

EBOOK

# The Data Intelligence Platform for Financial Services



# Contents

<b>Driving Innovation and Transformation .....</b>	<b>3</b>
<b>BANKING AND PAYMENTS .....</b>	<b>6</b>
<b>CAPITAL MARKETS .....</b>	<b>9</b>
<b>INSURANCE .....</b>	<b>11</b>
<b>Fortifying Your Enterprise With Security, Compliance and Governance .....</b>	<b>13</b>
<b>Powering Choice With a Robust Partner Ecosystem .....</b>	<b>15</b>
<b>Conclusion .....</b>	<b>16</b>

# Driving Innovation and Transformation

Data intelligence has become the cornerstone of success for today's evolving financial landscape. Databricks, a pioneering data and AI company, is at the forefront of this transformation with its Data Intelligence Platform, revolutionizing how financial institutions harness the power of their data assets and AI capabilities.

Recognized as a leader in the Gartner® Magic Quadrant™ for Data Science and Machine Learning and for our Cloud Database Management System (DBMS), the Databricks Data Intelligence Platform has distinguished itself in the crowded field of data management and analytics through its innovative approach and rapid expansion into AI development.

## The Databricks Difference

Our open lakehouse architecture and unified data platform can handle all data types, setting it apart from traditional cloud solutions. This unique positioning has attracted significant investor interest, with Databricks being valued at \$62 billion in 2024, which makes it one of the most valuable unicorns in the world.

## Delivering value across the financial services industry

The Databricks Data Intelligence Platform is built to address critical business imperatives in the industry:

### DRIVING GROWTH

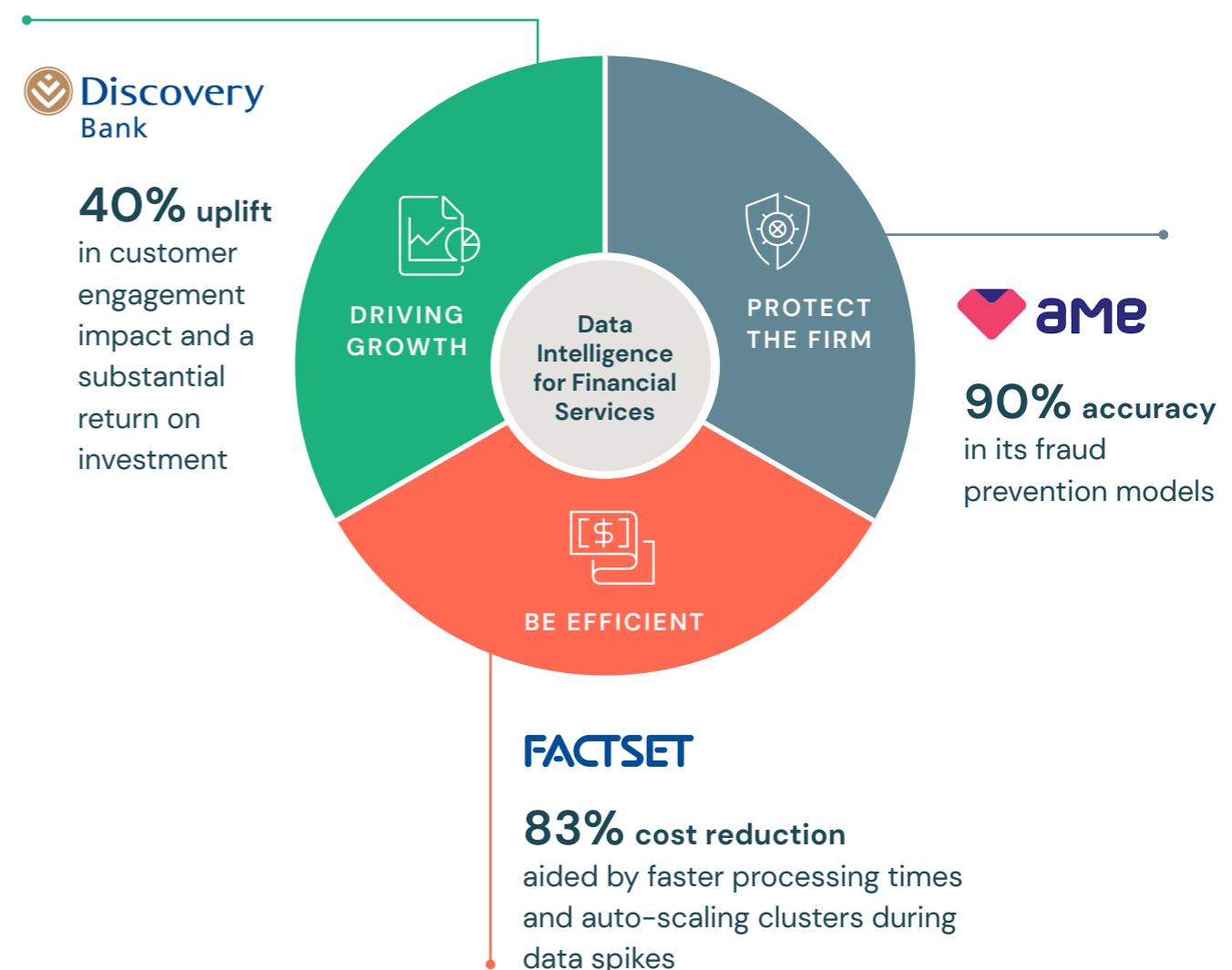
By leveraging data and AI, financial institutions can identify new revenue streams, enhance customer experiences, and accelerate product innovation. [Discovery Bank](#) combines data and actuarial science with behavioral economics, AI, and machine learning (ML) to create data products and hyper-personalized experiences that reward healthy banking habits and lower financial risk. This approach helped one company achieve a 40% uplift in customer engagement impact and a substantial return on investment.

## ► PROTECTING THE FIRM

In an era of increasing cyber threats and regulatory scrutiny, Databricks helps firms strengthen risk management, foster regulatory compliance and reporting and boost cybersecurity through advanced analytics and real-time monitoring. [AME Digital](#), a Brazilian fintech company, operates in the second-largest fraud market in the world. They needed to unify varied siloed datasets and manage the inflow of new data. It elevated its fraud prevention capabilities with the Data Intelligence Platform, attaining 90% accuracy in its fraud prevention models.

## ► DRIVING EFFICIENCY

The Data Intelligence Platform enables powerful collaboration and operational, reduces costs and improves productivity through data-driven insights and process automation. [FactSet](#) wanted to reconcile their data use cases and scale cost-efficiently. By using Databricks' consumption-based payment model and open architecture, it reduced costs by 83%, which was aided by faster processing times and auto-scaling clusters during data spikes.



Databricks' impact on the financial services sector is profound and far-reaching:

- **Unified data and AI strategy**

The platform democratizes access to analytics and intelligent applications, combining multi-dimensional customer signals with powerful AI models tuned to their unique business characteristics.

- **Regulatory compliance**

By completing the Financial Security Institute's Security and Safety Assessment, Databricks has demonstrated its commitment to meeting the rigorous security and regulatory standards required by financial institutions globally.

- **Industry-wide adoption**

Leading financial institutions, such as HSBC, Mastercard, AXA, FactSet and S&P Global, trust the Databricks Data Intelligence Platform, underscoring its reliability and effectiveness at scale in a highly regulated sector.

- **Innovative capabilities**

The platform allows financial institutions to create their own agents and generative AI models, which can be deployed and monitored at scale. This opens new frontiers for data and AI to become core components of personalized banking, risk management and fraud detection.

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Powered by Databricks Data Intelligence Platform, the financial sector holds the keys to propel itself into being a global leader in AI. Databricks has immense transformative potential for innovative financial institutions.

In an industry where data is a valuable currency, Databricks turns raw information into actionable insights. By choosing Databricks, you're embracing a future where data-driven decision-making and AI-powered innovation become your competitive edge.

**JUNTA NAKAI**

Vice President – Global Head of Financial Services, Cybersecurity and Public Sector GTM at Databricks

## DRIVING INNOVATION AND TRANSFORMATION

# Banking and Payments

The banking and payments sector is rapidly transforming, driven by changing customer expectations, technological advancements and regulatory pressures. The Databricks Data Intelligence Platform helps banks to unlock customer insights, streamline operations and enhance regulatory compliance.

## Driving Growth

Today, banks are leveraging the Databricks Data Intelligence Platform to drive growth, efficiency and customer engagement. The platform is empowering institutions to transform their operations from traditional brick-and-mortar models to innovative digital-first approaches. By harnessing the power of real-time data analytics, banks are optimizing their internal processes and revolutionizing their customer offerings and market reach.

The following success stories illustrate the transformative impact of data intelligence in banking:

- [Coastal Community Bank](#) transformed from a traditional brick-and-mortar bank to a leading Banking-as-a-Service (BaaS) provider. By using the Databricks Data Intelligence Platform, it reduced 48-hour risk and compliance processes to just 30 minutes using near real-time data. This enabled them to scale from 40,000 local customers to approximately 6 million customers, served through their partner ecosystem.



INCREASED CUSTOMERS BY **150x**  
THROUGH THEIR PARTNER ECOSYSTEM

- [HSBC](#) leveraged the Databricks Data Intelligence Platform on Microsoft Azure to transform its mobile banking experience. By integrating data analytics across engineering, science, and analysts, HSBC achieved a significant reduction in complex analytics processing time from 6 hours to just 6 seconds. The bank consolidated 14 databases into a single Delta Lake, enhancing operational efficiency and enabling real-time data processing for advanced analytics and machine learning. This transformation led to a 4.5x improvement in engagement on their PayMe app, which became the #1 app in Hong Kong with a 60% market share.



INCREASE MARKET SHARE TO **60%**  
WITH #1 APP IN HONG KONG.

- [Discovery Bank](#) reimagined banking through a shared value model that incentivizes positive financial habits by reducing data processing times from 9 hours to less than 10 minutes and accelerating data product creation by 5 times. This resulted in a 40% uplift in the impact of their customer engagement initiatives and a return on investment of more than 500%.



EXPERIENCED A **40%** UPLIFT IN THE IMPACT  
OF ITS CUSTOMER ENGAGEMENT INITIATIVES

## Protecting the Firm

In the battle against financial crime, banks are leveraging the Databricks Data Intelligence Platform to enhance their fraud detection and prevention capabilities. The solution equips financial institutions to identify and mitigate fraudulent activities with unprecedented speed and accuracy. By harnessing real-time data analytics and machine learning algorithms, banks can safeguard their assets and protect their customers' financial well-being.

The Databricks Data Intelligence Platform has permitted banks to dramatically improve their fraud detection processes, with certain institutions reporting a reduction in risk and compliance processes from 48 hours to just 30 minutes using near real-time data. This allows banks to analyze large volumes of data in real-time, block potential fraudulent transactions before they occur and significantly improve their overall security posture and operational efficiency.

According to BAI research, **84%** of digital banking customers have experienced first and/or third party fraud, highlighting the urgency of robust fraud prevention measures.

- [Techcombank](#), Vietnam's largest private financial institution, serves over 15.3 million customers across 315 branches, processing vast volumes of data to drive customer-centric decisions. The bank faced challenges in fraud detection and risk management across its operations. By leveraging the Databricks Data Intelligence Platform, Techcombank unified its data and advanced its AI capabilities, enabling more sophisticated fraud detection and risk modeling. This transformation enhances the customer experience, drives business growth, and empowers data-driven decision-making across the organization.



DEPLOYING **100+** ML RISK MODELS  
TO STRENGTHEN FRAUD DETECTION

- [AME Digital](#) achieved 90% accuracy in their fraud prevention models, reduced job execution times by 85% and cut operational costs by 34%. They can now analyze large volumes of data in real-time and proactively block potential fraudulent transactions.



REDUCES OPEX BY **34%**

## Improving Efficiency

In today's banking landscape, operational efficiency is a key differentiator, and data intelligence platforms are proving to be invaluable in this arena. Advanced solutions, like the Databricks Platform, are assisting banks in modernizing processes, expediting decision-making and advancing resource allocation.

The Databricks Data Intelligence Platform has been instrumental in driving efficiency gains, allowing banks to transform their operations and achieve improvements in productivity and responsiveness.

- Raiffeisen Bank International (RBI) uses Databricks and Fivetran to transform its data architecture across 12 countries in just eight months. This collaborative solution deployed a GDPR-compliant system that boosted multi-channel marketing performance by 60% and expanded data consumption from 30 to 350 users region-wide. [Fivetran's](#) efficient data integration, combined with [Databricks'](#) unified analytics platform, made it possible for RBI to achieve rapid implementation, marketing insights and broader data democratization.

According to McKinsey, banks that have successfully scaled AI and analytics report up to **30%** higher cost savings and **50%** greater productivity improvements compared to their peers.

- [ABN AMRO](#) transformed its data operations, enabling 500+ data and business professionals to work collaboratively. They built a platform for assessing money laundering risk in just five weeks and can now address business requests 10 times faster than with their legacy system.



ABN AMRO IS **10X** MORE EFFICIENT  
IN BUSINESS



IMPROVED  
MARKETING PERFORMANCE BY **60%**

## DRIVING INNOVATION AND TRANSFORMATION

# Capital Markets

In the fast-paced world of capital markets, our platform empowers firms to improve their investment strategies and risk management using data.

## Driving Growth

According to [Celent's research](#), **64%** of capital markets firms are experimenting with, have proofs of concept underway, or have Generative AI on their 2024/25 roadmap, highlighting the industry's focus on cutting-edge technologies.

The Databricks Data Intelligence Platform is reshaping how financial institutions manage and leverage vast amounts of information by enabling firms to gain deeper insights, make more informed decisions and respond swiftly to market changes. The Databricks Platform has been pivotal in driving these transformations, allowing capital market firms to centralize their data, simplify operations and unlock new value from their information assets.

- [Deutsche Börse](#) faced siloed data and complex sharing processes, slowing time-to-market for data products. Using Databricks, they centralized 400 terabytes of daily data and streamlined over 230 pipelines, achieving 2–4x faster insights and 4–8x faster publishing on Databricks Marketplace. This transformation reduced workflows from days to minutes and unlocked innovative solutions, like secure data clean rooms.



**2–4X FASTER INSIGHTS**

## Protecting the Firm

The ability to detect and prevent fraudulent activities is paramount for maintaining market integrity and investor confidence. The Databricks Data Intelligence Platform is at the forefront of this critical mission, enabling regulatory bodies and financial institutions to monitor vast volumes of market data in real time. The Databricks Platform has emerged as a powerful tool in this fight against financial crime, allowing organizations to analyze unprecedented amounts of data and identify suspicious patterns with remarkable speed and accuracy.

According to [Datos Insights](#), global capital markets continue to grow despite lingering fears of inflation, high interest rates and geopolitical turmoil, underscoring the need for comprehensive surveillance systems in an expanding market.

## Driving Efficiency

According to Coalition Greenwich, **93%** of exchanges, trading systems, and data providers are now offering cloud-based data and services, highlighting the industry's rapid shift towards more agile and scalable data solutions.

The ability to efficiently process and analyze vast amounts of financial information is a fundamental competitive advantage. The Databricks Data Intelligence Platform has been at the frontline of this movement, enabling financial institutions to build reliable data architectures that can handle the complexities of modern capital markets.

- FactSet built an Enterprise Solutions Lakehouse that cut Extract, Transform and Load (ETL) costs by nearly 6 times while processing data 90 times faster. They reduced Total Cost of Ownership (TCO) by 83% and achieved better performance, cost savings and improved data governance across operations.



## DRIVING INNOVATION AND TRANSFORMATION

# Insurance

The insurance industry holds great opportunities for innovation, and our platform enables insurers to improve risk assessment, claims processing and customer engagement.

### Driving Growth

According to Accenture, **84%** of insurance executives believe that AI will revolutionize the way they gain information and interact with customers.

The insurance industry is undergoing a profound digital transformation. The Databricks Data Intelligence Platform enables insurers to harness the power of big data, AI and analytics to enhance customer experiences, streamline operations, and drive innovation. The Databricks Platform has been instrumental in helping insurance companies realize these benefits, allowing them to unify disparate data sources, accelerate time-to-market for new products and deliver personalized services at scale.

- [AXA France](#) unified 200TB of data from 54 diverse sources, increasing data accessibility by 20 times across various roles. This transformation, through cloud migration, cut their total cost of operations in half.

 **20X** EASIER DATA ACCESS FUELS GROWTH,  
DECISIONS AND INNOVATION

- [Northwestern Mutual](#) enabled personalization at scale for its 10,000 advisors and millions of customers. They reduced overall load time from 7 hours to just 2 hours and decreased time-to-market for new developments from 4–6 weeks to 1–2 weeks.



ACCELERATED  
TIME-TO-MARKET BY OVER **3X**

### Protecting the Firm

Combating fraud has become a critical priority for insurers worldwide. Advanced data intelligence platforms are overhauling fraud detection and prevention strategies, enabling insurance companies to process vast amounts of data and identify suspicious patterns with unprecedented accuracy and speed. The Databricks Platform has emerged as a pioneer in this arena, empowering insurers to significantly enhance their fraud detection capabilities and protect their bottom line.

- A leading global insurance company achieved a 15 times uplift in model fraud identification and gained the ability to process 10 times the volume of claims. This led to an impressive \$34 million in incremental fraud identified per year.

According to a recent McKinsey report, AI and machine learning technologies can potentially reduce claims journey time by **50-70%** while improving accuracy by **30-40%**.

## Driving Efficiency

In the competitive insurance market, pricing accuracy and agility have become key differentiators for success. Advanced data intelligence platforms are changing how insurers develop and deploy pricing models, enabling them to leverage complex data sets and sophisticated algorithms with unparalleled precision. The Databricks Data Intelligence Platform has emerged as a dominant tool in this domain, allowing insurance companies to dramatically accelerate their pricing processes and gain a competitive edge.

- A leading insurance provider refashioned their insurance pricing model, achieving a 9 times performance gain in data pipeline runtime, 15 times faster feature identification and a 60 times improvement in model scoring speed.

According to a recent Celent report, **67%** of insurers are prioritizing investments in predictive analytics and machine learning for pricing and underwriting.



# Fortifying Your Enterprise With Security, Compliance and Governance

Data compliance and security are paramount for financial services institutions. The Databricks Data Intelligence Platform offers highly effective features to address these critical concerns, enabling financial institutions to innovate with confidence while maintaining the highest standards of data protection and regulatory adherence.



## Regulatory compliance

The Databricks Platform is designed to meet stringent regulatory requirements of financial services:

- Certifications:** Databricks holds certifications for GDPR, CCPA, FedRAMP, HITRUST, HIPAA, IRAP and the Financial Security Institute Security and Safety Assessment for Cloud Service Providers in South Korea, among others.
- Industry-specific compliance:** The Enhanced Security and Compliance add-on offers profiles for standards, such as PCI-DSS, FedRAMP (High, Moderate) and CCCS Medium (Protected B).
- Audit trails:** Comprehensive logging and monitoring capabilities provide full visibility into data access and user actions, supporting regulatory requirements and rapid incident response.



## Comprehensive security controls

Databricks provides a multi-layered approach to security:

- Encryption:** Advanced encryption for data at rest and in transit, including FIPS 140–validated encryption modules.
- Network security:** Private connectivity options, IP access lists and network firewall rules to control access.
- Identity management:** Fine-grained access controls and role-based permissions to ensure data is accessed only by authorized personnel.



## Unified governance for data and AI

Unity Catalog serves as a cornerstone for data governance in financial services:

- Centralized control:** Provides a unified layer for managing structured and unstructured data, ML models and other digital assets across any cloud or platform.
- Secure collaboration:** Enables secure access and collaboration on trusted data, boosting productivity while maintaining compliance.
- Cost Attribution:** Allows for the distribution of cost attribution among teams, facilitating better resource management.



## Real-world impact

Financial institutions are already reaping the benefits of Databricks' scalable compliance and security features:

- [National Australia Bank](#) harnessed the power of [Unity Catalog](#) to facilitate governance across the company, unlocking use cases in generative AI for customer service, marketing campaigns and financial crime detection.
- [Coastal Community Bank](#) implemented segregated environments for development, testing and production, with technical leaders approving code promotion between environments to ensure data privacy and security governance.
- [Block](#) reduced data egress costs by 20% through Unity Catalog, while maintaining secure access to sensitive data through fine-grained access policies.



## Continuous innovation in compliance

Databricks is committed to staying ahead of evolving compliance needs:

- [Databricks AI Security Framework](#): Provides guidelines for securing and governing AI models and addressing emerging challenges in AI adoption.
- **Future-proofing**: Ongoing investment in research and development to address trends in financial services compliance and security.

By leveraging these comprehensive compliance and security features, financial institutions can confidently drive innovation, elevate customer experiences and maintain regulatory compliance in an increasingly complex environment. The Databricks Data Intelligence Platform meets current compliance needs and positions organizations to adapt swiftly to future regulatory changes, helping to assure long-term success and customer trust.

# Powering Choice With a Robust Partner Ecosystem

Databricks has cultivated a thriving ecosystem of partners that support financial services customers to discover the full potential of their data and AI initiatives. With seamless integrations across major cloud providers, Databricks offers unrivaled flexibility and scalability.

The platform's extensive network of over 250 ISV and SI partners, along with more than 500 data listings on the Databricks Marketplace, provides financial institutions with a rich tapestry of solutions to address their distinctive challenges. In addition, industry leaders such as Deloitte and Avanade offer expert consulting services, ensuring smooth implementation and scalability of Databricks solutions.

Collaborations with financial services-specific partners, like FactSet, Tiger Analytics and Value Momentum, deliver tailored solutions that address the sector's stringent regulatory requirements and multifaceted data needs. This holistic partner ecosystem paves the way for financial services firms to leverage cutting-edge ETL, data ingestion, BI, ML and governance tools, fostering innovation, enhancing operational efficiency and driving data-driven decision-making across their organizations.



## Cloud Partners

Databricks runs on AWS, Microsoft Azure and Google Cloud, with deep integration to each provider's infrastructure, data and AI services.



## Data and Marketplace Providers

Extend the capabilities of your Databricks Data Intelligence Platform by empowering teams to leverage industry-specific advanced analytics, machine learning and AI capabilities.



## Consulting and SI Partners

Consulting partners are experts uniquely positioned to help you strategize, implement and scale data, analytics and AI initiatives with Databricks.



# Conclusion

The Databricks Data Intelligence Platform is helping to modernize the financial services industry by providing an extensive solution for data-driven innovation. Our unified approach to data and AI strategy, enhanced customer experiences, regulatory compliance, operational efficiency, innovation acceleration and multi-cloud flexibility positions financial institutions to thrive in an exponentially competitive and regulated environment.

We partner with industry leaders and leverage our extensive ecosystem to ensure that our platform continues to meet the incomparable needs of the financial services industry. Whether you're a bank, capital markets firm or insurance company, Databricks is here to help you unleash the full potential of your data and drive your business forward.

**Speak with our industry experts to learn  
how the Databricks Data Intelligence  
Platform delivers your data and AI strategy  
— with zero compromise.**

[SPEAK WITH AN EXPERT](#)



Databricks is the data and AI company. More than 10,000 organizations worldwide — including Amgen, Providence, Humana and over 60% of the Fortune 500 — rely on the Databricks Data Intelligence Platform to unify and democratize data, analytics and AI. Databricks is headquartered in San Francisco, with offices around the globe, and was founded by the original creators of Lakehouse, Apache Spark™, Delta Lake and MLflow.

To learn more, follow Databricks on [X](#), [LinkedIn](#) and [Facebook](#).

**Get started with a free trial of Databricks and start building data applications today.**

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