



What is #BigData?



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Information is the Primary resource of Financial Services

What does Big Data do for a financial services firm?

Competitive Advantage

- More complete view of the market
- Proactive risk management
- Use more data to better understand sentiment – social, website, survey, public

Customer Insight

- Quicker time to insight
- Better customer segmentation
- Tailor and track product cross-sell, up-sell, and bundling opportunities – recommendations, targeted marketing

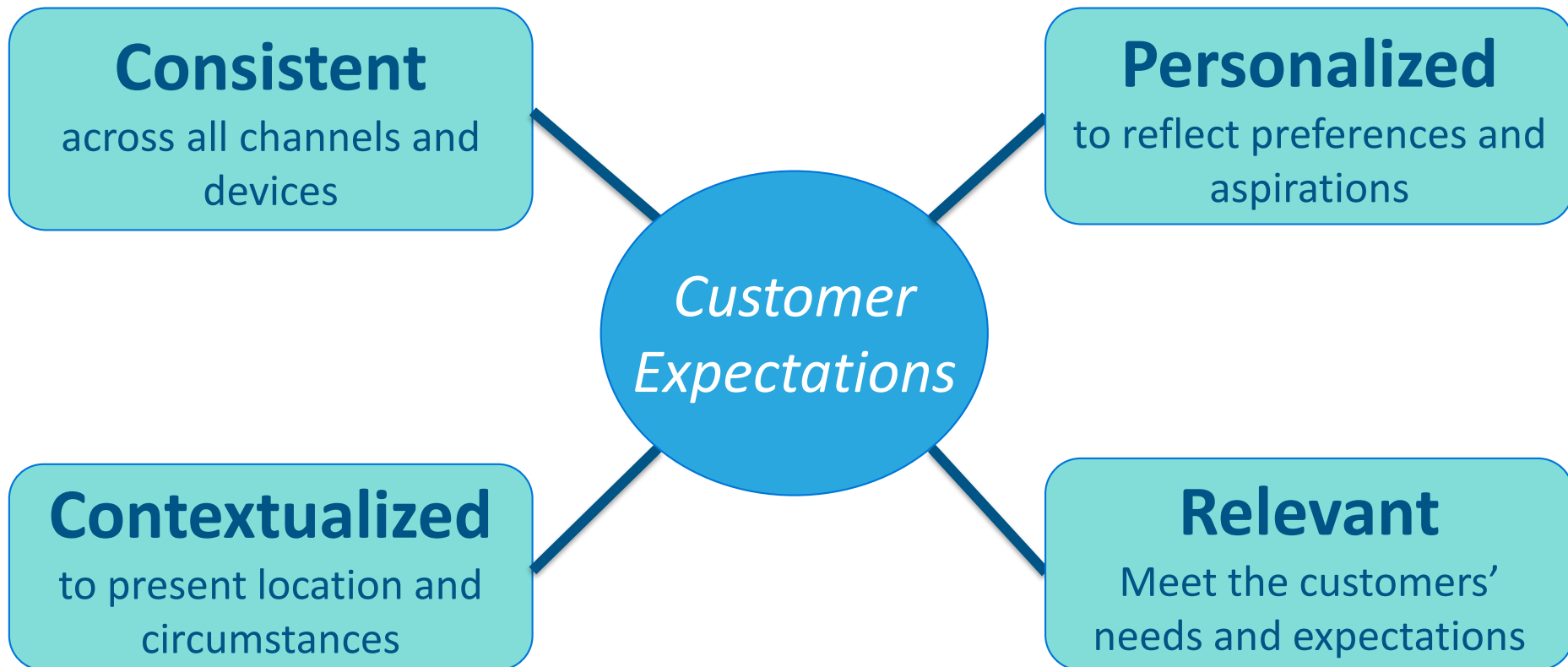
Cost Savings

- Store more data at lower costs



Customer Experience Expectations

Focusing on the brand, not channel or device





The Customer 360° Profile

Who are you

Where are you

What have you
purchased

What content do you
prefer

Who do you know

What can you afford

How can we reach
you

How / why have you
contacted us



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