

Staying competitive and compliant in financial services, as the global markets rapidly evolve

Elevating the financial services industry through smart, secure and scalable technology with Google Cloud Platform

Financial services organizations must contend with highly dynamic market forces and shifting regulations, in addition to typical business challenges like risk mitigation, increasing growth and profitability, and

delivering competitive customer experience. This is compounded by decades of data stored in aging legacy systems.

Leveraging intelligent technology solutions is the only way to meet the unique demands

Average cost of cyber attacks per organization



\$18M

Financial services¹



\$12M

All other industries¹

Financial services customer satisfaction



37%

customers positively recommend their retail bank²



75%

Consumers expect a consistent experience across all touchpoints³

Tap the potential of Google Cloud's integrated services, speed, and infinite scale to accelerate financial data analysis



“We’ve been working with Google on some of the most critical and difficult problems that we have to solve for our business, including anti-money-laundering, risk analytics, and reporting.”

Darryl West - Group CIO, HSBC

“Google... was the only provider that we felt had openness as a core value.”

Leonard Austin - CTO, Ravelin



Delight your customers

Create rich, interactive customer experiences

Online and mobile: Enable self-care with chatbots, and personalize offers and upsells

In-person: Blend digital and physical experiences

Call-centers: Route case intelligently and perform real-time sentiment analysis

Back office: Automate KYC and operations



Drive growth through analytics

Accelerate your growth with better, faster insights

Customer analytics: Improve targeting, segmentation and offers

Market analytics: Leverage time series, trade, economic and market data

Portfolio optimization: Analyze portfolio data and performance, and improve asset management



Optimize risk management

Intelligent risk management processes

Analyze risk: Assess market impact, and detect fraud and volatility

Improve compliance: Monitor behaviors and data, and enhance KYC operations

Gain cost efficiencies: Improve processing times and reduce false positives



Modernize legacy infrastructure

Modernize IT while leveraging existing systems

Compute at scale, and on demand: Super-fast VM provisioning and lower TCO

Build a modern IT ecosystem: Enable services for internal and partner use

Ensure agility and openness: Minimize IT demands, and reduce operational overhead

The open source setup of Google Cloud Platform helps organizations feel comfortable with commitment

- No vendor lock-in, no barrier to exit
- Support for hybrid and multi-cloud
- Lift and Shift with free migration



For more information on Google Cloud Platform and its positive impact on financial institutions, visit cloud.google.com/solutions/financial-services

¹ Accenture, Security, 2018

² BCG, 'Digital Disruption will force retail banks to radically simplify', 2016

³ Salesforce Consumer Survey, 2018