



# Examples of Databricks Outcomes in Financial Services

## Drive Growth

## Protect the Firm

## Be More Efficient

### Investment Analytics

### Personalisation & Lead Mgmt

### Investment Advisory

### Trading Analytics

### Risk Management

### Cybersecurity

### Fraud Prevention

### Regulatory Compliance

### CFO & Treasury

### Back - Middle Office Automation

- Market Intelligence
- Backtesting
- Portfolio construction & Optimization
- Alternative Data & ESG Analytics

- Cross sell & up sell
- Churn prediction & segmentation
- Client Retention
- Hyper personalized banking
- Campaign development
- Personalized Investment Advice
- Sales & Trading Intelligences
- M&A Automation and Integration

- Real-Time Market Analysis
- Transaction Cost Analysis (TCA)
- Predictive Analytics and Forecasting
- Algorithmic Trading

- Market Risk
- Credit Risk
- Counterparty Risk

- User & Entity Behavior Analytics
- Threat Hunting & Advanced Detection
- Network Analysis & Inventory
- Phishing & Email Security
- SIEM Augmentation

- Transaction Fraud Prevention
- Application Fraud
- Identity Theft

- Transaction monitoring
- Screening (KYC)
- Credit Recognition (CECL)
- Model Risk Management

- Financial Projections & Reporting
- Operational Dashboarding
- Performance reporting and analysis
- Expense and Cost management
- Regulatory Reporting

- Intelligent Document Processing
- Customer Onboarding (AML/KYC)
- Workforce Analytics

## Customer Outcomes Realised

\$10 – 20M annualized value due to portfolio construction recommendation

\$53m through improved cross-selling  
\$40–65M revenue uplift through personalization

\$10 – 50M annualized value due to personalized investment advisory

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\$20B in capital savings  
Prevention of “London Whale” event happening twice

\$44M in SIEM cost avoidance, and a 5x increase in operational query performance

\$25–40M annualized value due to reduced loss from Fraud

\$35M annual value from avoided regulatory fines

Near instantaneous c-suite insights: 2 days → 2 minutes

50–60% of tasks automated, reducing processing costs by many millions

