

 **IZAC | Banking**



Data-Related Trends in Banking

Regulatory Framework

To gain insights from various bank records and manage regulatory compliance requirements.

Mobile Banking

Ability to put temporary holds on cards, view recurring charges, or scanning a fingerprint to log into an account.

Investment Banking

With the rise of robo-advisors, artificial intelligence (AI) and robotic process automation are starting to infiltrate the money management space. Predictive analytics can help investors make wiser and more profitable decisions in real-time—while saving on costs.

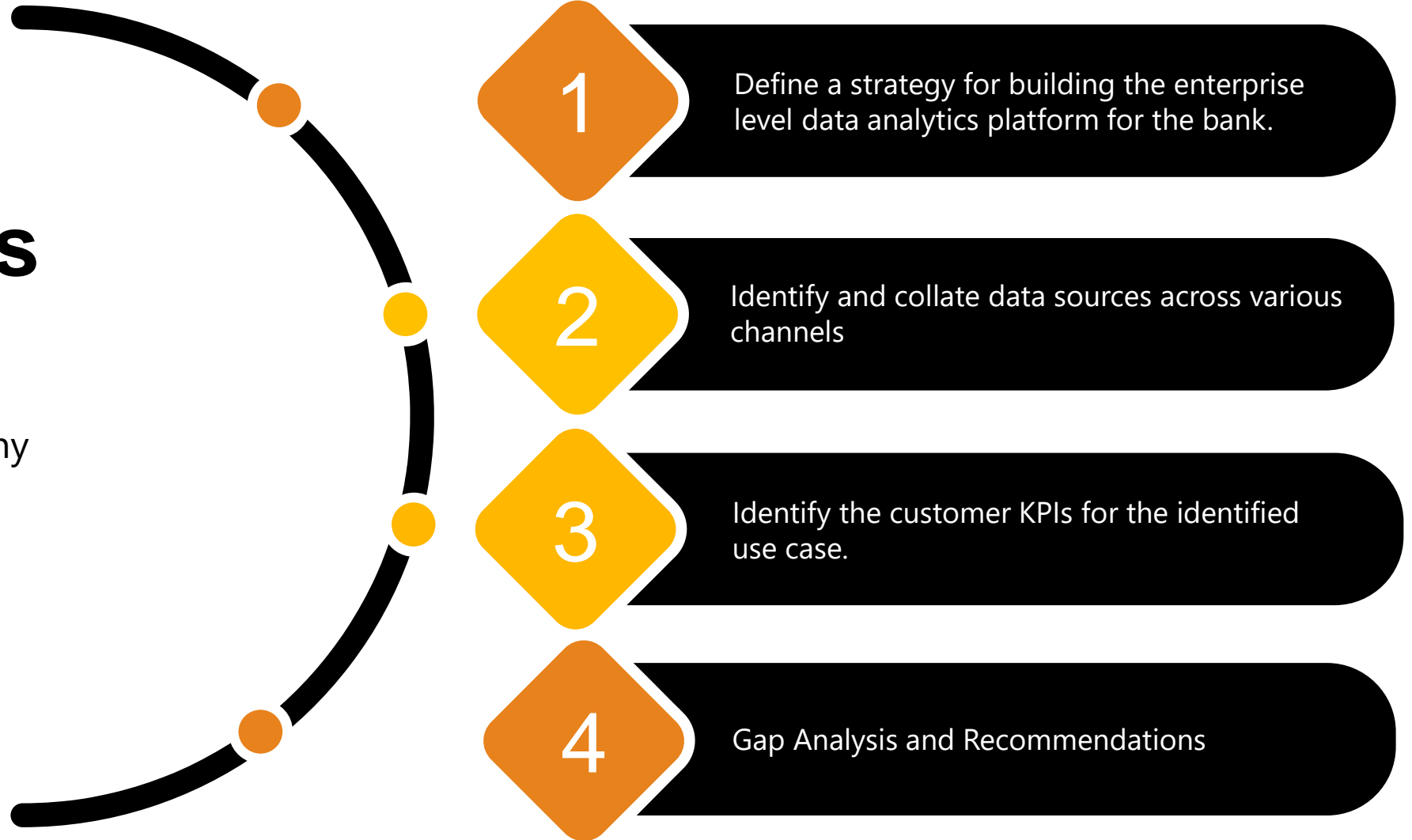
Banking as a Service

BaaS platforms enable fintechs and other third parties to connect with banks' systems via APIs to build banking offerings on top of the providers' regulated infrastructure.



Objectives

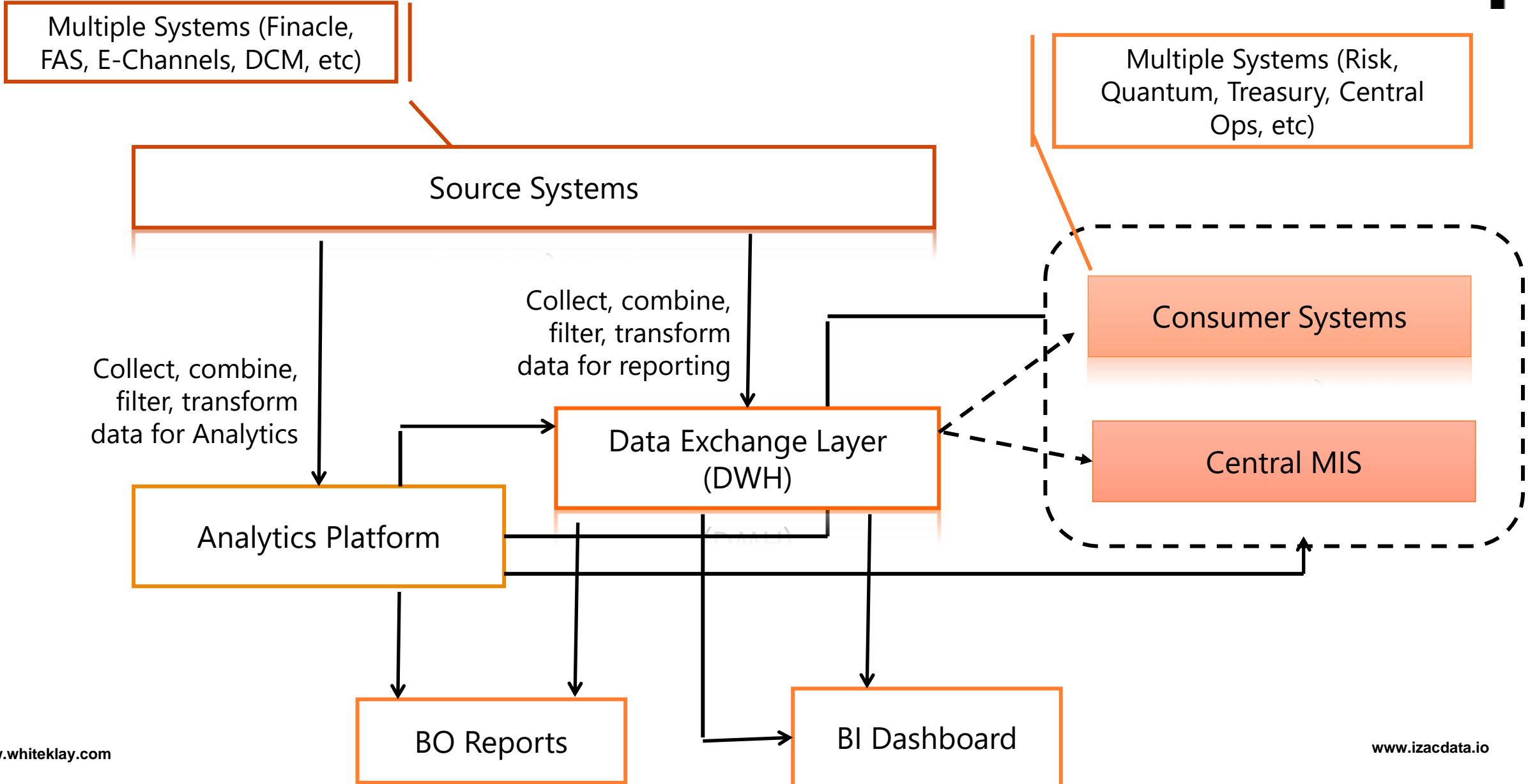
Few Key Priorities for any Banking Institution



Data Sources

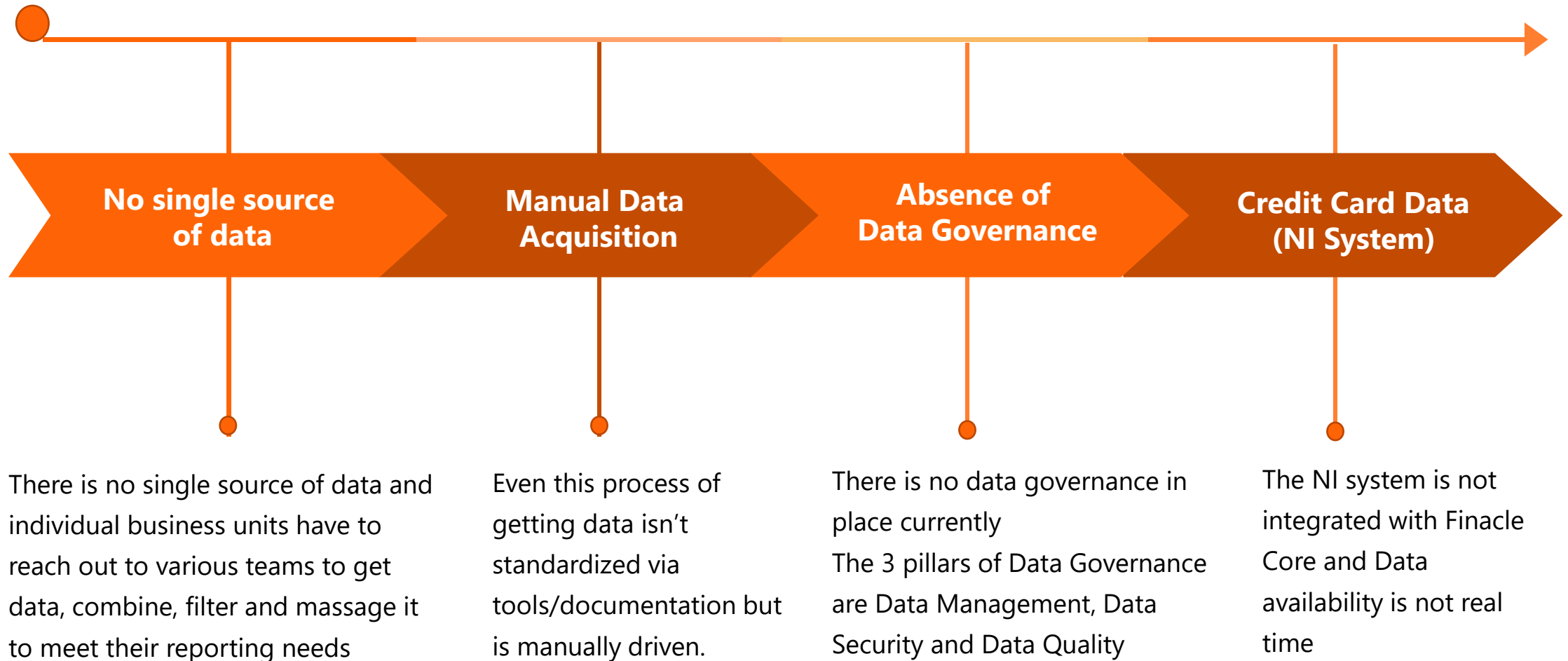


How banking system works?





Current State

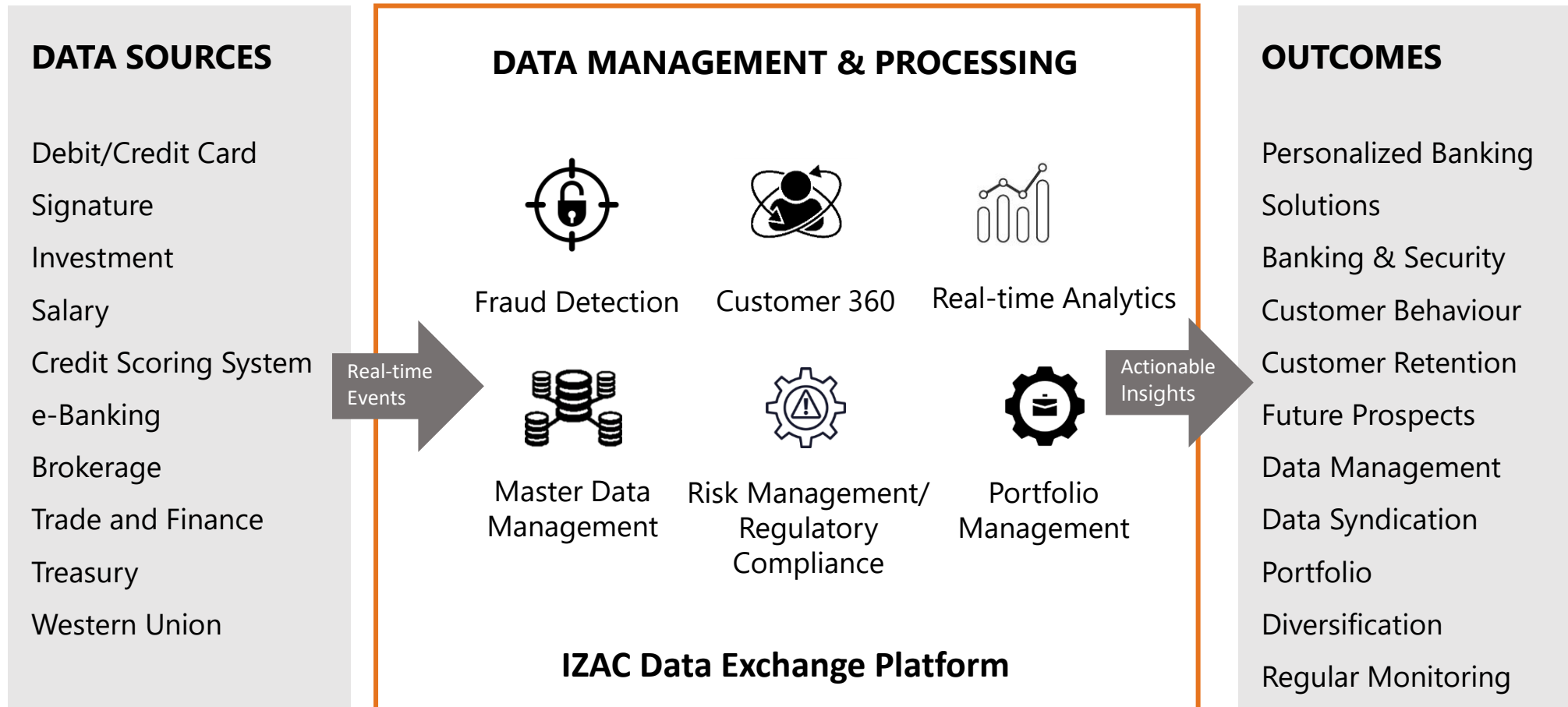


Data Challenges and Solution Highlights



Challenges	Impacts	Solutions
Real-time Monitoring	<ul style="list-style-type: none">• Time sensitive• Post-event detection is ineffective	<ul style="list-style-type: none">• Real-time post new data• Real-time query response
Large-scale event/ Transaction handling	<ul style="list-style-type: none">• Billions or Trillions Scale	<ul style="list-style-type: none">• Scale out and up• High Compression
Insufficient data	<ul style="list-style-type: none">• Automating manual reports	<ul style="list-style-type: none">• Centralized data lake• Central source of data
Information exchange between departments	<ul style="list-style-type: none">• No collaboration for getting the data• Chances of data duplication are pretty high	<ul style="list-style-type: none">• Event Sharing

IZAC Architecture for Banking





Real Time Analytics Platform



Cloud Hosting

Always On, Always-Fast



Operations

Always Optimized



Customer 360

Always Intelligent



Fraud Detection

Always Protected



Decisions

Always Proactive



People

Always Empowered

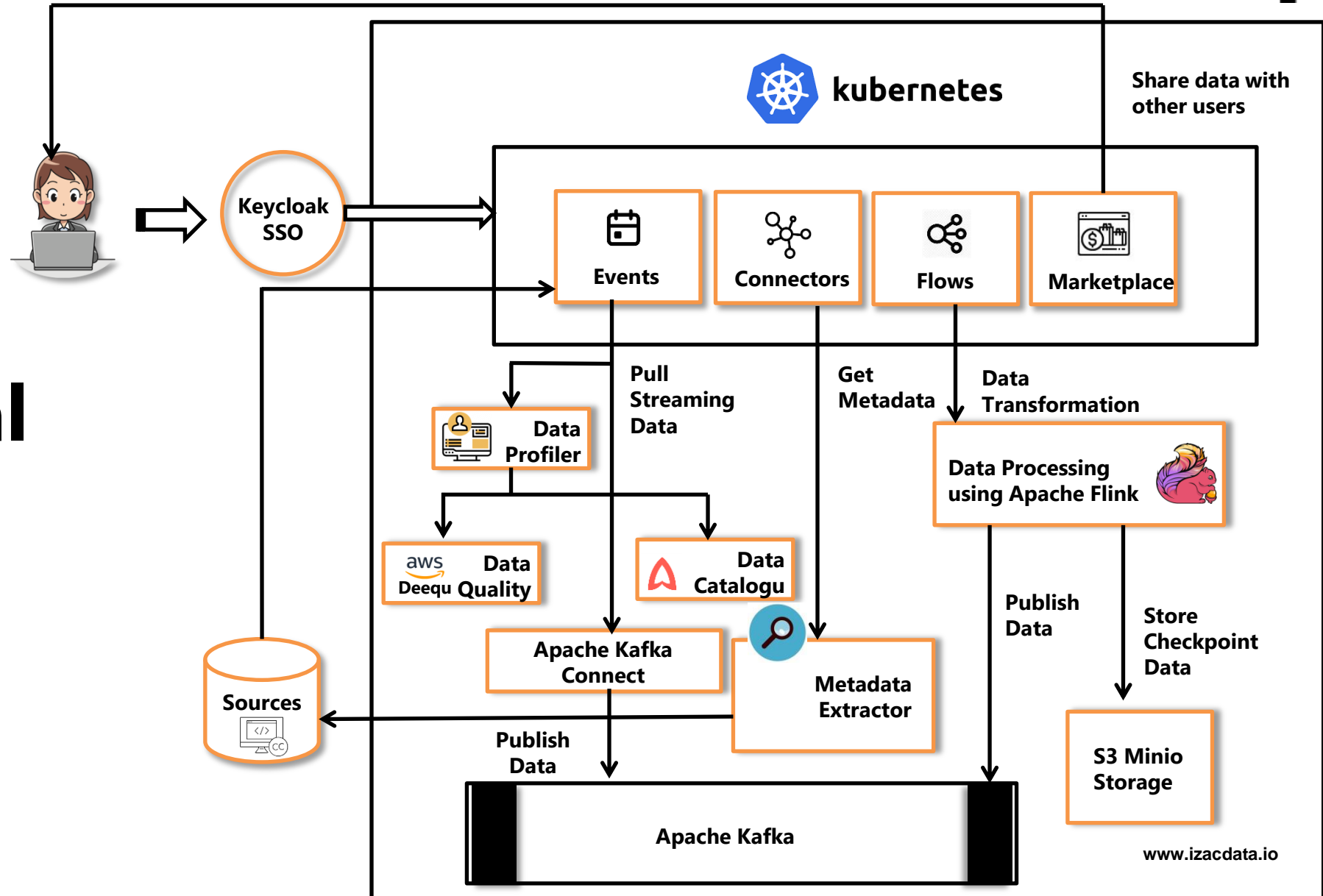


IZAC Data Exchange Platform

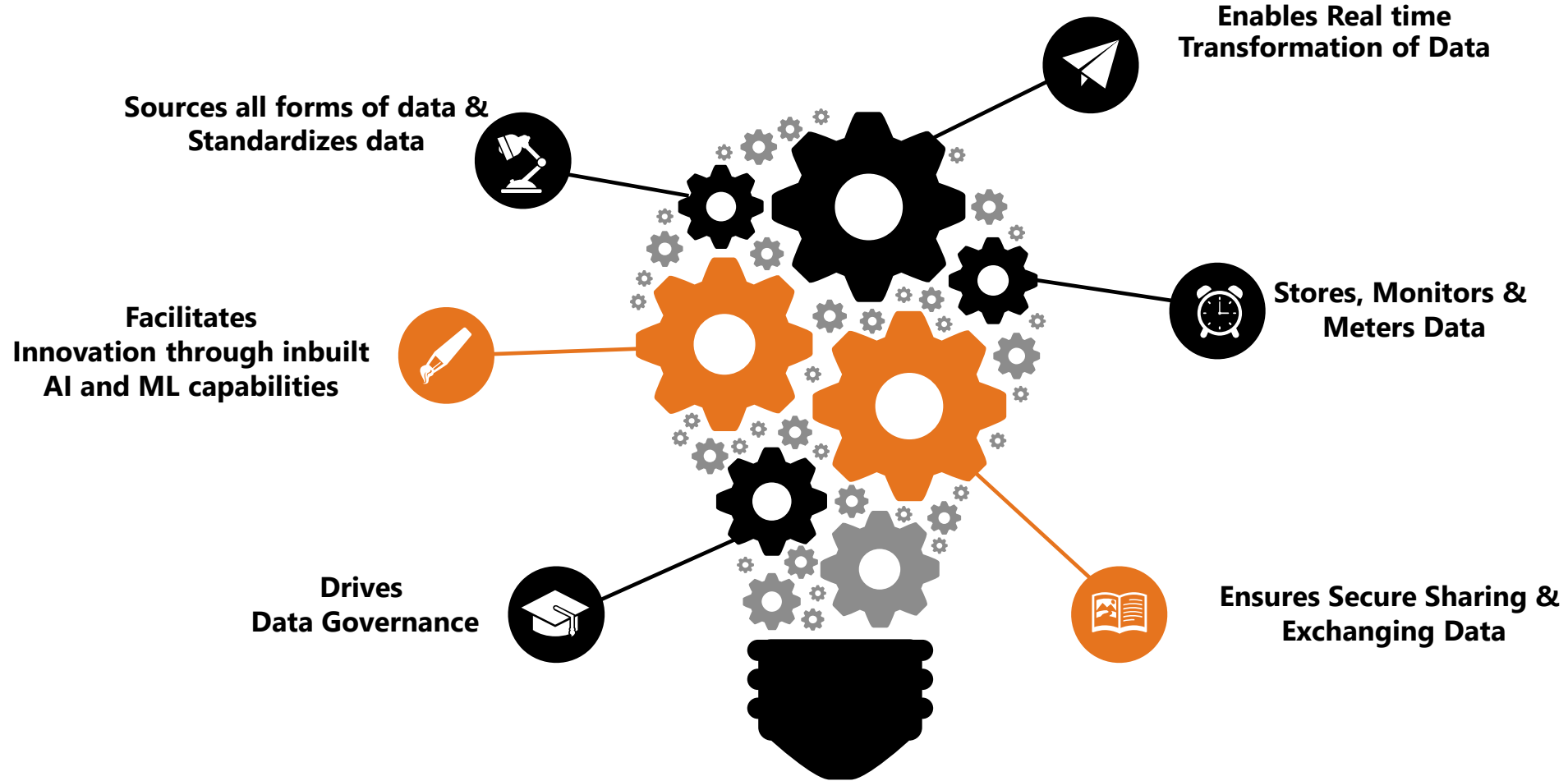
Banking



IZAC Internal Architecture



IZAC – Digital Transformation Enabler





Needs & Challenges

Needs	Challenges
<p>To get better visibility on customer needs to serve them better, increase customer loyalty and generate new revenue streams</p>	<p>Data complexity</p>
<p>To improve operation effectiveness</p>	<p>Link and analyze different data sources</p>
<p>To assist decisions regarding risk and fraud mitigation</p>	<p>Security and risk challenges, how to empower decision making based on facts</p>



Solution approach

WHY

To personalize financial services for their clients with a better visibility on their needs while still optimizing their operation

WHAT

Unified Platform for all types of information exchange to provide a full customer 360 view

WHO

The solution is applicable to all institutions looking for intelligent insights about their clients and take informed decisions



IZAC platform for Customer 360 Overview



Customer 360 KPIs



Sales & Marketing

- # Total Customers Targeted with a campaign broken by new and old
- % Customers responded
- % Customers converted

Revenue

- % of active customers by period (monthly, quarterly, yearly)
- # of customers per product/service availed for a given period
- # of customers per product/service availed by age categories
- # of customers per product/service availed by income category
- # of customers per product/service availed by marital status
- Revenue generated per product/service
- Top 10 Highest Revenue Generators

Profile

- # of customers per age category
- # of customers per income profile
- # of customers per marital status
- Total family members
- Total number of dependents
- Total value of income and its sources
- Total value of expenditures and top 5 spendings
- Products and services Availed
- Products and Services Availed Outside HBTF

Risk

- # of customers with high risk score
- # of customers defaulting on Payments in a period
- # total value of defaults
- Credit Score
- Risk Rating

Service

- % of completion of requests
- Avg TAT of completion of requests
- # of new service/products requests for a given period
- # of new service/products requests realized for a given period

Challenges in implementing customer 360



Interpreting data and analyses...
...to find meaningful insight



Leveraging insights...
...to enrich customer profiles



Retrieving data...
...from multiple disparate sources



Accessing technology...
...to build customer profiles



Validating the solution...
...properly and accurately



Customer 360 Benefits



INCREASE Customer Retention



REDUCE Overall Costs



IMPROVE Sales/Revenue



Customer Experience



Manage Customer Behavior



Future Prospects



Inform Strategic Decision-making





Spend Analysis

The process of collecting, cleansing, classifying, and analyzing expenditure data. Spend analysis shows you what's actually happening with your company's cash.

3 core areas:



Visibility



Analysis



Process



Why Card Spend Analysis

Create an understanding of a card holder's spend structure

Enables actions to be based on facts rather than intuition

Create accurate spend forecasts

Spot fraudulent spending

Customer purchases
using Debit/Credit
Card

Spend Analysis will
automatically put each
transaction into a category
such as groceries, shopping,
or entertainment

Ability to understand and
design newer data
products for cross sell and
upsell



01

Identify sources of expenditure

02

Centralize all expenditure data in a repository

03

Verify and Cleanse data



Outlining the spend management process

04

Categorize and Analyze the spend data

05

Strategize and Execute

06

Forecast to foresee



Find out where your spend data lives

Procurement Tools

Invoice processing

Your ERP

Company credit cards
and the banks

Payroll tools

Other finance
spreadsheets and
documents

Why spend tracking tool for Spend Analysis?

01

Reduction in customer churn ratio

02

Better customer satisfaction

03

Increased card spending and sales

04

Revenue modes- \$X/ consumer

05

Payment by revenue sharing

06

Consolidate all data in one place

07

Lesser merchant funds





What spend tracking tool has to offer?

01 Offers a year-end spending summary

02 Reviews and tracks your spending

03 Review your annual spending by category

04 Provides multiple visual spend tracking summaries.



Spending by month and by spend category

WELCOME TO THE UPDATED STATEMENTS & ACTIVITY What's Different?

CARD ACTIVITY	Pending Charges ⓘ	Posted Charges ⓘ	Total Balance ⓘ
Recent Transactions	\$0.00	\$165.06	\$20.18


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[PDF Billing Statements](#)



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 Use Plan It® to split up large purchases into monthly payments with a fixed fee and no interest.
[Create a Plan](#)

[Current Statement \(Jun 13 - Jul 13\)](#)

  **NEW!** Interact with charts made just for you that help you track spending by businesses, tags, months, and more.
[View Your Spending Report](#)



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Spending by category summary

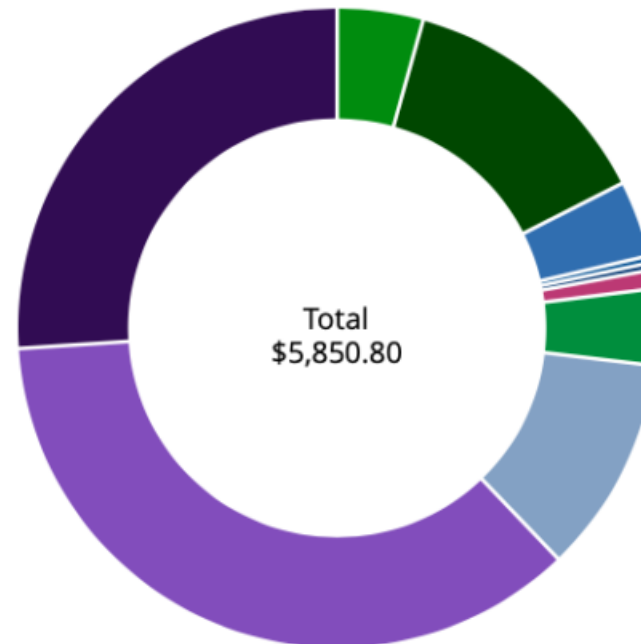


Spending by category
Total \$5,850.80



Month: All months
Category: All categories

Category	% of total	Total amount (\$)
Automotive	0.00%	0.00
Bills & utilities	4.25%	252.50
Education	0.00%	0.00
Entertainment	13.24%	783.50
Fees & adjustments	—	-76.91
Food & drink	3.75%	224.37
Gas	0.20%	11.99
Gifts & donations	0.20%	12.00
Health & wellness	0.79%	49.09
Merchandise & inventory	3.75%	222.20
Miscellaneous	0.00%	0.00
Office & shipping	10.97%	650.90
Professional services	36.56%	2,167.11
Repairs & maintenance	0.00%	0.00
Travel	26.28%	1,554.05



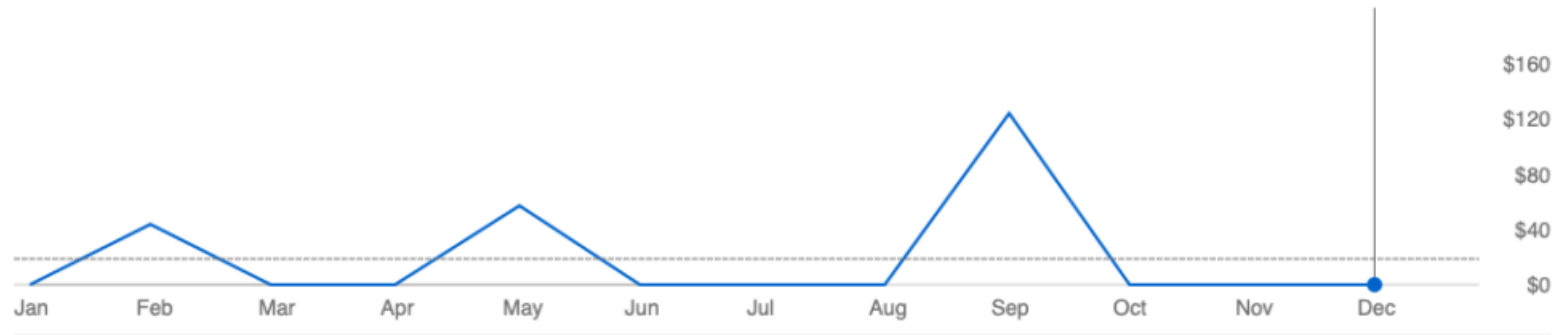
Spending over time



Spending over time
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Month:





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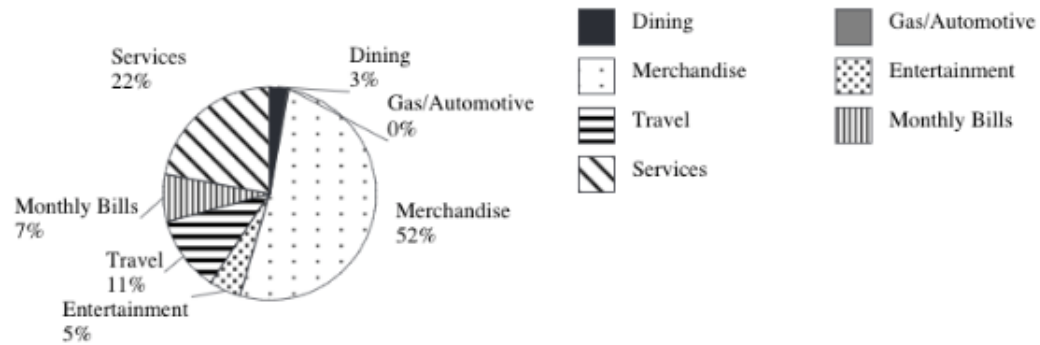
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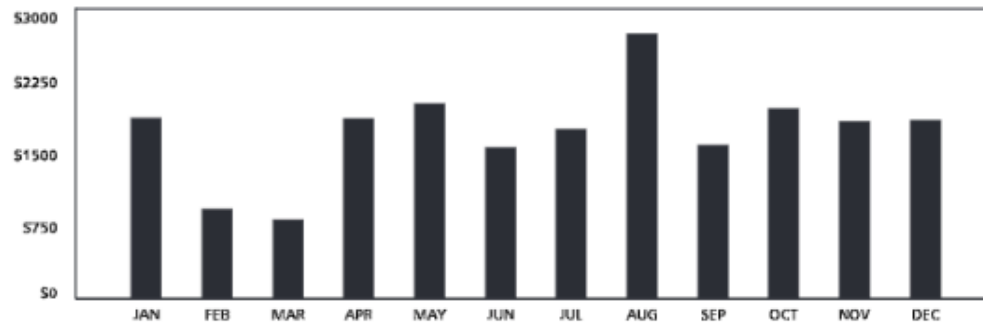
Annual spending by category



Annual expenditures by category



Total expenditures by month





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Spend summary



Total \$1,515.17

47.04%	Merchandise	\$712.81	31.52%	Services	\$477.57
8.54%	Other Travel	\$129.44	6.19%	Health Care	\$93.86
2.82%	Restaurants	\$42.69	2.31%	Organizations	\$35.00
1.57%	Vehicle Services	\$23.80			

Benefits for Customers



Expense Tracking

Phone-based fraud detection: frequency and duration of one-directional calls

Performance

False positives: too many cases to investigate, block legitimate business
False negatives: Fail to catch many fraud cases

Detection

Analysts manually write rules regarding features of nodes or their immediate neighbors (1 to 2 hops).

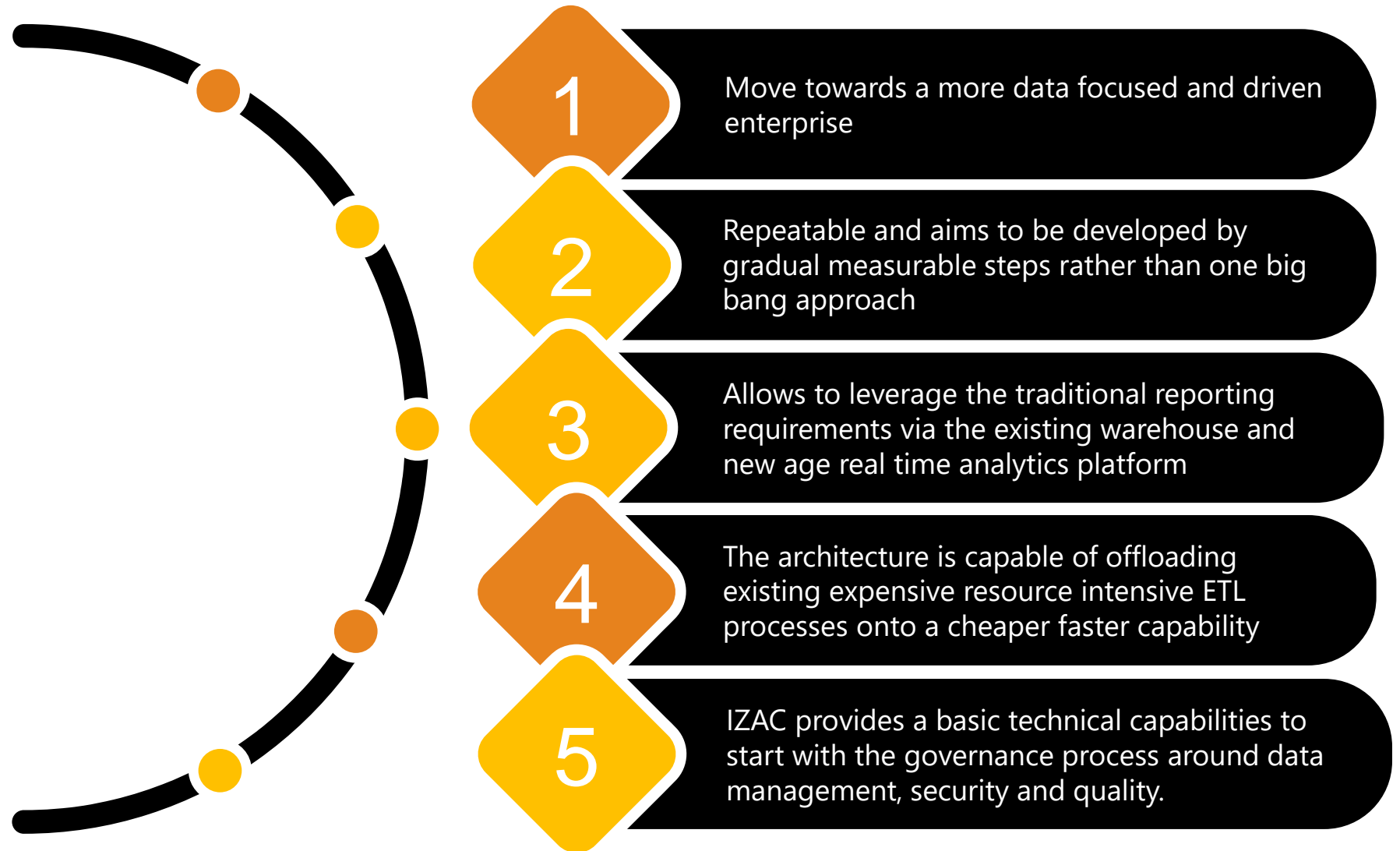
Machine Learning for Fraud Detection: Imbalanced Dataset Classification

Less than 1% of total call volume is related to confirmed phone scam activity





Benefits



Potential Use Cases



Finance (MIS Team)	Retail (Products, E-Channels, Retail Products)	Risk Team	Treasury & Investment
Central Operations	Compliance and Marketing	Corporate Banking	Credit
Financial Institutions	PMO	Business Process Re-engineering	Administrations & Engineering
Digital Hub	Audit	Legal	Human Resources

Thank You