# 17 of the top 20

global banks achieve **high-impact business outcomes** through enhanced analytics, operationalized at scale

## Realize radical innovation with Teradata

**Grow revenue**

Top 10 global bank identified **40+ opportunities** to improve online customer experience within 6 weeks. **$5M additional profit/year** from a single product.

**Improve efficiency**

Large European bank **reduced fraud by $10m+/month**, after a 6-month artificial intelligence engagement.

**Sustain regulatory compliance**

Top 5 U.S. bank realized **$1B of benefit**, with a single enterprise architecture supporting 80K associates, running 1.5m queries per day.

**TERADATA**

# The banking industry is changing

- Unprecedented changes in consumer-driven behavior
- Radically increased competition
- Intensified regulatory oversight

The most successful banks are deploying world class analytics, artificial intelligence, and an enterprise data architecture. This core foundation empowers future operating models to:

> "Most incumbents will struggle to transform themselves fast enough to be able to compete with the start-ups, and risk getting pushed back down the value chain into being essentially a capital intensive utility."
>
> – Anthony Jenkins
> former Chief Executive of Barclays

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| Grow revenue across digital and traditional channels | **A global bank delivers in excess of $100M additional profit by operationalizing real-time marketing** | Radically improve sales via contextually aware insights and real-time decisioning across inbound/outbound channels |
| Improve efficiency and automation across complex multi-channel business processes | **A large UK bank realized $10M/year savings by eliminating the root cause of avoidable inbound calls** | Rapidly identify process inefficiencies to drive cross-channel, digitally-enabled process improvement and automate mundane tasks |
| Deploy a sustainable approach to regulatory compliance and financial reporting | **A top European bank uses a single finance and risk environment to simplify regulatory reporting and ad-hoc analysis** | Adopt a strategic enterprise approach to regulatory compliance that drives simplification, cost reduction, and closer alignment to regulator objectives |

# Why Teradata

We have a long history, working with the world's largest, most complex companies. They have confidence in our ability to meet their short, medium, and long-term analytical requirements.

We deliver against our promises, supporting our customers in confidently embracing their most complex analytical ambitions, while driving hundreds of millions of dollars in value.

We are recognized for our superior technology vision and capability based on integration of Teradata and open source technologies deployed in the public or Teradata cloud, and/or on-premises across Teradata and commodity hardware.

We provide high-performance analytical ecosystems, experienced data scientists, industry and implementation experts that empower our clients to increase revenue and drive operational efficiency.

## Our Objective
Help remove technical barriers that hinder success

## Our Philosophy
Enable the discovery and operationalization of new insights, at scale, across any business

## Our Focus
Deliver ROI, enabled by the best analytics platform and optimal cost/performance mix

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