17 of the top 20

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

Increase revenue in the face of growing competition

Grow revenue

Global bank delivers in excess of **$100M additional profit** by operationalizing real-time decisioning.

Improve efficiency

Large European bank **identified $28M NPV** by improving the home loan application process across research, sales, and application phases.

Drive great customer experiences

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

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:

> "We see visitors and not customers. We want to respond to the customer whilst they are interacting with us."
>
> – Head of Marketing, Global Retail Bank

Grow revenue through real-time decisioning	Top Asia-Pac Bank is transforming sales by embracing digital; aiming to drive 50% of revenues from online channels, up from 22%	Radically improved sales via contextually aware insights and real-time decisioning, automated across all inbound channels and integrated with outbound activity
Improve efficiency by understanding individual behaviors	Large Retail Bank delivered $12M additional profit by identifying customers who abandon online purchases, acting on insight	Rapidly analyze key processes and determine how to optimize them, personalizing the dialogue across the customer journey to drive improved outcomes
Drive great customer experiences	Top 10 Global Bank identified 40+ opportunities to improve online customer experience within 6 weeks. Additional $5M profit/year from a single product	Establish how poor experiences contribute to lost revenue and increased costs, and use insights to deploy easier, simpler, more effective client interactions

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