

TOWARDS A MORE  
DATA-DRIVEN FINANCIAL  
SERVICES INDUSTRY  
ACROSS APAC





## Introduction

Everywhere across the financial services industry, improvements in technology have driven innovation and a rise in digital banking. This paradigm shift also presents opportunities, with data at the center of this change. Organizations that have data strategies in place will likely see more success than those who do not, as they leverage the data they have to create solutions, improve customer experience and respond quickly to changing market conditions and customer expectations.

This executive summary takes a deeper analysis of the financial services industry based on insights from our 2021 “Cloudera Enterprise Data Maturity Report: Identifying the Business Impact of an Enterprise Data Strategy”.

The key takeaways from the research are as such:

- **Customer-centricity** remains top of the agenda
- **Risk management and regulatory compliance** are a priority when it comes to data management
- **Complexity of management systems and solutions, high cost of data management solutions, lack of understanding of data management and compliance**, and **security threats** are some of the challenges faced with enterprise data strategies for financial services organizations
- Organizations that leverage **Enterprise Data Cloud capabilities** create opportunities for new business frontiers in a hybrid world

Keeping ahead of today's connected consumer with data and analytics

Customer centricity remains the top of the agenda for the financial services industry with customer and prospect data, connected product data, market data, economic data and supply-chain data identified as the top data sources used. It goes without saying that customer and prospect data, alongside connected product data are essential in building a greater understanding of the customer, to better cater to their needs in the financial services realm. Market data is critical in gaining and maintaining visibility of the wider market, to be better informed of current trends and to forecast future ones. Customer behaviors also influence supply-chains and the economy, so with all of these elements being linked in some form, it makes sense that organizations are using these the most.

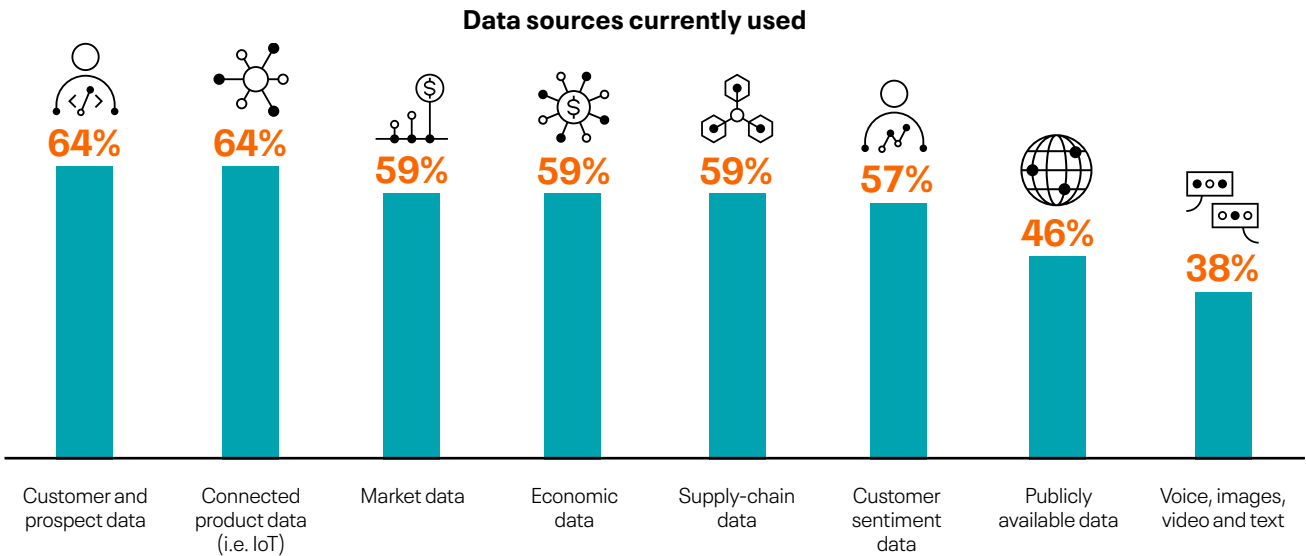


Figure one: What data sources are currently used by your organization? [140], asked to IT decision makers only, showing financial services scores APAC, omitting some answer options.

Close to a quarter (27%) of organizations are currently using all of these top data sources simultaneously, revealing more room for improvement regarding the variety of data sources used. While changing customer behavior provides increasingly complex data, new opportunities to meet customer needs emerge. For example, almost eight in ten (77%) senior decision makers (SDMs) report that their organization currently uses data and analytics for improving the customer experience and satisfaction.

Innovative analytical methods and tools like Artificial Intelligence (AI) and machine learning algorithms (69%), Internet of Things (IoT) (65%), and data warehouse modernization (62%), have also paved the way to drive positive change within the industry, by allowing financial services organizations to better understand customer needs, launch new products and deepen customer engagement. Furthermore, tools such as data modernization are critical in order to be able to best optimize technologies such as AI, machine learning and IoT.

The research has uncovered that financial services organizations are adopting these analytical methods and tools mainly for the following reasons:

- **To effectively collect, manage and analyze vast volumes of data across multiple sources and locations to make better and faster informed business decisions.** Almost all (98%) surveyed SDM respondents across the financial services industry report that their organization requires data in either real-time or at least near real-time in order to make business critical decisions.
- **To enhance delivery of real-time business insights.** The majority (89%) of surveyed IT decision makers (ITDMs) report delivering real-time business insights through technologies such as Artificial Intelligence is valuable. Even more SDMs (96%) report this same fact.
- **To support self-serve reporting analytics.** A third (33%) of ITDMs report they have completely achieved providing all relevant business groups with access to centralized analytics tools and support suited for their own analysis and reporting needs. From their own perspective, 34% of surveyed SDMs report completely achieving this self-serve capability.

**Risk management and regulatory compliance a priority for financial services organizations when it comes to managing data**

Around nine in ten (89%) SDMs across the financial services industry agree that data management has been impacted as a result of the pandemic. One of the ways in which data management has been impacted relates to organizations’ ability to cope with the data they’re expected to manage day to day.

Furthermore, six in ten (60%) report that their organizations are not coping extremely well with the volume of data, demonstrating a need to address this area. As organizations explore data sources to best inform their business decisions, they’re faced with what can be an overwhelming amount of data. This in turn makes legacy data systems less capable of handling this. With all (100%) organizations in the financial services industry across APAC also facing challenges with current enterprise data strategies, it goes to show where pinch points are currently experienced.

As a result, this has a knock-on effect on other areas such as the variety of data, its trustworthiness and the frequency of incoming data that needs to be processed. Without improvements across these areas, the value behind the data will never be optimized to its full potential. This is something that the research has further demonstrated, with more than half (55%) of ITDMs reporting that their organization has issues when it comes to the value that they’re able to derive to inform business critical decisions.

Extracting the value of data is critical in the context of the financial services industry; an industry faced with more regulatory requirements than most, which make the ability to use data to accurately scale up risk management essential. Not only this, but further weighting on the trustworthiness of data comes from the need to deliver required insights which allows these organizations to adhere to such regulations. Almost half (48%) of ITDMs also rank risk management and regulatory compliance within the top three most prioritized areas over the next three years – further indication that organizations are making progressive steps with this in mind.

SDMs have also recognized that data governance impacts risk management, where having the right processes in place and ensuring that data is secure, accurate, consistent and readily available can help mitigate risks:

96%

of **senior decision makers** also agree that it’s important to optimize data management within organizations.

94%

of **senior decision makers** also see the value behind secure, centralized governance over the entire data lifecycle.

To begin improving the effectiveness of enterprise data strategies, it's important to recognize the current challenges faced:

42%

of ITDMs report that **management systems and solutions are too complex**.

42%

of ITDMs report **security threats** as one of the most common challenges.

58%

of SDMs report **lack of understanding of data management and compliance** as one of the most common challenges.

51%

of SDMs report **security threats** as one of the most common challenges.

The financial services industry is taking progressive steps to manage data, but effectiveness could be improved

The majority of surveyed SDMs (83%) and ITDMs (81%) report that their organizations currently have enterprise data strategies in place. It's clear that financial services businesses want to do more with their data and having enterprise data strategies in place pushes them one step further towards having good quality data at their fingertips.

Positively, both ITDMs (49%) and SDMs (48%) also recognize their current enterprise data strategies as very effective. However, with that in mind, this leaves the remaining proportion of surveyed respondents who report improvements to be made. This is concerning when considering the exchange of personally identifiable information which poses greater emphasis on remaining highly secure – just one area worth considering in terms of maximizing effectiveness of enterprise data strategies within the industry, and why it's so important to do so.

Furthermore, as time goes on and technological innovation grows, so do the various types of data available and the reliability of using data to drive innovation. This makes it critical to optimize data strategies to uncover areas of improvement.

All of these challenges are intertwined and feed into security concerns. A lack of understanding and limited effectiveness of processes is detrimental to the risk of compromised, personal data. The advancement of cyberattacks, particularly following the pandemic, has clearly had a notable impact on the financial services industry. Clearly, more effective data governance measures are critical to mitigate the risks faced by financial services organizations, and to ensure suspicious activity is detected as soon as possible.

As previously discussed, protecting personal information is critical. Not only this, but breaches can result in considerable damage to businesses' reputation and can severely disrupt business as usual by wreaking havoc on infrastructure housing data and analytics. Such cyber risks can have devastating impacts in relation to lost time and productivity, costs incurred to combat cyberattacks, and economic slowdown – something which the financial services industry cannot afford.

91%

of **SDMs** believe that making sense of all data across hybrid, multi-cloud and on-premises architectures is or would be valuable.

91%

of **ITDMs** agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.

**Organizations that leverage Enterprise Data Cloud management capabilities create opportunity for new business frontiers in a hybrid world**

The way that data, infrastructure and work is to be managed in the future will be hybrid. Organizations are planning to move towards hybrid multi-cloud to better manage data and support its workforce in the near future. This in turn gives organizations the agility that they desire, particularly when thinking about finance and the need to process data quickly and efficiently across a number of different environments.

Storing data and analytics in the cloud allows for quicker access to data and insights across the organization. This is essential in the financial services industry, especially when it comes to gaining quick customer insights, seeking opportunities ahead of competitors and responding swiftly to changes in the market.

Over two fifths (43%) of ITDMs surveyed among this industry across APAC have reported an increase in spend across supporting changing work environments (e.g., hybrid working). There has also been an increased spend since the start of the pandemic in supporting digital transformation initiatives (46%) such as hybrid multi-cloud architecture, and data and analytics solutions.

The hybrid future outlines the need for a hybrid, multi-cloud data architecture (known as Enterprise Data Cloud). Supported by a set of integrated capabilities, an Enterprise Data Cloud is able to help organizations navigate in the heterogeneous landscape. However, there are a number of areas in which financial services organizations could be doing more to get the most of this.

Organizations' current capabilities in relation to the Enterprise Data Cloud:

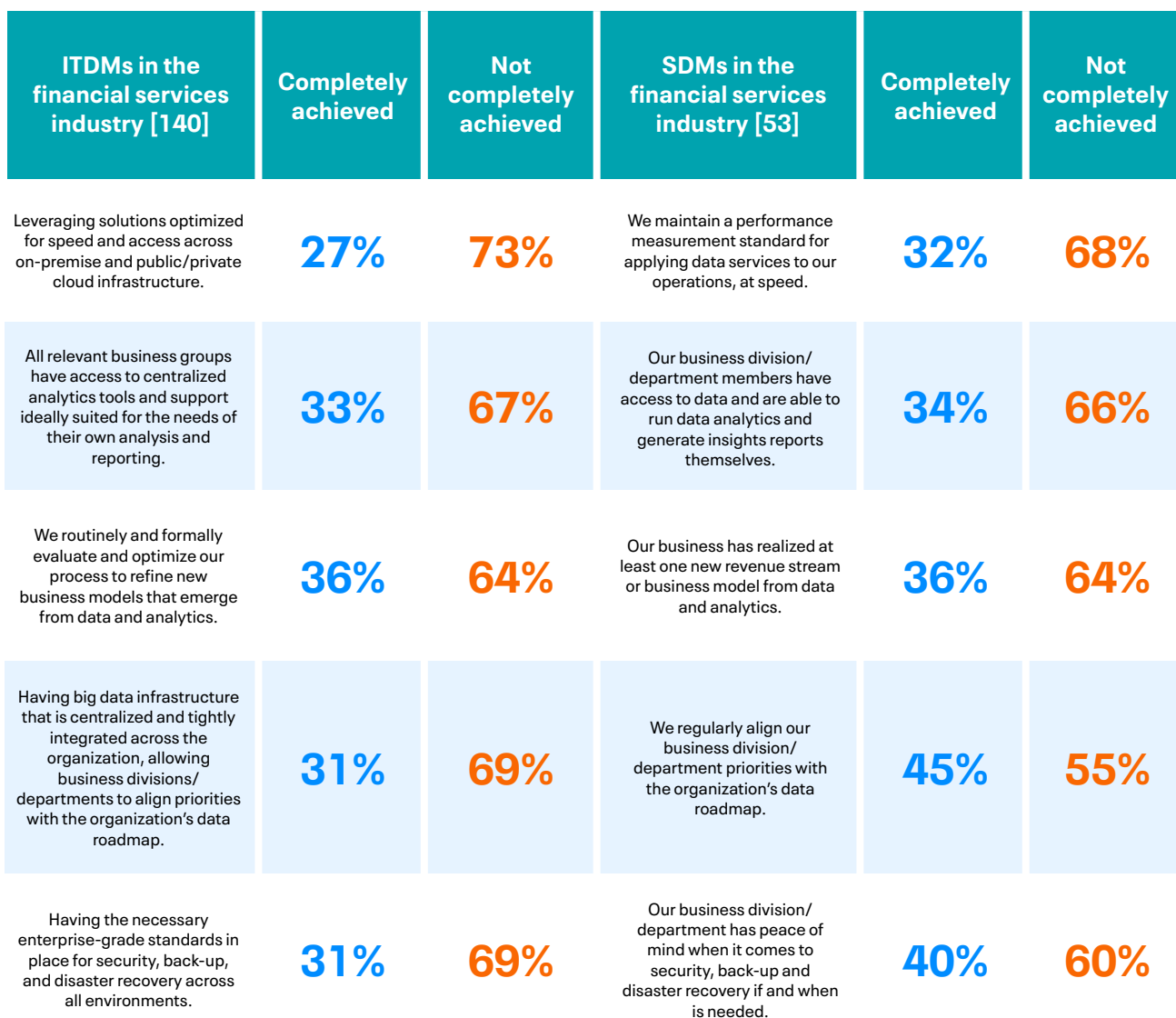


Figure two: To what extent has your organization achieved the following capabilities? [Base size in table], "Not completely achieved" is based on the sum of "Mostly achieved" and "Somewhat achieved", showing financial services scores across APAC, omitting some answer options.

Possible steps to take include ensuring solutions are optimized for speed and access across all cloud infrastructures, and that there are standardized performance measurement metrics when applying data services to operations.

With security, back-up and disaster recovery being critical for maintaining business as usual without disruption and risks to organizational data, it is concerning that less than half of the respondents have expressed confidence when it comes to these areas. Security risks can also be catastrophic when considering financial services businesses' clear desires to transform their processes and effectively respond to demands of the market by engaging in customer data sources.

Other capabilities where organizations can look to further develop are data democracy and self-service analytics, with both SDMs and ITDMs having noted that these capabilities can be further developed. The use of data particularly in the financial services industry gives organizations an opportunity to revolutionize how critical financial operations across the globe cope.

## Methodology

This report specifically focuses on the analysis of the financial services industry across APAC which consisted of 140 ITDMs and 53 SDMs.

Respondents were from organizations with 1,000 or more employees across both public and private sectors.

All interviews were conducted using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

## Conclusion

The financial services industry has faced a realm of data challenges following the pandemic, driven by the change in consumer behavior. What's positive is that as an industry, they leverage several innovative data analytical tools and methods with a clear and great emphasis on improving the customer experience.

At the same time, there are also areas in which these organizations could improve to best optimize their data, and as a result, their business outcomes. In particular, the effectiveness of enterprise data strategies is a pinch point for some and will surely be limiting potential. Facing old rivals and new contenders in the financial services market, organizations who embrace transformation fueled by data will develop the business agility and heightened competitiveness to excel in the years ahead.

### About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

Learn more at [cloudera.com](https://cloudera.com)