

# Putting your financial data to work

## CHALLENGE

Financial firms of all sizes are leveraging data and analytics today to meet compliance requirements, manage risk, improve efficiency, and grow their business.

However, while companies are busy embarking on the data and analytics wagon, few have been able to successfully disseminate relevant, actionable insights to the business users who are making critical decisions everyday. Overcome such “last mile” challenge – as Mckinsey & Company stated in its latest report on embedding analytics into every layer of an organization, is no small feat.

## SOLUTION

For financial organization, time is money. The faster the analytics insights are made available to your employees and partners, the quicker the time to decision and business outcome. To become a true insight-driven organization, firms need an enterprise-grade solution that can quickly scale analytics across the entire organization, so all stakeholders – both inside and outside of the company, can use relevant, timely insights to make intelligent business decisions and deliver better results.

This is where GoodData can help.

A leader in embedded analytics, GoodData provides a cloud-based, end-to-end solution that gathers data and user decisions and transforms them into actionable insights delivered right at the point of decisions for end users.

A trusted partner for financial services organization, GoodData has helped many of the leading financial companies improve decision-making by making analytics insights easily available to business users throughout their daily workflow.

## **Grow Business by Embedding Insights Into Financial Products**

Digital transformation introduces torrent of data to financial firms. How to grow business by leveraging this data is one of the top priorities for many financial organizations. For firms offering data-fueled financial products and services, GoodData help those companies increase cross-sell and upsell opportunities by adding contextual, timely insights into their data offerings, therefore providing end users analytics-driven decision support. Such value-add embedded insights give financial firms a competitive edge, allowing them to increase product adoption, improve customer retention and deliver better customer experience.

## **Acquire, Retain and Grow Quality Customers With Deeper Customer Insights**

Customer expectations have never been high in today's digitally connected world. Let's face it, one bad customer experience can have ripple effect and lead to churn. To compete on customer experience, firms can turn to data and analytics to first gain a deeper understanding of their customers and then use those insights to deliver tailored services and products for a great customer experience.

GoodData empowers end users with customer insights embedded in their daily workflow and applications. With GoodData, disparate customer data scattered in different systems is quickly consolidated. Customer KPIs such as NPS, Customer Lifetime Value (CLTV), Cost of Acquisition (CAC), Customer Conversion, Churn Rate, etc. are automatically created and delivered to the relevant stakeholders in various business units. Armed with timely, actionable insights, business users can proactively address customer issues, uncover new business opportunities and deliver personalized services and recommendations. The result is a delightful customer experience, increased customer loyalty and continued growth.

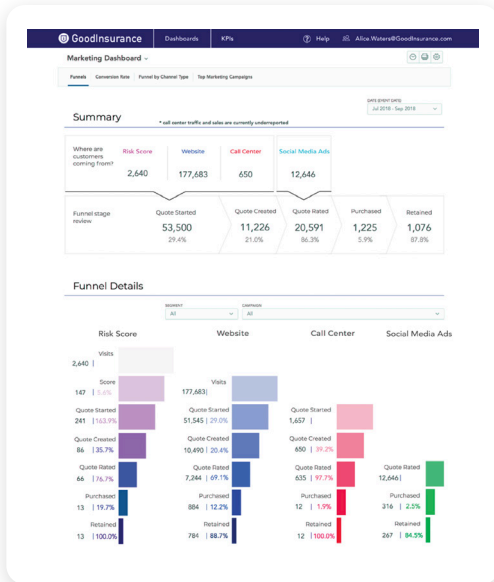


Fig 1. Customer Funnel Analytics – Where Are My Customers Coming From?

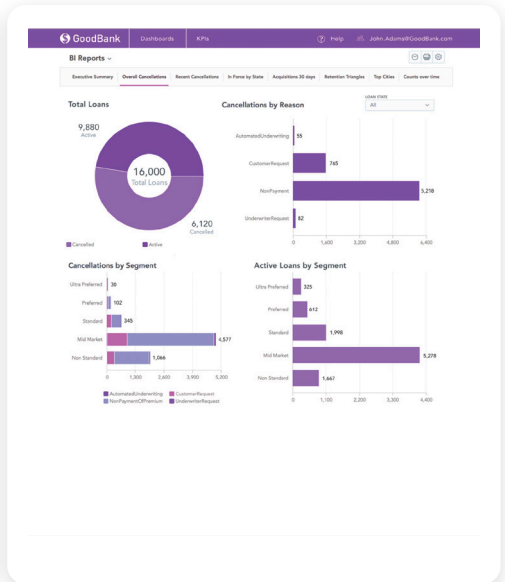
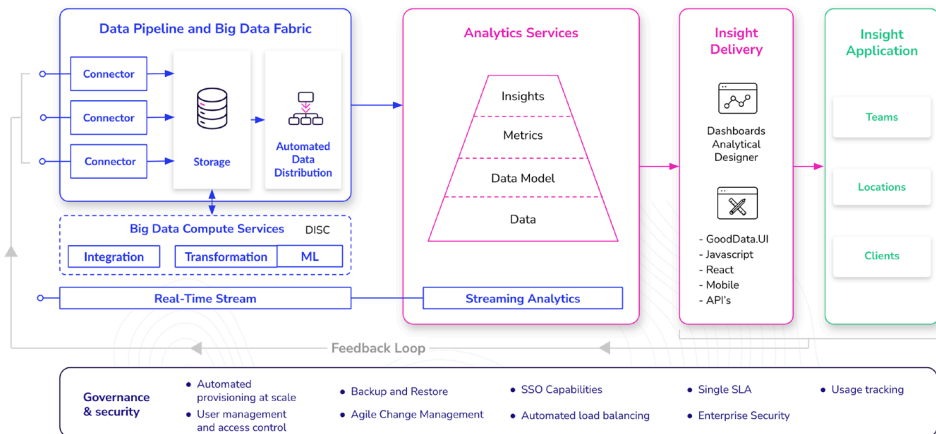


Fig 2. BI Dashboard for Loan Division

## Improve Efficiency and Return On Analytics Investment

While there are abundant tools for managing and analyzing the data, few can adequately address the major data management and analytics requirements on a single platform. As a result, financial organizations are left with high OPEX associated with managing the entire analytics life-cycle, delayed time to market, and often have to narrow their analytics effort down to a few discrete projects that don't scale, resulting in limited business impact. GoodData delivers greater operational efficiency and scalability to financial firms with an end-to-end analytics solution that orchestrates data ingestion, analytics development and deployment all on the same platform. Such a holistic approach helps financial firms alleviate management burden, increase business agility and quickly achieve material ROI on their analytics.



**Fig 3.** Architecture of GoodData Enterprise Insights Platform

To successfully cross the analytics chasm by scaling data-driven insights across the entire organization, financial institutes should shift their mindset from deploying analytics in selected functional areas to making data and insights available to all users whenever and wherever they need them. By empowering business users on all levels with relevant, contextual and timely insights, financial firm can truly transform itself into an insight-driven enterprise and stay ahead of its competition

To learn more about GoodData solution for Financial Services, visit our [website](#).



## About GoodData

Want to learn more about how GoodData can enable your business growth via analytics?

[Schedule a demo](#)

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### The GoodData advantage

#### Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

#### Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)