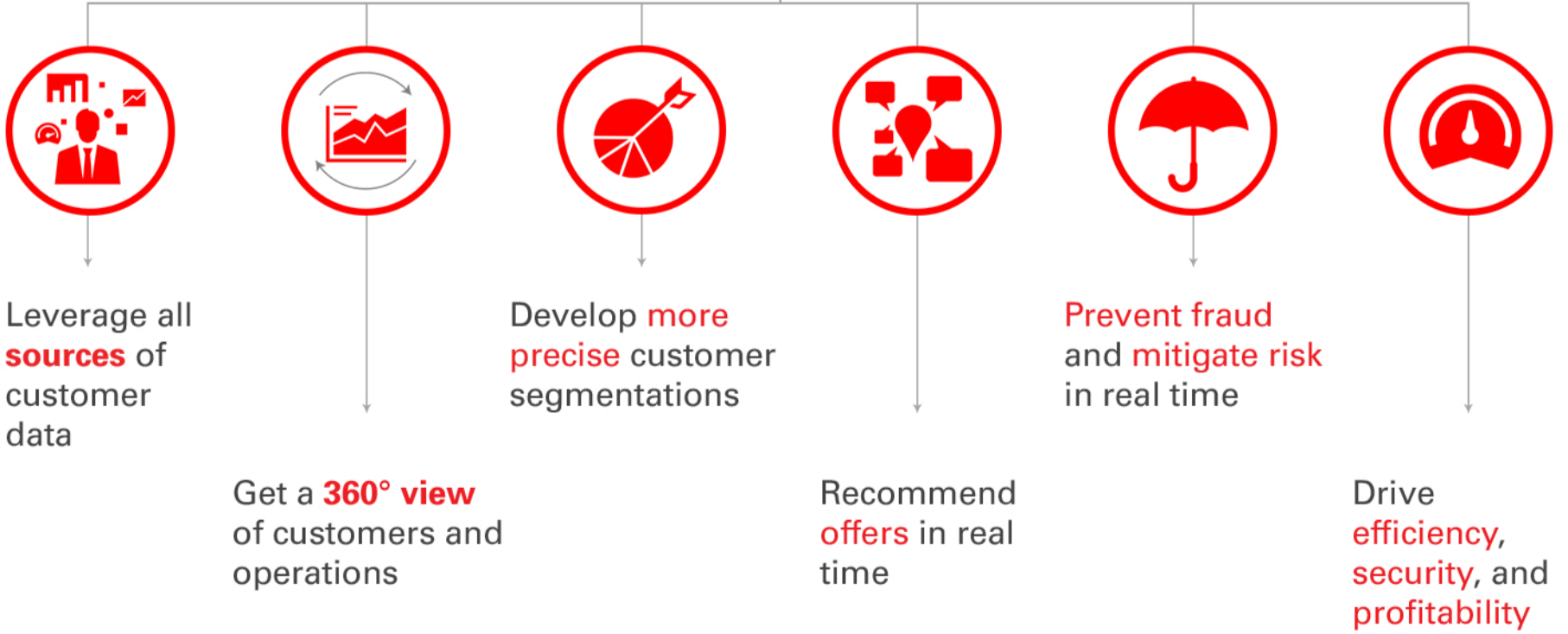
94% believe that **actionable recommendations** are critical to current and future success¹¹



49% of consumers consider **personalized offers** important¹²

ORACLE CAN HELP

Oracle lets you harness big data simply and effectively. Oracle's enterprise platform for financial services firms unites business applications, discovery and predictive analytics, data management, and data integration.



CONCLUSION



Don't miss the opportunity to convert big data into competitive advantage. Act now.

oracle.com/big-data-industry

¹ IDC, "Best Practices: IDC Maturity Model Benchmark—Big Data and Analytics in Financial Services," 2014, <http://www.idc.com/getdoc.jsp?containerId=prUS24808014>
² Pricewaterhouse Coopers, "Global Economic Crime Survey," 2014, <http://www.pwc.com/gx/en/economic-crime-survey/key-findings.jhtml>
³ Ibid
⁴ Capgemini Consulting, "Big Data Alchemy: How can Banks Maximize the Value of their Customer Data?" 2014, http://www.capgemini-consulting.com/resource-file-access/resource/pdf/bigdatainbanking_2705_v5_0.pdf
⁵ Econsultancy, "Marketing Attribution Trends Briefing: Digital Cream London 2014," 2014, <https://econsultancy.com/reports/marketing-attribution-trends-briefing-digital-cream-london-2014>
⁶ Capgemini Consulting, "Big Data Alchemy: How can Banks Maximize the Value of their Customer Data?" 2014, <https://econsultancy.com/reports/marketing-attribution-trends-briefing-digital-cream-london-2014>
⁷ AlixPartners, "AlixPartners Mobile Financial Services Tracking Study," 2014, <http://www.alixpartners.com/en/MediaCenter/PressReleases/tabid/821/articleType/ArticleView/articleId/1060/As-Consumer-Banking-Behavior-Continues-to-Evolve-Mobile-is-Now-Mainstream-Says-AlixPartners-Study.aspx>
⁸ <http://www.roberthalf.co.uk/id/PR-03626/financial-services-industry-find-management-of-regulatory-regime-challenging>
⁹ Celent, "How Big is Big Data? Big Data Usage and Attitudes Among North American Financial Services Firms" <http://www.celent.com/reports/how-big-big-data>
¹⁰ Ibid
¹¹ Econsultancy, "Marketing Attribution Trends Briefing: Digital Cream London 2014," 2014, <https://econsultancy.com/reports/marketing-attribution-trends-briefing-digital-cream-london-2014>
¹² Ruby Newell-Legner, "Understanding Customers," 2014, <http://www.helpscout.net/75-customer-service-facts-quotes-statistics/>