

# Data as a Service for Banking

## *on Databricks*

Unlock the power of your data with  
a modern cloud-enabled data solution

With heightened customer expectations, ever-evolving regulatory environments, and emerging generative AI capabilities, data modernization and migration to the cloud are now an imperative for financial services organizations. Business leaders know they need to address challenges with technology, but it can be hard to know where to start. So how do you improve productivity and efficiency while delivering innovation and value to your customers? Deloitte's Data as a Service (DaaS) for Banking solution built on the Databricks Data Intelligence Platform, helps banking clients start, scale and sustain a modern data and AI program.

DaaS for Banking combines the power of the Databricks Data Intelligence Platform with the vast industry and enterprise technology experience of Deloitte to help clients transform how they use their data to augment revenue streams, stay compliant, and minimize costs. With automated, pre-built frameworks and engines, banking organizations can more quickly ingest data, integrate their front-end and back-end systems, and utilize domain-based entities to determine precise customer segmentation and behavior analytics for the delivery of hyper-personalized services to customers.

### Key features of Data as a Service for Banking:



Fully pre-built for rapid, out-of-the-box deployment



Metadata ETL framework to ingest data into any client environment



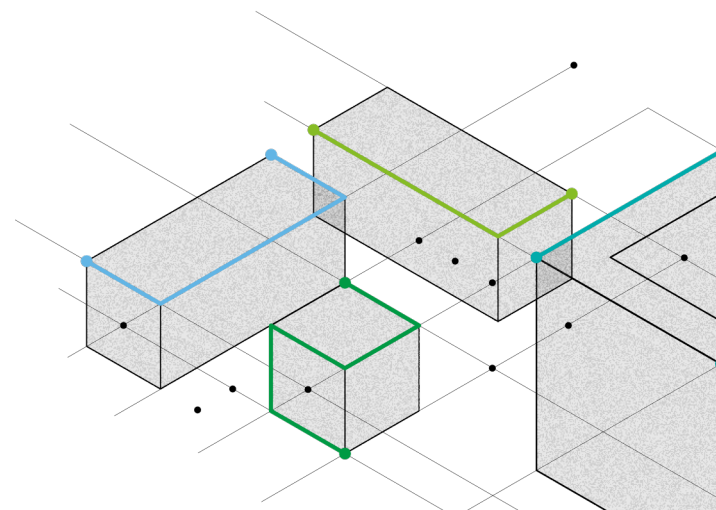
Domain-based entities for analytical and reporting use cases



Automated data mappings for easy integration with banking front-end systems



Pre-configured ML data quality engine to ensure high trust and visibility



## The Deloitte and Databricks advantage

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This premier solution delivered by Deloitte and Databricks shows a commitment to helping banks and credit unions utilize data, analytics, and AI to deliver a differentiated experience for their customers. Data as a Service for Banking will help banking organizations detect and proactively respond to issues in real-time, drive revenue growth, and share high-quality data while adhering to Open Banking mandates and privacy laws such as CCPA.

## Data modernization success story

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### Background:

Client was trying to modernize their legacy systems, with a strong preference for a private cloud environment. They also wanted to develop custom, in-house analytics to interact with their CRM tool.

### The Challenge:

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Legacy data systems were expensive to maintain and were preventing the client from being able to analyze critical customer data like customer behavior and promotion engagement. Migrating to cloud required that all data foundations (mapping, transformations and lineage) needed to be built in the new private cloud. The client did not have the capacity to complete a migration securely and efficiently.

### DaaS for Banking Opportunity:

DaaS was the ideal solution as it allowed Deloitte to integrate data from legacy systems, **increase data quality rule coverage by over 150%**, and **migrate 40% faster** to a modern data platform (e.g., Databricks) than the client could have without our support.

Additionally it can break down data silos required to solve the second problem, **reducing data operations and maintenance by 30%** to deliver value faster through business intelligence like “how many times did users call for support?”

## The time is now.

We know industry leaders can't wait years – or even months – to realize the value of modern data systems. DaaS for Banking provides the foundation to iterate quickly and accelerate time to value.

### FIND OUT MORE

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