

Project	3389 IBM Data Management Financial Services Demo
Document Title	3389_IBM_Data_Mgmt_Financial_Svcs_Demo_CR_102111.doc
Date	October 21, 2011
Client	IBM
Centerline Leads	Project Leads: Rebecca Dole, Kristen Powers Creative Lead: Charlotte Moore

## **3389 IBM Data Management Financial Services Demo As-Produced Transcript**

### **Wayne Wilczynski, Executive Consultant, Banking and Financial Markets Global Leader – Information Agenda**

Financial services companies are trying to overcome the perception that is being built as a result of the credit crisis which, although started in some parts of the world, has clearly extended well beyond.

The three areas of business imperative that IBM has identified in financial service companies include driving growth and profitability, improving operational efficiency, and supporting an effective risk and compliance management program.

#### **Growth**

Those that can really gather that information and act upon that insight at the face-to-face level will clearly be the winners in this competitive marketplace.

If financial services companies wait to build analytic models to determine their segmentation strategy and their offerings to customers individually, they will be left behind...

...it will be very important to have the market insight and the consumer knowledge of behaviors and trends in order for them to really capitalize and grow into these new areas.

#### **Efficiency Chapter**

It's very difficult to anticipate, really, the tea leaves of regulatory compliance in the future, and therefore very difficult to plan... This could be extremely costly for financial services companies, so they are reacting by becoming much more agile and much more capable of meeting regulatory requirements on a much more efficient and lower cost basis.

IBM has helped clients manage the unstructured content, the forms, the documents and the data that precludes the need for handoffs and creates a very seamless process that provides speed to market, that provides transparency to the customer as well as the bank. We've seen improvements as much as 30% in just the efficiency of processing alone

**Risk Chapter**

Areas where information management solutions can mitigate risk are in the areas of identity resolution, counterparty risk management and minimizing risk in internal breaches. These are all areas where information management can provide assistance.

One client was able to achieve a significant improvement in their watch-list checking and AML monitoring. By utilizing data in more real time fashion, with intelligent alerts and an improved workflow, they experienced a 70% reduction of false positives, which, no surprise, generated an ROI within three months.

IBM solutions help at the data level, so that it can be consumed by any application at any time, and provide analytic operators against that data in real or near real time, so that faster decisions can be made, and controlled, in any workflow or process.

IBM's information agenda approach provides the subject matter and industry expertise needed to develop a sound strategy. ... Following that road map in a business and IT aligned manner, as well as a controlled manner, will drive success of the business goals that our clients want to achieve.

Financial services companies have been effective in slowing down from a freefall in the elevator car. But to get back up, they are going to have to be able to be smarter on the trip up to higher floors of financial success. And through the use of information and using Business Analytics and Optimization, they will achieve that financial success, and who knows how high they will go.