



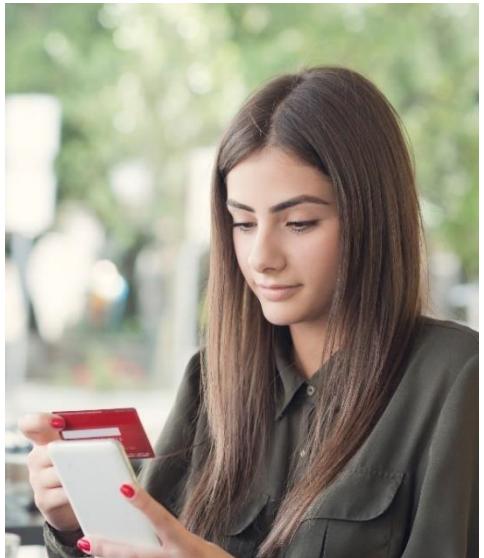
Module 1

# Microsoft Cloud for Financial Services Overview

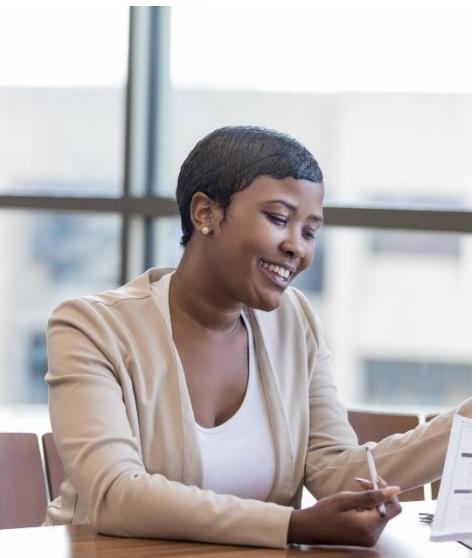
February 2023



# The COVID-19 pandemic was a catalyst for change and shifting business priorities



**Customer engagement**



**Employee experience**



**Value creation**



**Fraud protection**



**Security and compliance**

**80-90%**  
of those who used digital banking during COVID-19 plan to use it the same amount or more going forward

**43%**  
of retail banks cite investing in employee enablement technologies as a key priority in 2022

**75%**  
of retail banks expect to move more workloads to the cloud in 2022

**80%**  
is the increase in anti-financial crime productivity when AI technologies are adopted

**82%**  
of banks believe there will be an even greater speed of change from regulation and compliance

# As a result, banks are looking for a new approach to pave the way for the future

**75%**

of finance leaders said they were planning for a more agile business environment going forward; the cloud's flexible cost and scalable service can be an important component of this agility. (PwC)



The pandemic validated cloud's value proposition. The ability to use on-demand, scalable cloud models to achieve cost efficiency and business continuity is providing the impetus for organizations to rapidly accelerate their digital business transformation plans. The increased use of public cloud services has reinforced cloud adoption to be the 'new normal' now more than ever.

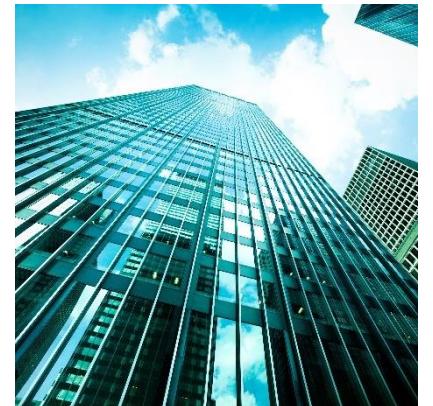
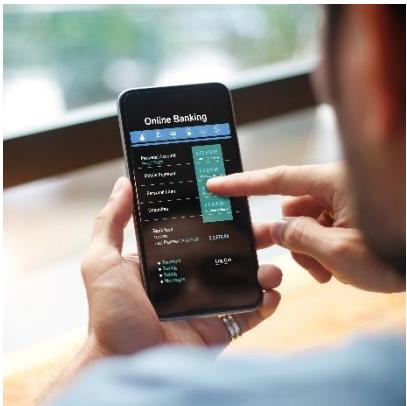


— Sid Nag

Research Vice President, Gartner



*Outcomes-focused AI to help enable your organization to transform and solve some of the industry's biggest challenges.*



# Microsoft Cloud for Financial Services

Trusted cloud to accelerate innovation for sustainable growth



## Deliver differentiated customer experience

Use tools, data insights and conversational AI to help accelerate customer growth, profitability, and loyalty through more relevant and personalized interactions along with deeper customer insights



## Empower employees through teamwork

Help fuel employee productivity, enhance process efficiency, and alleviate administrative tasks to remove friction and burden through automation, collaboration, and communications



## Combat financial crime

Help improve customer and agent experiences with proactive fraud detection tools, lower account fraud and costs, and boost profitability

### Built on a foundation of:



#### Trust, security, and compliance

At Microsoft we are focused on trust, and we adhere to security and privacy standards to place you in control over security, encryption, and governance



#### Interoperability

Help ease interoperability and unify data with an industry data model and connectors to help accelerate insights and business workflows

# Microsoft Cloud for Financial Services

## Capabilities for Retail Banking



• Industry Specific •

Data model and connectors

Partner ecosystem

Microsoft Cloud

# Customer and employee experience

"With our Microsoft-based solution, our relationship managers now have the tool they need to serve clients even more successfully, build and maximize relationships, and identify and act on new opportunities.

— Anneke Broere  
Business Owner of ClientLink at Rabobank



# Unified customer profile

Help tailor customer experiences via a comprehensive view of the customer's financial situation

## Customer insights

Financial details, such as life events and household information, help create a single customer view

## Summary view

Insights drawn from unified customer information help drive better customer outcomes

## Banking segments

Segmentation helps you focus on the right customers and opportunities to increase success

## Churn risk

Adaptive AI helps anticipate customer abandonment so you can work proactively to reduce risk of churn

The image shows two views of the Dynamics 365 Unified Customer Profile. On the left is a large desktop screenshot displaying a detailed customer profile for 'Monica Thomson'. It includes sections for 'Customer snapshot' (with fields like phone number, email, address, and occupation), 'Life events' (showing birthday, marital status, family, education, employment, residence, vehicle, relocation, health, and other events), 'Financial holdings' (with a bar chart showing assets of \$34,948 and liabilities of \$23,467, and breakdowns for accounts, investments, loans, credit lines, and long-term savings), and 'Cards' (listing four cards: Mastercard, Visa, American Express, and Visa). On the right is a smaller screenshot of the same profile on a mobile phone, showing a simplified summary view with the customer's name, contact information, and basic details. Both screens have a dark blue header with the Dynamics 365 logo and a user navigation bar.



# Customer onboarding

Provide customers with easy-access loan apps and self-service tools to help streamline the loan process

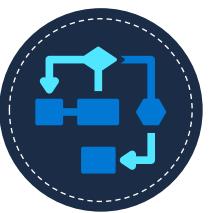
## Accelerated application process

Enable customers to efficiently apply for and keep track of a loan through mobile app or online portal to help improve loyalty and satisfaction

## Loan process management

Enable loan managers to monitor the loan process to help increase productivity and ensure consistent customer experiences

The screenshot displays a loan application tracking interface. On the left, a sidebar lists various loan applications and their status. In the center, a detailed view of application #770123 is shown, including fields for amount required (350,000 USD), loan duration (24 Months), application start date (May 5, 2021), and interest rate (4%). The right side provides a loan application progress overview with a timeline from 'Closure' to 'Underwriting' to 'Loan processing' to 'Loan application'. It also includes sections for primary applicant information, assets and liabilities, and additional loan parties.



# Collaboration manager

Transform lending workflows to help improve productivity, unlock value creation, and enhance customer experience

## Lending automation

Intelligent tools help orchestrate lending processes and streamline operations

## Cross-team collaboration

Intelligent dashboards help empower teams to collaboratively manage lending volume and centralize task and file management

## Communications

Communications features help support customers virtually while meeting security and compliance needs

The screenshot displays a digital lending platform's user interface. At the top, a navigation bar includes a search bar and a user profile for 'Bruno Zhao, Owner'. Below the bar, a loan application for 'Loan 111020 - Charlotte de Crum' is shown, categorized under 'Residential Loan · Form name'. The application status is 'Active for 4 days'. A horizontal timeline at the top shows stages: Application, Processing (which is currently active), Underwriting, and Closing. A progress bar indicates the current stage is 'Processing'. The main content area is divided into several sections: 'Details' (Account name: Loan 111020, Deposit: \$100,000.00; Limit: \$890,000.00, Loan type: Commercial; Rate: 2.75%, Processing Fee: \$2,510; Address: NE 8th St. & Bellevue Way, Est. Close Date: 12/17/2020; Est. Loan Amount: \$350,000, Status: In Progress); 'Tasks' (Status: Not started, In progress, Completed, Late); 'Activity' (Search timeline, Enter a note...); and 'Members' (Aaron Buxton, Financial analyst; Bruno Zhao, Loan officer). A large circular progress chart is also visible in the center-right of the dashboard.



# Banking customer engagement

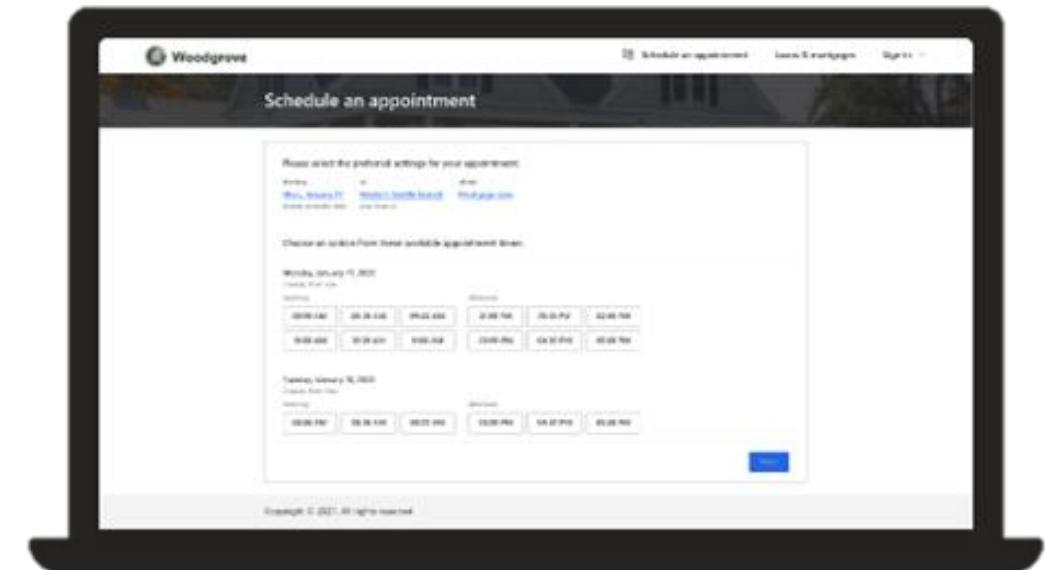
Help personalize customer interactions with contextual, relevant financial information and enable intelligent appointments to accelerate time to resolution

## Intelligent Appointments

Enable customers to quickly set up virtual or in person appointments with banking advisors based on relevant and contextual information that offers meaningful, well-prepared interactions

## Customer intelligence

Unified customer profiles help empower service agents with insightful information to personalize every interaction and reduce churn





# Intelligent Appointments

Deliver a customer engagement solution that intelligently matches customers with advisors to offer meaningful interactions

## Offer comprehensive skill matching

Match the right advisor to the right customer; find an advisor based on the appointment objective

## Support in-person and online meetings

Offer flexibility to meet customers where they are, including support for online meetings

## Optimize availability

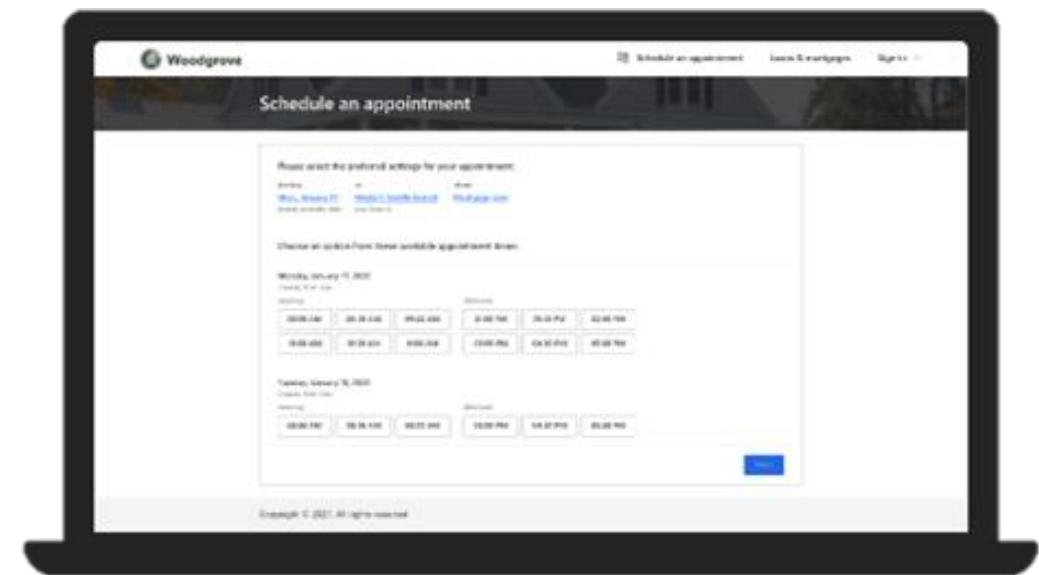
Ensure advisors are available and prepared for each appointment

## Add context for every appointment

Guarantee that customers are informed and bring all relevant information

## Communication support

Send reminders and minimize missed appointments



## Seamless alignment between Microsoft Dynamics 365 and Microsoft Exchange

Maintains single source of truth between business process management via Dynamics and employee productivity via Exchange



# Predictive targeting

Use past interactions and real-time insights powered by AI to enable cross-sells and larger share of wallet

## Nuance Insights

Analyze 100% of customer interactions powered by AI across all engagement channels to give agents clear insights into trends, opportunities, and KPIs to provide consumers with personalized experiences.

## Automated quality assurance and performance management

Automated performance monitoring and scoring mean you can easily evaluate agents and quickly give them the feedback, coaching, and training they need to perform at their best and maintain regulatory compliance.

## Agent efficiency

Empower and equip agents with omnichannel solutions to be more efficient, trusted customer advocates.



# Combatting financial crime

"Next-gen tech can increase productivity in financial crime operations by 30-75%. These are significant numbers as global spending on AML and fraud operations is estimated at \$31.6B for 2020."

— Neil Katkov, PhD  
Head of Risk and Compliance, Celent



# Account protection

Help prevent fraudulent digital account creation and account takeover

## Risk assessment and bot protection

Take advantage of these two key services in a single solution

## Simple integration

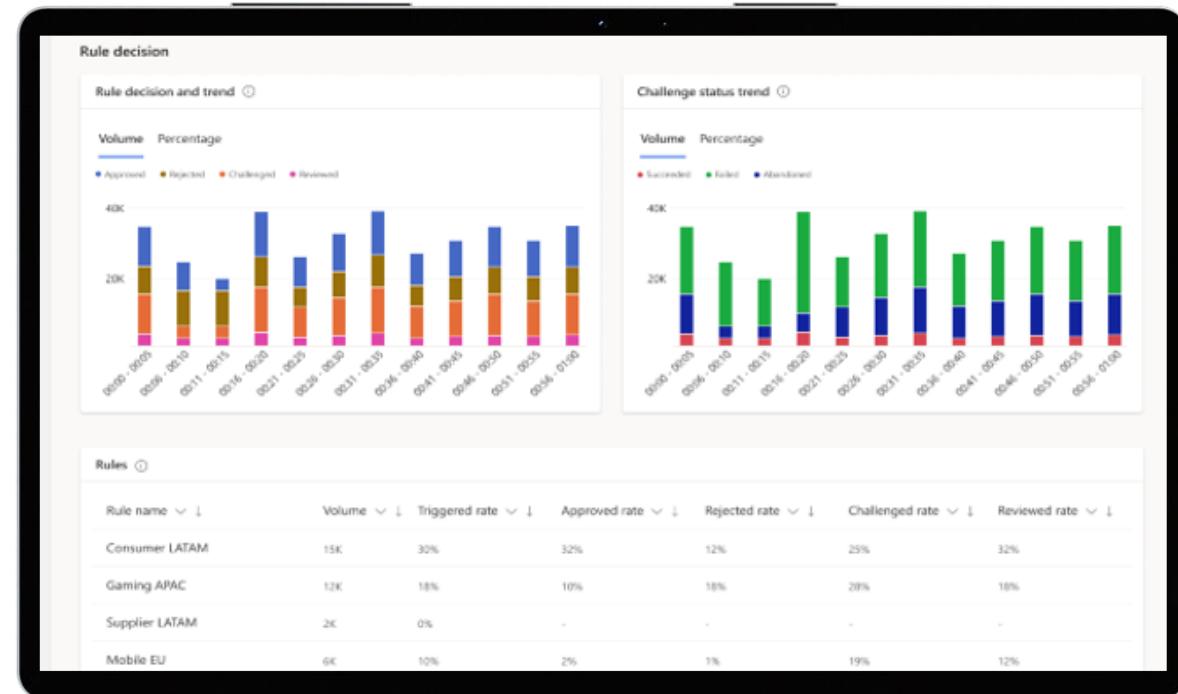
An API within this SaaS solutions helps you easily integrate with your existing systems

## Built-in compliance

Leverage an approach built for compliance with encryption of data in transit and at rest

## Customer authentication and fraud protection

Using voice, behavioral, and conversational biometrics to authenticate customers based on who they are, not what they know or have





# Purchase protection

Help provide a differentiated experience for merchants to improve revenue and retention

## Balanced approach

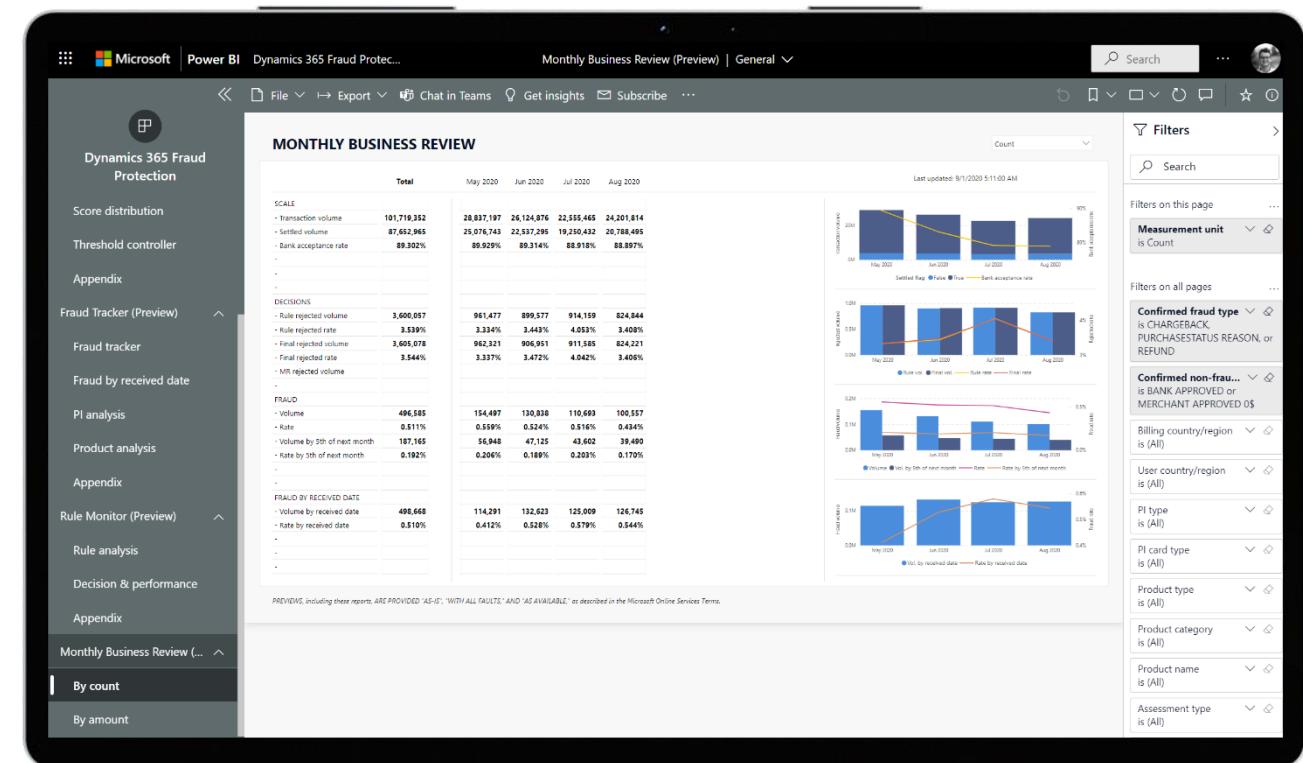
Help reduce loss and decrease false positives to improve merchant profitability

## Transaction acceptance booster

Stream live data to your card authorization engine to help authorize more legitimate transactions

## Customer value

Help manage fraud for your customers at scale as a service

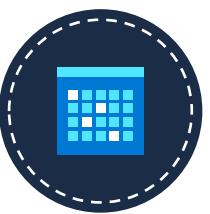


# Security and compliance

"We do not compromise on data privacy. Against that background, the security and compliance functions of Azure were convincing, which is why we chose Microsoft as our competent cloud provider."

— Lutz Küderli

Head of Underwriting, Claims, Digital Services  
and Insurance Medicine (Europe/LATAM)  
for Life & Health at Munich Re



# Regulatory compliance assessments

Assess, monitor, and help improve compliance posture with global, regional, and industry regulations and standards

## Cloud risk assessments

Help accelerate your Microsoft cloud and vendor-related risks assessments

## Industry standards

Leverage 40+ pre-built assessments for standards and regulations such as GDPR

## Compliance posture

Help improve your overall compliance posture, enhancing security and privacy controls

The screenshot shows the Microsoft 365 Compliance Manager interface. On the left is a navigation sidebar with options like Home, Compliance Manager, Data classification, Data connectors, Alerts, Reports, Policies, and Permissions. Below that is a Solutions section with Catalog, Audit, Content search, Communication compliance, Data loss prevention, eDiscovery, Information governance, Information protection, Insider risk management, Records management, Privacy management, Settings, More resources, and Customize navigation. The main area is titled 'Compliance Manager' and shows a table of 'Assessment templates'. The table has columns for Product, Certification, Created by, Availability, Last updated, Created, and Activation. It lists 10 included templates, including Virginia Breach of Personal Information, Connecticut State Law, Section 36a-701b, Kansas Consumer Information, Security B..., West Virginia - Breach of Security of Con..., NIST 800-53, Massachusetts - 201 CMR 17.00: Standard..., Singapore - ABS Guidelines on Control O..., AICPA/CICA Generally Accepted Privacy ..., Asia Pacific Economic Cooperation (APEC) ..., Australian Prudential Regulation Authori..., and ARMA - Implementing the Generally Acc... . Most entries are from Microsoft 365, with some from Microsoft. Dates range from 7/11/2021 to 7/16/2021.

Product	Certification	Created by	Availability	Last updated	Created	Activation	
Virginia Breach of Personal Information	Premium	Microsoft 365	Virginia Breach of Personal Info...	Microsoft	7/16/2021	7/16/2021	Inactive
Connecticut State Law, Section 36a-701b...	Premium	Microsoft 365	Connecticut State Law, Section...	Microsoft	7/11/2021	7/11/2021	Inactive
Kansas Consumer Information, Security B...	Premium	Microsoft 365	Kansas' Security Breach Statute	Microsoft	7/11/2021	7/11/2021	Inactive
West Virginia - Breach of Security of Con...	Premium	Microsoft 365	West Virginia - Breach of Secu...	Microsoft	7/16/2021	7/16/2021	Inactive
NIST 800-53	Premium	Microsoft 365	NIST 800-53	Microsoft	5/27/2021	5/27/2021	Active
Massachusetts - 201 CMR 17.00: Standard...	Premium	Microsoft 365	201 CMR 17	Microsoft	7/11/2021	7/11/2021	Inactive
Singapore - ABS Guidelines on Control O...	Premium	Microsoft 365	ABS-OSPAR	Microsoft	7/11/2021	7/11/2021	Inactive
AICPA/CICA Generally Accepted Privacy ...	Premium	Microsoft 365	AICPA/CICA GAPP	Microsoft	7/11/2021	7/11/2021	Inactive
Asia Pacific Economic Cooperation (APEC) ...	Premium	Microsoft 365	APEC Privacy Framework	Microsoft	7/11/2021	7/11/2021	Inactive
Australian Prudential Regulation Authori...	Premium	Microsoft 365	APRA CPS	Microsoft	7/11/2021	7/11/2021	Inactive
ARMA - Implementing the Generally Acc...	Premium	Microsoft 365	ARMA GAPP	Microsoft	7/11/2021	7/11/2021	Inactive

# Risk assurance and support

White glove service for your risk, audit, and compliance teams with regulatory compliance, security, and privacy concerns

## Ask an expert

Direct one on one engagement with Microsoft experts to support risk stakeholders to accelerate assessments and approval cycles

## Risk and Control Mapping

Receive support from Microsoft experts to complete a fixed number of risk assessment questionnaires

## Compliance Community

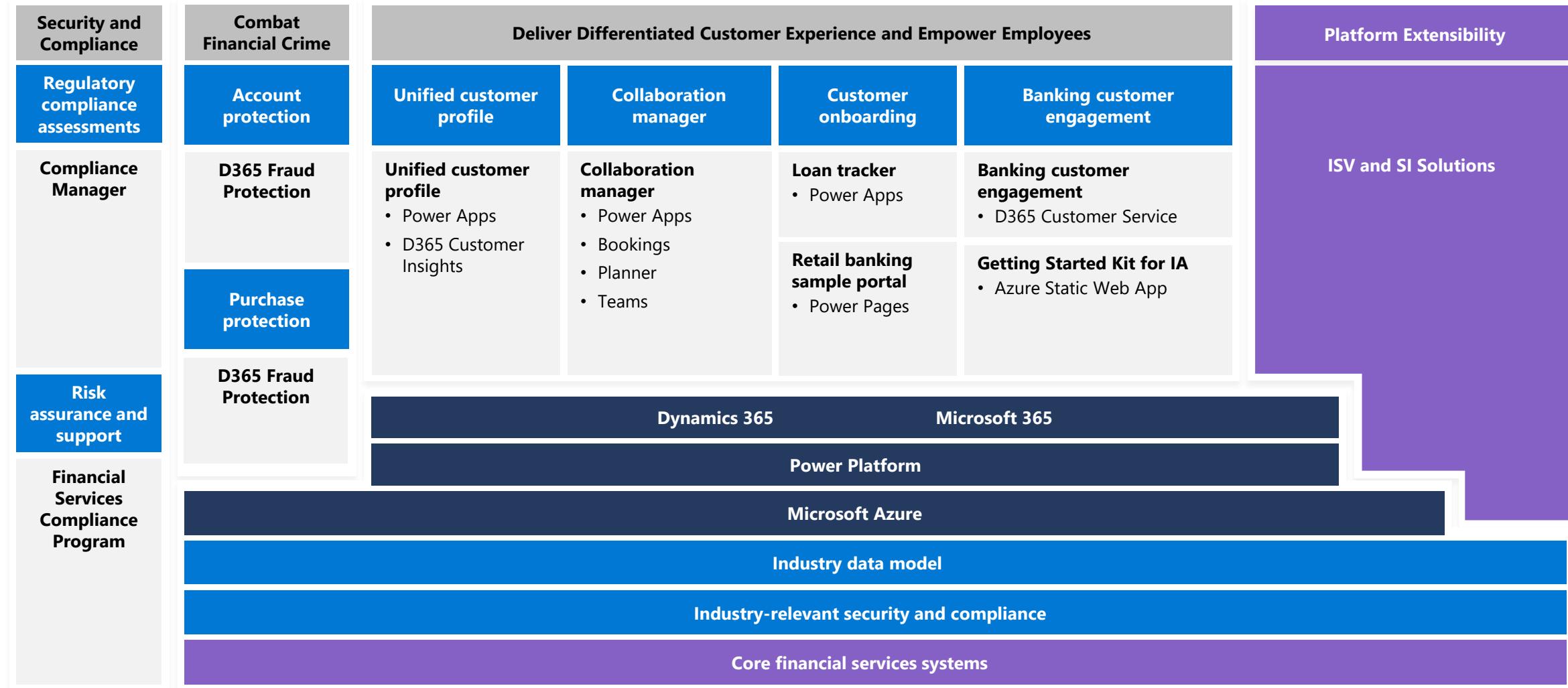
Learn about the most recent regulatory compliance developments directly from Microsoft experts and industry peers via event and webcasts

## Proactive risk assurance

Proactive communication on external audit results, updates to Microsoft Cloud estate, changing regulatory compliance requirements, and industry related cloud technologies including third party risk management news



# Microsoft Cloud for Financial Services



# Localization and Regional Availability

Countries or regions and languages available for Microsoft Cloud for Financial Services solutions

## Currently available in:

English, Dutch, French, German, Italian, Spanish

## From:

Australia, Canada, France, Germany, India, Ireland, Italy, Mexico, Netherlands, New Zealand, Switzerland, United Kingdom, United States



## Additional language support:

Portuguese (BR), Spanish, Traditional Chinese

## Additional geo support:

Brazil, Hong Kong, Singapore

[International availability of Microsoft Cloud for Financial Services | Microsoft Learn](#)

# Industry standards and certifications

We have the extensive compliance coverage in the industry with 90+ compliance offerings

Global	Industry	Regional	US Gov
<ul style="list-style-type: none"><li>CIS Benchmark</li><li>CSA STAR Attestation</li><li>CSA STAR Certification</li><li>CSA STAR self-assessment</li><li>ISO 27001:2013</li><li>ISO 27017:2015</li><li>ISO 27018:2014</li><li>ISO 22301:2012</li><li>SOC 1 Type 2</li><li>SOC 2 Type 2</li><li>SOC 3</li><li>ISO/IEC 27701:2019</li><li>ISO 9001:2015</li><li>ISO 20000-1:2011</li><li>WCAG 2.0 (ISO 40500:2012)</li></ul>	<ul style="list-style-type: none"><li>European Banking Authority (EBA)</li><li>FFIEC (US)</li><li>OSFI (Canada)</li><li>PCI DSS Level 1</li><li>SEC 17a-4 (US)</li><li>European Securities and Markets Authority (ESMA)</li><li>European Insurance and Occupational Pensions Authority (EIOPA)</li><li>GLBA (US)</li><li>Shared assessments (US)</li><li>CFTC 1.31 (US)</li><li>FINRA 4511 (US)</li><li>SOX (US)</li><li>23 NYCRR 500 (US)</li><li>FCA + PRA (UK)</li><li>APRA (Australia)</li></ul> <ul style="list-style-type: none"><li>FINMA (Switzerland)</li><li>FSA (Denmark)</li><li>RBI + IRDAI (India)</li><li>MAS + ABS (Singapore)</li><li>K-ISMS</li><li>KNF (Poland)</li><li>FISC (Japan)</li><li>HIPAA BAA (US)</li><li>HITRUST certification</li><li>GxP (FDA 21 CFR Part 11)</li><li>MARS-E (US)</li><li>FERPA (US)</li><li>CDSA</li><li>MPAA (US)</li><li>FACT (UK)</li><li>DPP (UK)</li><li>TISAX (Germany)</li><li>NERC</li><li>GSMA</li></ul>	<ul style="list-style-type: none"><li>California Consumer Privacy Act (CCPA)</li><li>GDPR</li><li>Germany C5</li><li>European Standard Contractual Clauses (SCC)</li><li>Argentina PDPA</li><li>Australia IRAP Unclassified</li><li>Australia IRAP PROTECTED</li><li>Canada Privacy Laws</li><li>China GB 18030:2005</li><li>China DJCP (MLPS) Level 3</li><li>China TRUCS/CCCPPF</li><li>EU EN 301 549</li><li>EU ENISA IAF</li><li>Germany IT—Grundschutz workbook</li></ul>	<ul style="list-style-type: none"><li>FedRAMP high</li><li>FIPS 140-2</li><li>NIST CSF</li><li>FedRAMP moderate</li><li>CNSSI 1253</li><li>CJIS</li><li>DFARS</li><li>DoE 10 CFR Part 810</li><li>EAR</li><li>IRS 1075</li><li>ITAR</li><li>NIST SP 800-171</li><li>Section 508 VPATs</li><li>DoD DISA SRG Level 5</li><li>DoD DISA SRG Level 4</li><li>DoD DISA SRG Level 2</li></ul>

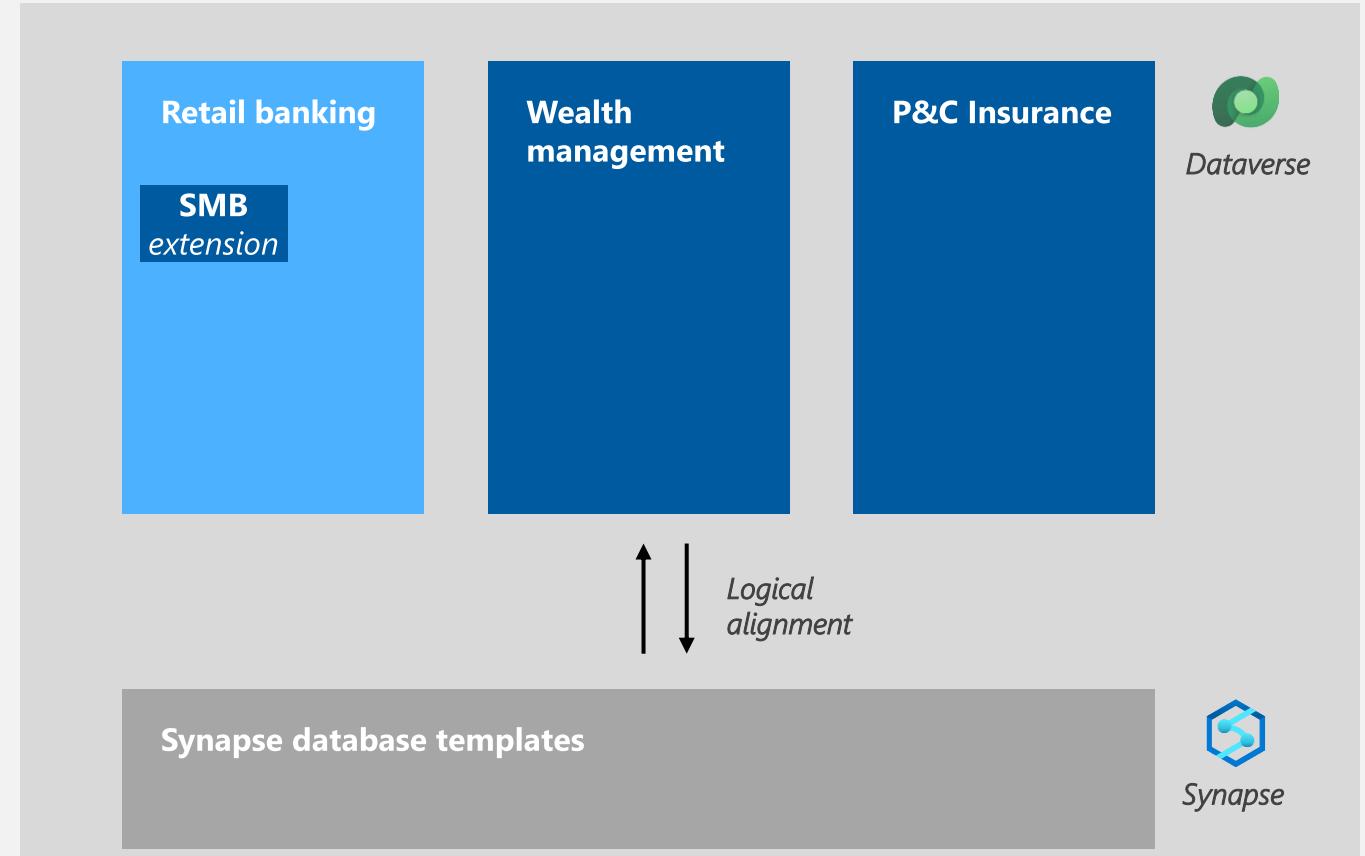
Note: Certifications in blue are specific to financial services

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For additional compliance resources, see the [full list of compliance offerings](#) and [compliance guides](#)

Sep 22 release  
**Preview Data Models**



## Summary view

# Client 360 at-a-glance

The screenshot shows a 'Wealth management : Unified client profile' interface for Monica Thomson. The main area is divided into several sections:

- Client snapshot (1):** Displays basic information like ID (307429942), contact details (Phone: +972-2345678, Email: monicat@contoso.com), and address (1108 23rd AVE S, Seattle WA 12456). It also shows occupation (Law firm partner) and annual income (470,000 USD).
- Life events and goals (2):** Shows various life events and financial goals. Examples include a birthday (45 years old, Jun 7, 1976), marital status (Marriage 6 months from now), education (Master's 1 year from now), business (Career change 2 years ago), housing (Purchase a house, 120,000 USD within 2 years), leisure (Vacation, 80,000 USD within 1 year), and other goals.
- Main household (3):** Shows the Thompson Family household (6 members, 14 financial holdings). It includes a chart of annual income (\$850,000 USD) and combined assets (\$8.06M). The assets are broken down into Accounts (88%), Investments (3%), and Long-Term Savings (9%).
- Investments portfolios (4):** Displays three investment accounts: Discretionary account (\$987,225.00 USD, -8.09% performance), Alternative assets (\$5,556.00 USD, -5.09% performance), and Custodial account (\$435,987.00 USD, +8.09% performance).
- Financial holdings (USD) (5):** Provides an overview of financial holdings categorized by type: Accounts, Investments, Loans, Lines of credit, and Long-term savings. It shows the total assets (\$2.53M) and liabilities (\$-805,000).

## Persona

Relationship Manager

## Short description

Provide a pre-built summary for a client profile allowing a Relationship Manager to quickly gain access to the most relevant insights.

## Long description

1. Customer snapshot containing relevant personal information (similar to UCP for Retail Banking)
2. Insight into the customer and their family's past and future life moments, augmented with the ability to **attach financial goals**
3. Overview of the clients' household's financial strength
4. Overview of the investment portfolios, highlighting their current value and lifetime gain.
5. Summarized view of financial holdings, aggregated per categories and types.

## Data model

# Wealth Management Data Model - Preview

The Wealth Management Data Model can be deployed as an extension of the retail banking model or as a stand-alone package. Here are the main components of the data model:

### Financial goals schema

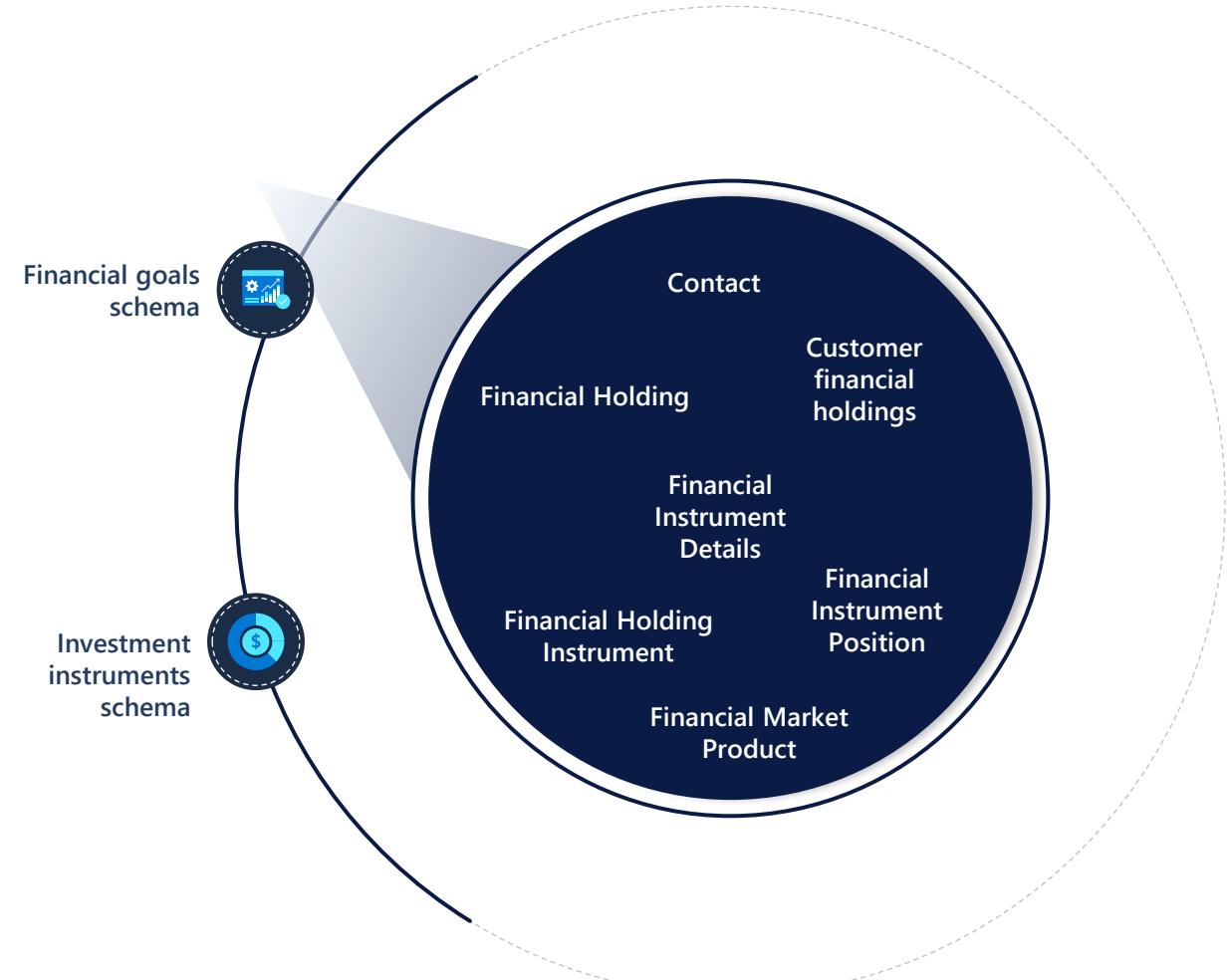
Capture, store and retrieve financial goals. Link them to life events to offer the right context for Relationship Managers.

### Investment instruments schema, investment instruments

Data elements to give an overview of the clients' portfolios and associated instruments. Retrieve critical information, such as portfolio or instrument performance, purchase date, price and value.

### Financial market products

Capture information about financial market products such as Equities and Bonds ensuring that information doesn't have to be repeated across multiple investment holdings or instruments



# Data models | Insurance P&C data model (preview, Sep 2022)

## Features

Insurance Property & Casualty (P&C) schema (50+ tables, and 500+ columns) to cover a wide variety of elements describing an insurance business and use-cases.

### Insurance Product schema:

Allows insurance policy creation in digital applications through flexible product catalog items

### Policies schema:

LoBs, coverages, perils and inclusion/exclusion hierarchy helps capture information relevant to individual and collectives' policies and allows policy onboarding and amendment use-cases

### Claims schema:

Capture and manage information about the end-to-end claim life-cycle

### Insurers, Agencies and Producers schema:

Manage relationships between insurance companies, individual producers and agencies; also covering professional licenses and jurisdiction aspects

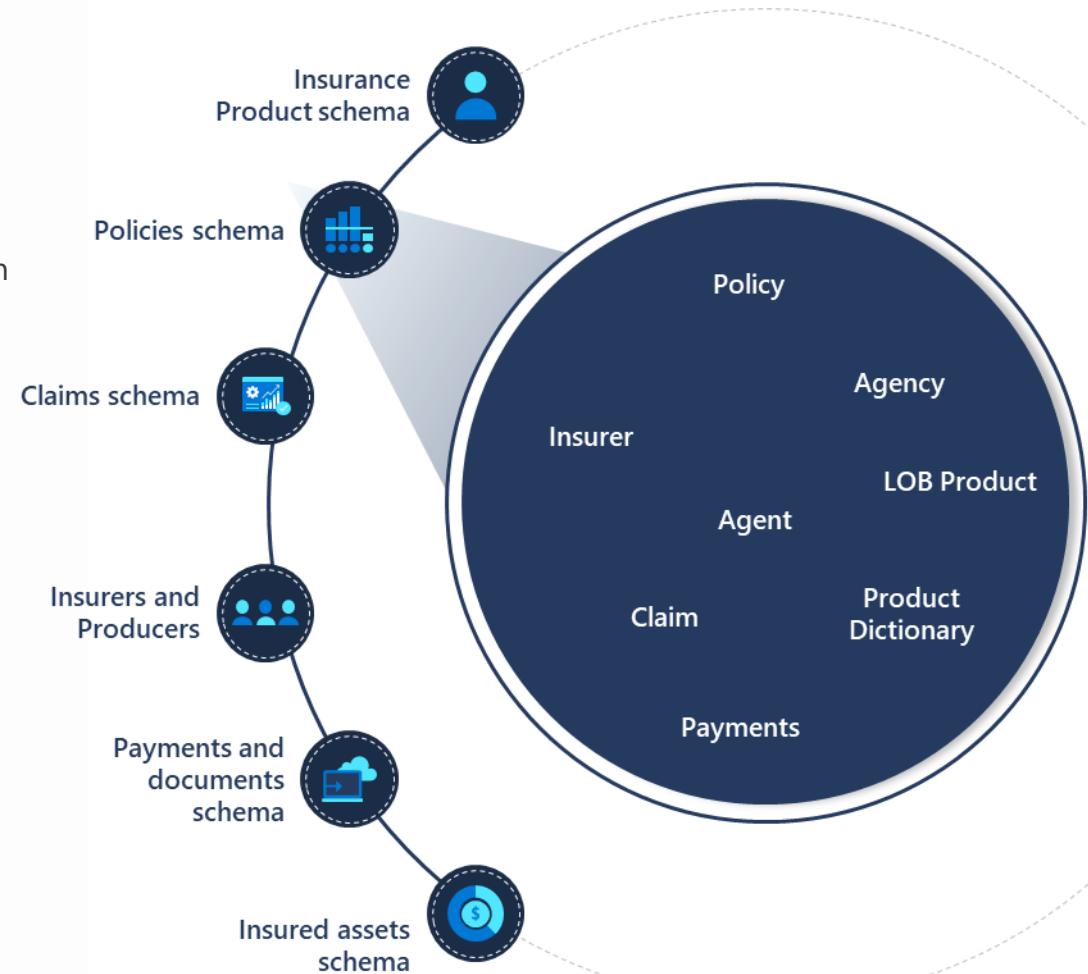
### Payments and documents schema:

Capture contractual documentation and correspondence as well as payments between parties arising from claims, premiums and other interactions

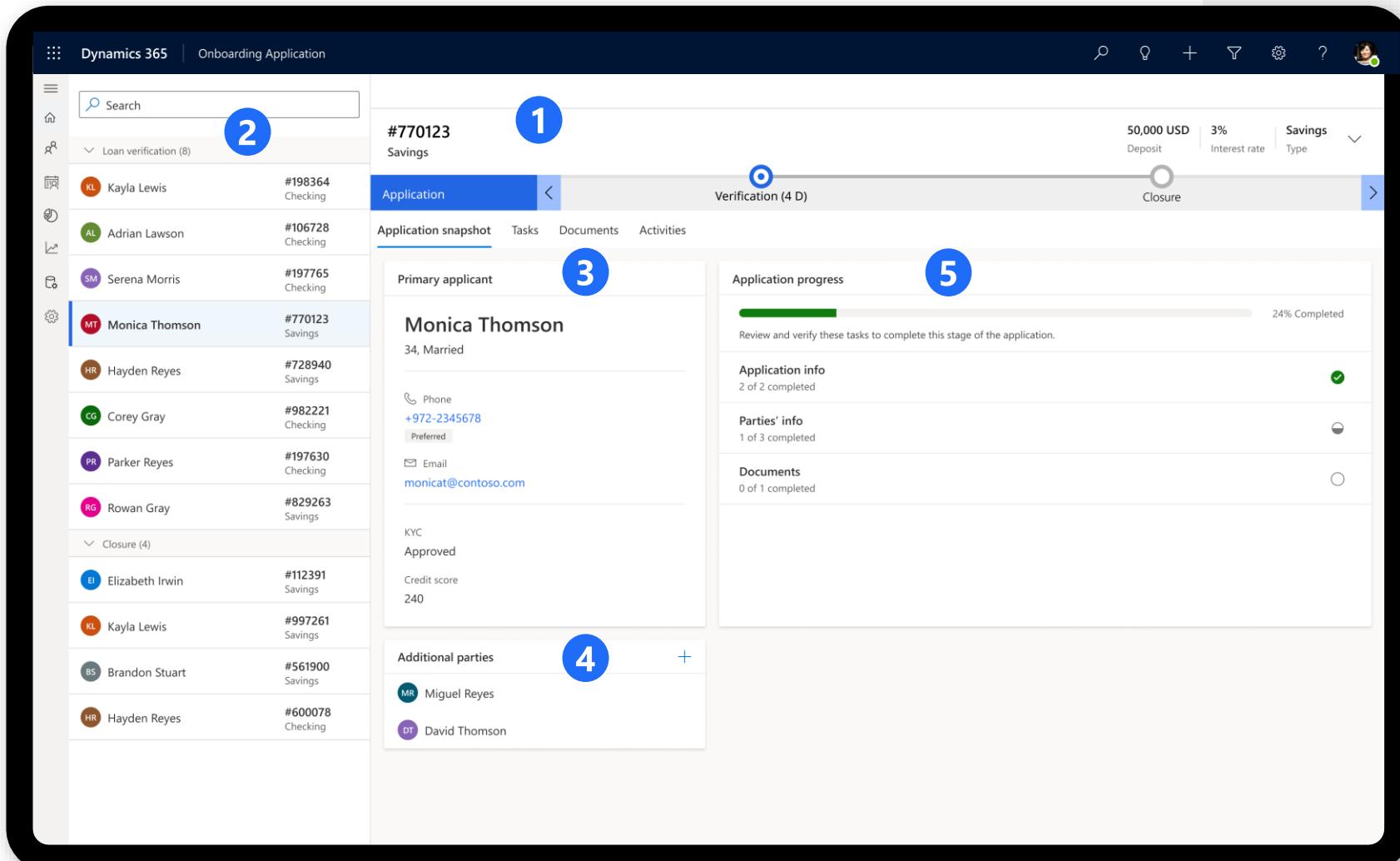
### Insured assets :

Describe individual assets as well as grouping of assets through shared locations, connected to coverages and claims.

Detailed drill-down for Home and Auto as example lines of business and generic template to expand the model



# Onboarding Application (Preview) - Application Management



## Persona

Processing Agent

## Short description

The toolkit provides visual components that consolidate and visualize the onboarding process and allows the agent to manage the application end to end.

## Long description

The toolkit is comprised of visual controls that can be embedded in any MDA in power apps. The application snapshot controls include:

- BPF** – Data verse component that reflects the application process by stages
- Application queue** – list of applications for the agent to handle
- Customer snapshot** – customizable component showing applicant data
- Additional applicants** – additional applicants' data
- Application progress bar** – a control visualizing current status of tasks for this application

# Onboarding Application (Preview) - Document Intelligence

The screenshot shows the Dynamics 365 Onboarding Application interface. On the left, there's a navigation bar with various icons and a search bar. The main area displays a list of accounts, including Kayla Lewis (#198364), Adrian Lawson (#106728), Serena Morris (#197765), and Monica Thomson (#770123). A specific account, Monica Thomson, is selected. Below the list, there's a section titled "Proof of identity - passport" which displays a German ID card (Personalausweis) for Monica Thomson. The card shows her photo, name (Monica Thomson), date of birth (12.08.1964), place of birth (Berlin), and a large expiration date (31.10.2029). To the right of the card, a modal window provides details about the document: "Applicant: Monica Thomson (Primary)", "Document status: For review", and a summary box stating "Recommend approval of the document" because the document meets criteria. It also lists "See verification steps" and "Verification step: Learn more" and "Fraud examination: Learn more". At the bottom of the modal are "Approve" and "Reject" buttons. The overall interface is clean and modern, designed for easy document review and management.

## Persona

Processing Agent

## Short description

Document intelligence tool allows for document management and automation leveraging AI capabilities to accelerate the document review process

## Long description

- Admins will be able to build document workflows per document type.
- For each flow, the admin will determine the relevant workflow steps.
- Each step will host an AI model or service that will contribute to verify the document.

# Microsoft Cloud for Financial Services Strengths



Business model  
alignment



Customer ownership  
and control of data



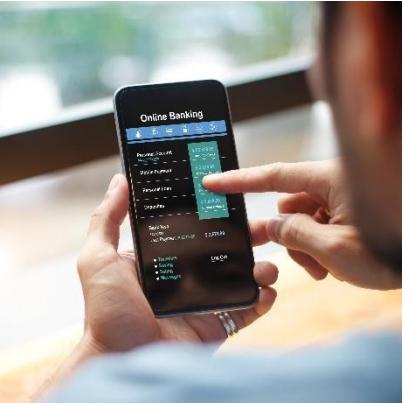
Trusted, global  
security commitment



Industry  
customization



Robust partner  
ecosystem





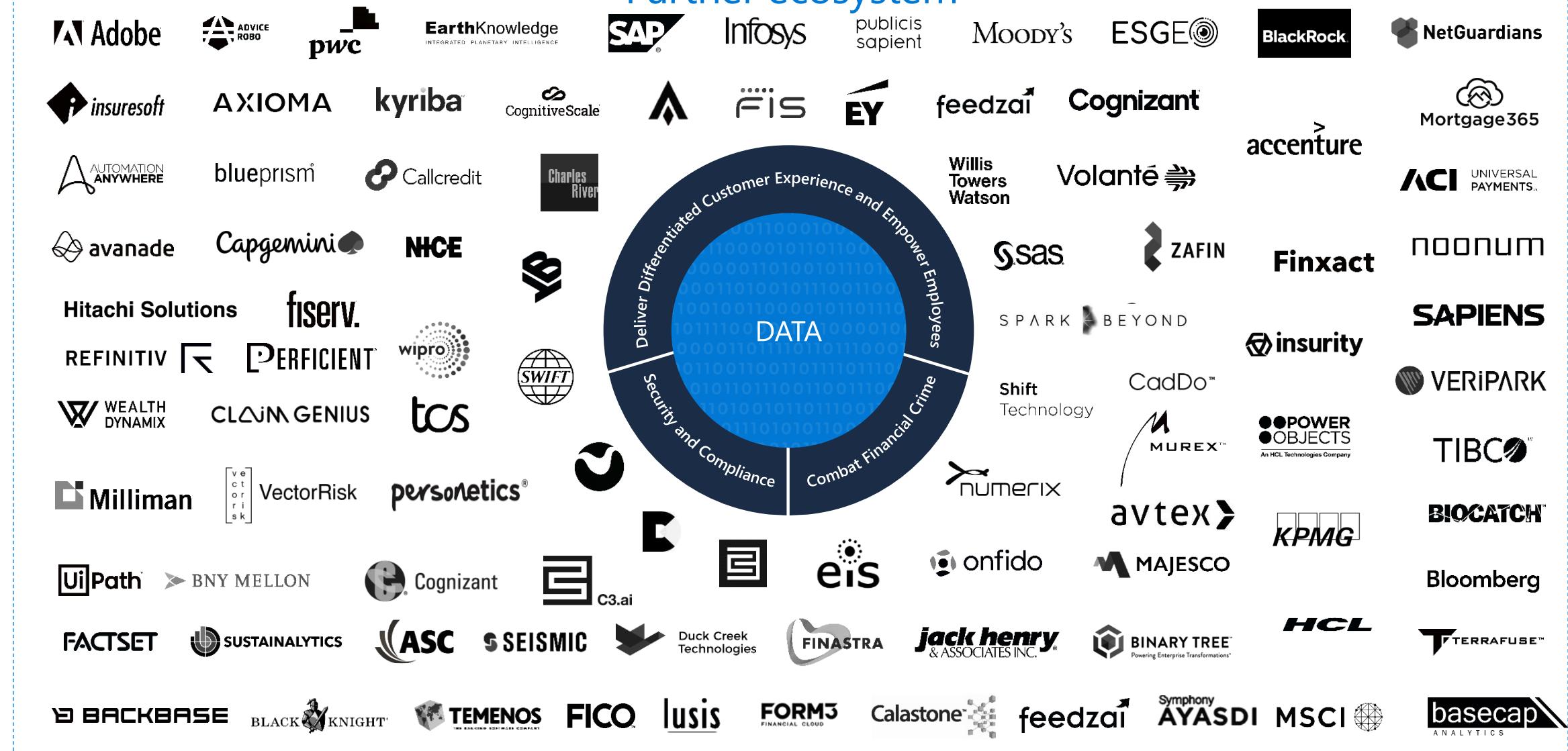
# Thank you

[Microsoft Cloud for Financial Services](#)



# Microsoft Cloud for Financial Services

## Partner ecosystem



# Microsoft Cloud for Financial Services

Strategic launch partners



## Services

Helping customers digitally transform their business with Microsoft Cloud for Financial Services

**accenture**

 **avanade**

**avtex**

 **pwc**

**publicis  
sapient**

 **Capgemini**

 **EY**

 **KPMG**



## Independent Software Vendors

Extending the value with rich features and capabilities for mutual customers

 **basecap**  
ANALYTICS

 **ZAFIN**

 **VERiPARK**

 **FINASTRA**

 **BACKBASE**

 **Mortgage365**

# Today, priorities are changing, and technology needs to keep up



Financial services organizations are focused on:

But their technology is holding them back:

## Enhancing resilience

**95%** of insurance leaders say they are accelerating or looking to speed up digital transformation to improve resilience<sup>1</sup>

## Data access challenges

**600**

Global financial services organizations report having up to 600 different internal data repositories<sup>3</sup>

## Enabling digital collaboration

**\$30B** Streamlining core business processes with enhanced digital collaboration could generate \$30B in business value<sup>2</sup>

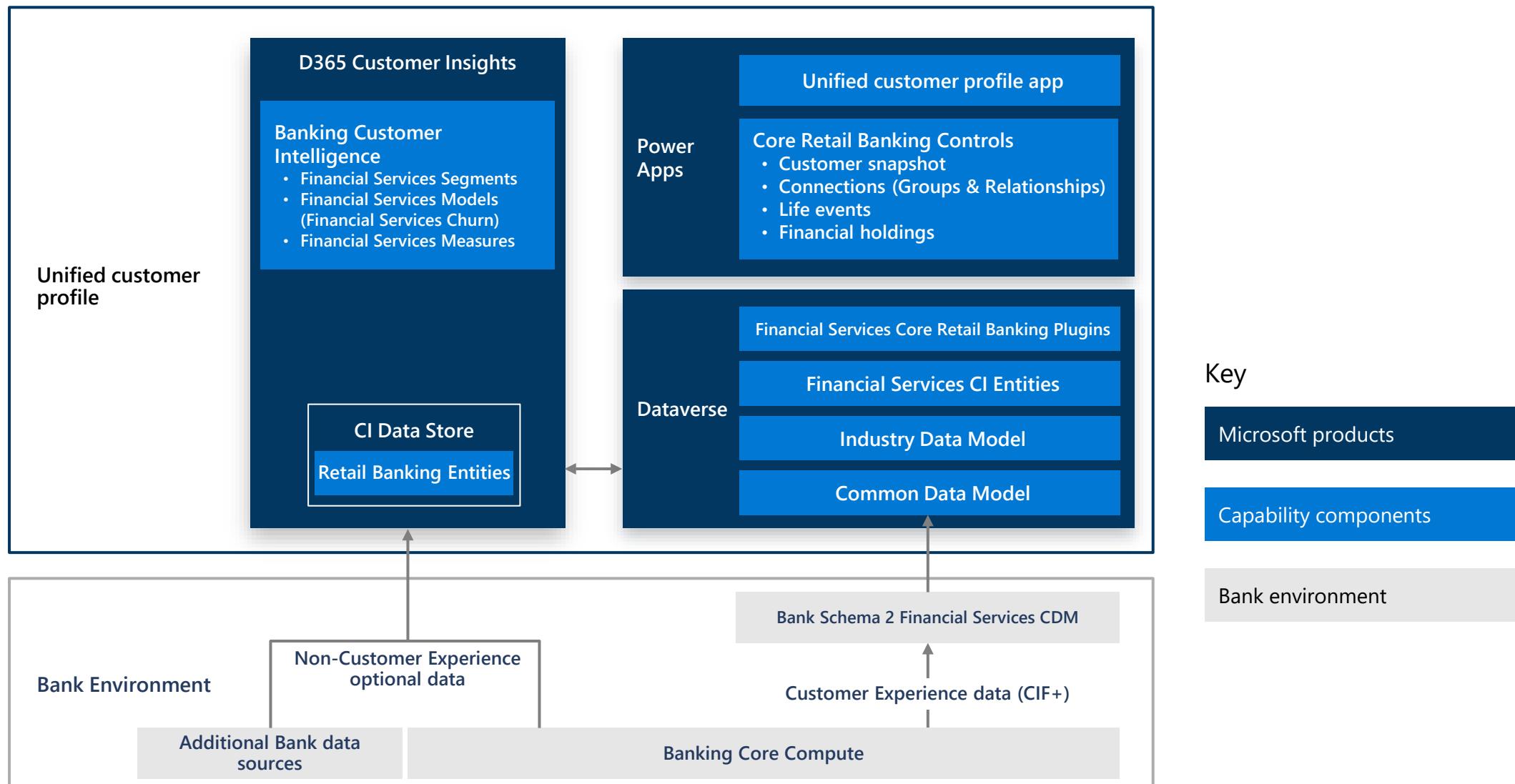
## Security concerns

**83%**

of leaders at US banks say cybersecurity is their top risk concern<sup>4</sup>

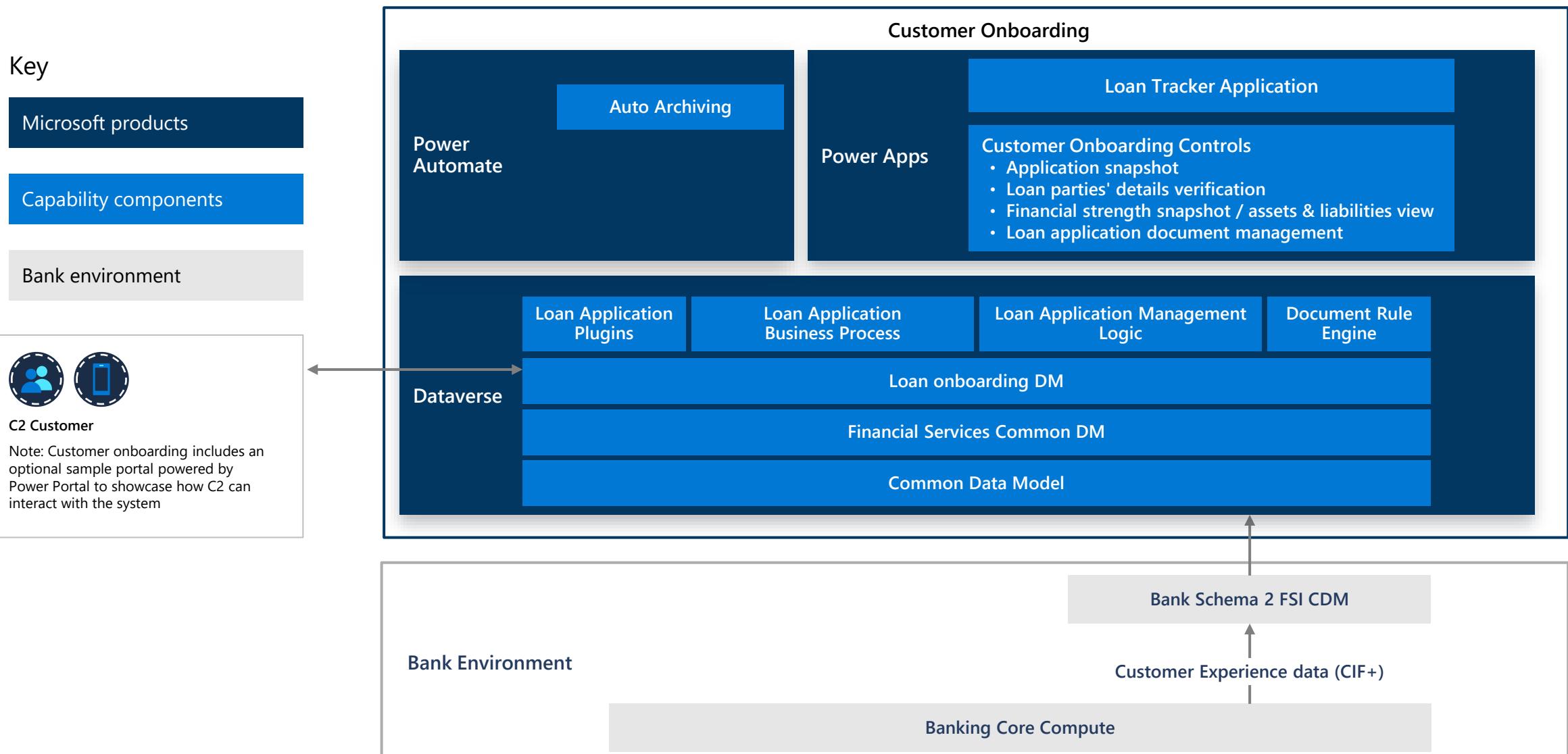
# Unified customer profile

## Reference architecture



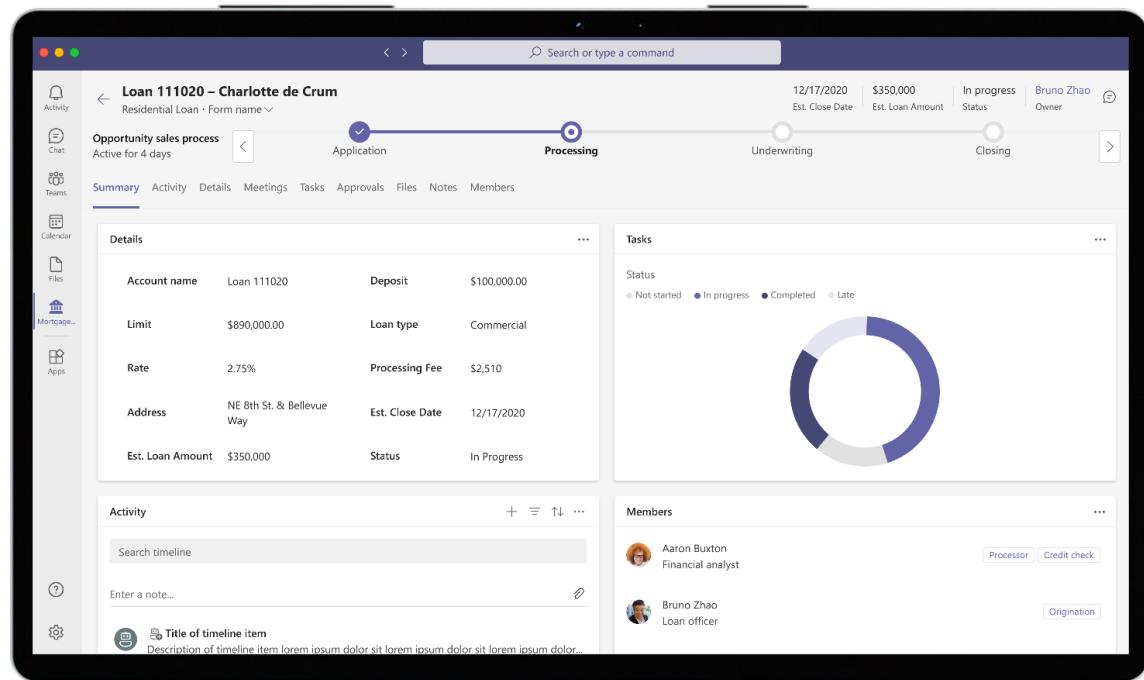
# Customer onboarding

## Reference architecture



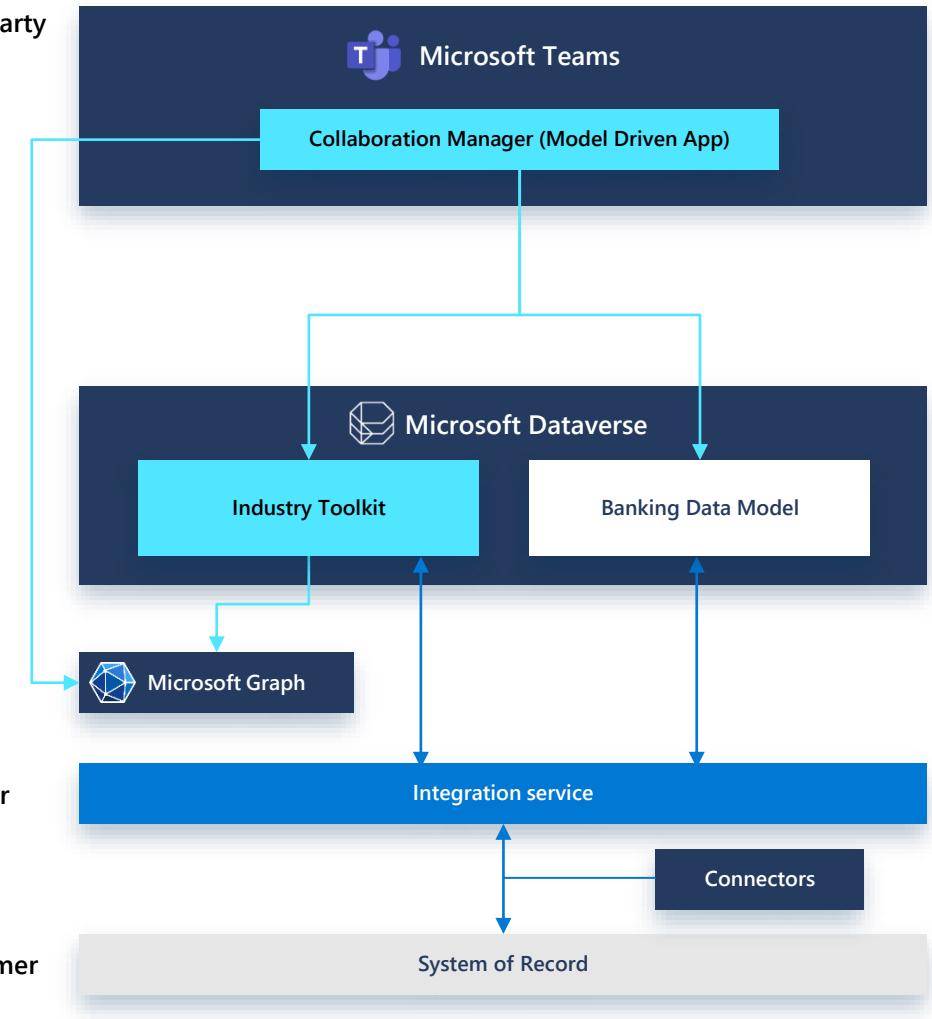
# Collaboration manager

## Reference architecture



Public preview edition

First-party



Key

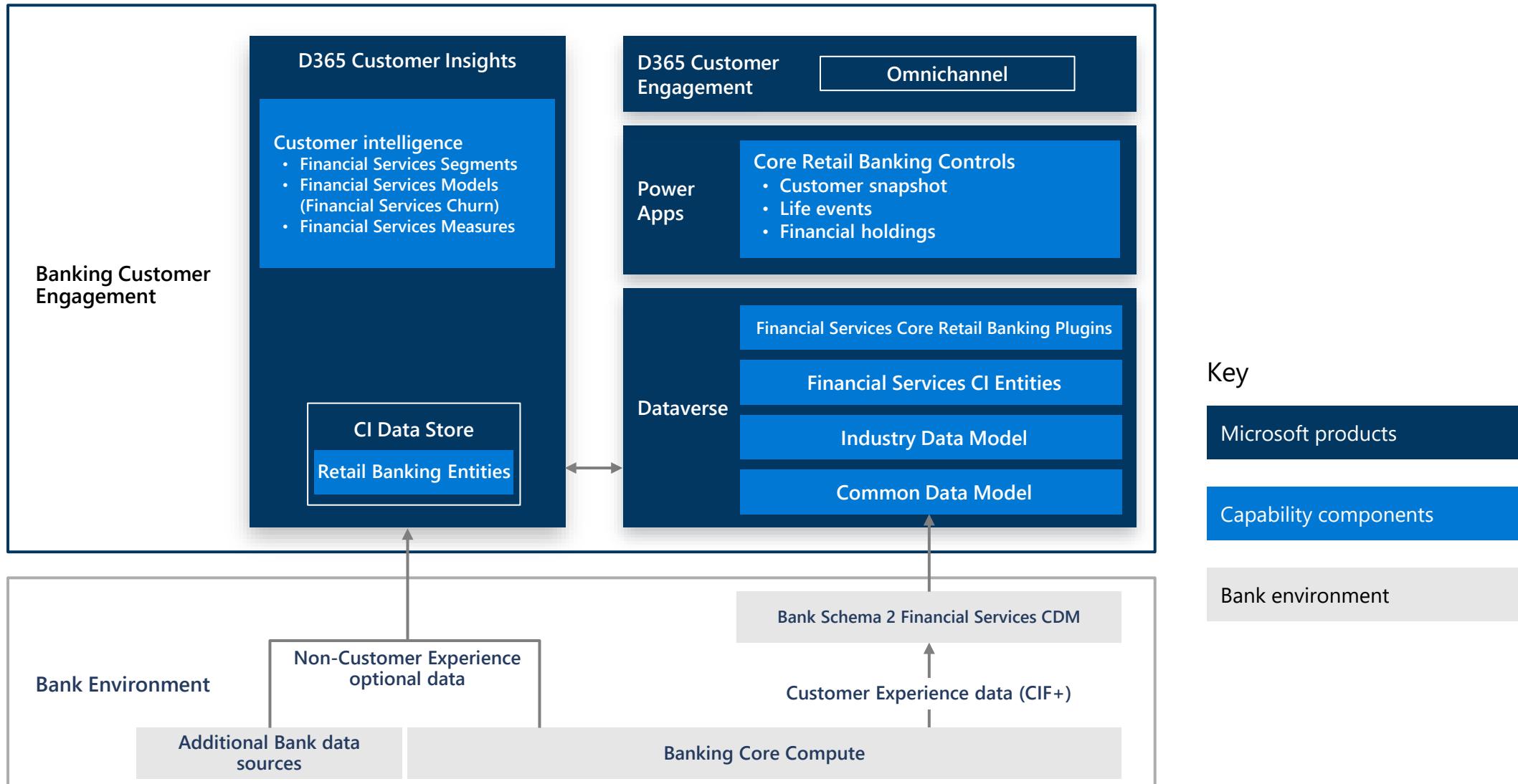
Teams

Partner

Customer

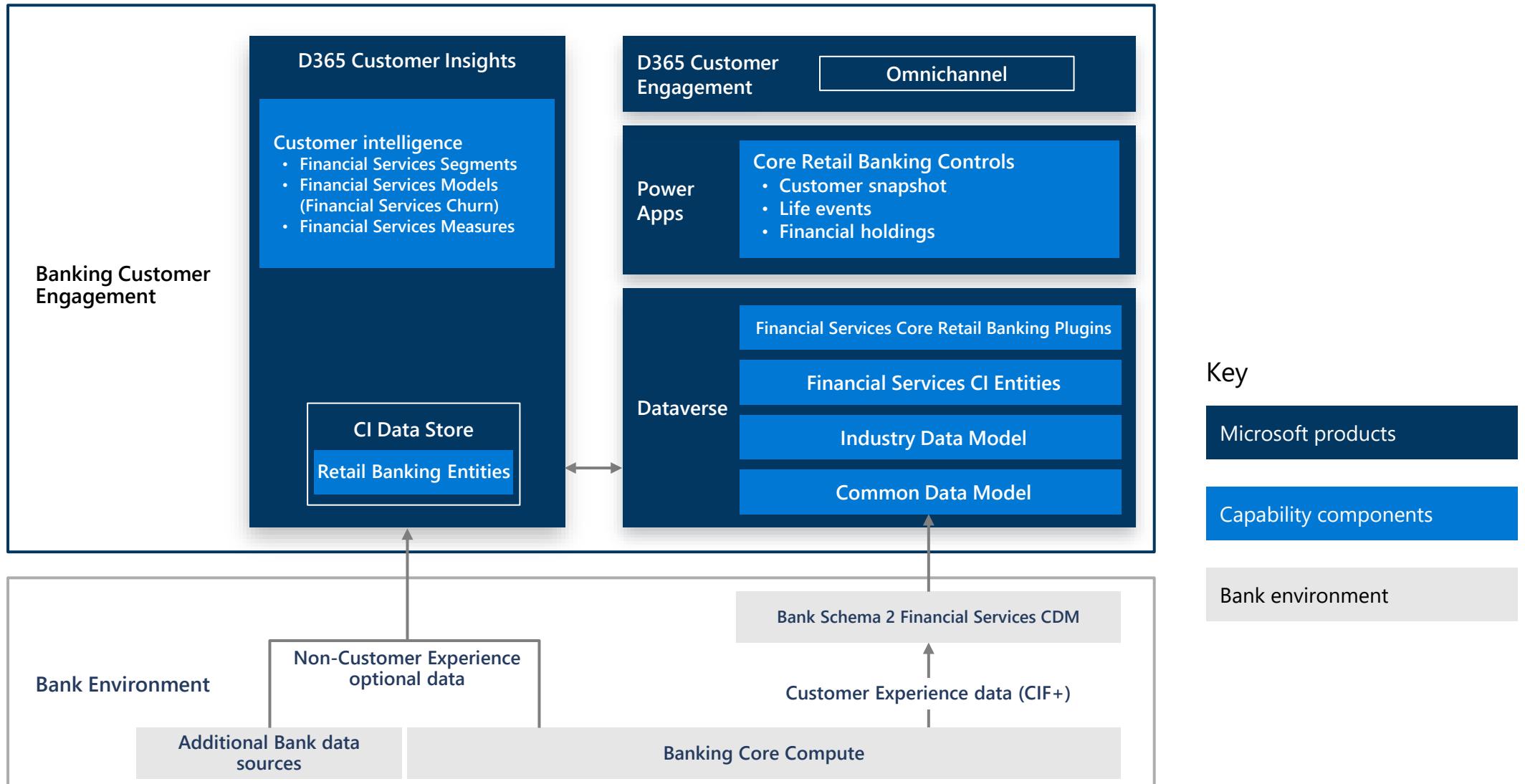
# Banking customer engagement

## Reference architecture



# Banking customer engagement

## Reference architecture



# Financial services regulatory compliance

Take advantage of integrated compliance tools specifically designed for financial services



