



AI AND DATA FOR BANKING

powered by Deloitte and Google Cloud

The banking industry is at an inflection point. Market shifts, rapidly evolving customer expectations, and technology disruptions in the financial services sector are increasing the need for advanced enterprise data and artificial intelligence (AI) capabilities to help organizations keep pace with growth and maintain a competitive edge.

In this dynamic economic landscape, Deloitte's AI and Data for Banking solution—built on Google Cloud—can help financial services organizations leverage data analytics and artificial intelligence (AI) to augment revenue streams, stay compliant, and minimize costs.

WHY AI AND DATA FOR BANKING?

While today's banks, credit unions, and other financial institutions have access to a wealth of data, many aren't realizing the value of that data. The most pressing challenges include:

- Siloed data, which limits accessibility and decision-making
- Ever-evolving regulatory requirements
- Too much manual work, which can be error-prone
- Increased competition from non-traditional players (FinTechs)
- Slow time-to-value and minimal return on investment (ROI)

Additionally, recent Deloitte research¹ indicates growing banking sector demand for modernized data platforms:

- 90% of banks surveyed prioritize ROI when buying software
- Data governance was cited as the top challenge
- 83% prefer a pre-built or out-of-the-box analytics solution
- Data and technology security was cited as the top priority

WHAT MAKES AI AND DATA FOR BANKING USEFUL?

Deloitte's AI and Data for Banking uses a combination of pre-configured integration and analytics, low-code, automated solutioning, and industry-standard models to help banking clients start, scale, and sustain a modern data and AI program faster than ever thought possible, while also providing:



Flexibility to migrate data from existing, legacy sources



Modularity to meet specific, customized program needs



Agility to determine precise customer segmentation and behavior analytics



Intelligence through AI and machine learning (ML) frameworks

WHAT MAKES DELOITTE'S AI AND DATA FOR BANKING IMPACTFUL?

Deloitte's AI and Data for Banking is capable of rapid, out-of-the-box deployment and designed to meet customers where they are. The pre-built, extensible solution can be customized to specific client needs and is comprised of five modules, each powerful on its own, integral to the next, and easily deployable on Google Cloud:

MODULE #1: Product Attribute Listing

Data platform implementations across small, regional, and global banks have allowed Deloitte to document key data attributes for banking products—from origination to servicing—across various use cases (e.g., Regulatory). This yields an industry-proven, logical data model of domain-based entities for analytics and reporting.

MODULE #2: SmartMap

SmartMap provides an industry-agnostic, pre-built, and centralized solution to manage the entire data mapping journey. It's also suited for a wide variety of clients and industries looking to improve the efficiency, accuracy, and standardization of their data modernization programs.

MODULE #3: Automated ETL Engine

Accelerates migration of data to the cloud by providing an automated ETL (extract, transform, load) pipeline with audit capability enabled. This offers flexibility to customize your pipeline and integrate with SmartMap to fetch source-to-target mappings.

MODULE #4: Smart Data Quality (DQ)

Intelligently author rules, detect data quality issues, and report quality issues to data stewards for faster resolution using a pre-configured and extendable cloud-compatible DQ engine. A data lineage solution also enables seamless tracing of data back to its source, which enables root cause analysis.

MODULE #5: Intelligent Business Glossary

Accelerates Business Glossary generation, reducing effort for business and data owners and automates data classification as PII and non PII, enhancing the accuracy using data statistics and RAG implementation.

MODULE #6: Insights Engine

A series of machine learning models that help drive on-demand customer insights, which empowers organizations to improve their regulatory compliance, revenue and profitability, and overall business decision-making.

The Offering

Product Attribute Listing

Industry proven domain-based data entities for analytical & reporting use cases

SmartMap

Pre-built data mappings to integrate with banking frontend systems in an automated way

Automated ETL Engine

A metadata ETL framework to ingest data into any client platform requirement

Smart Data Quality

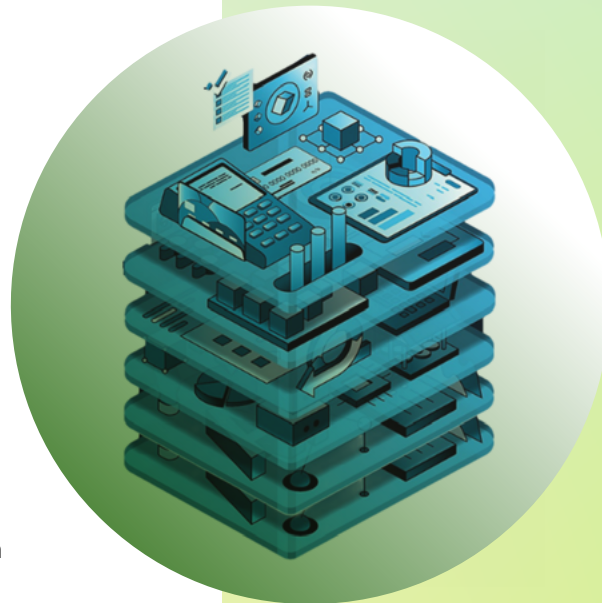
A pre-configured ML data quality engine to ensure high trust and visibility for your data

Intelligent Business Glossary

Generative AI powered Intelligent business glossary to generate business definitions for data elements

Insights Engine

ML Models, visualizations, and other data products to drive customer insights and profitability



TAKE THE NEXT STEP

The integration of Google Cloud's leading-edge cloud technology, along with Deloitte's strategic delivery and operational experience makes AI and Data for Banking a powerful tool for automation across the value chain.

By utilizing the features and benefits outlined above, banking institutions can expect to take advantage of more comprehensive data programs and deliver value to their customers faster using Deloitte's AI and Data for Banking solution.

As a market leader in providing data and AI solutions, Deloitte is ready to help you elevate your data program to provide the experience that customers demand in a modern bank, backed by the technical experience and power of Google Cloud.

Start the conversation.

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1. Market Survey Data + Deloitte Catalyst Research

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