Financial Services

Improve business operations and deliver innovative customer experiences with a unified approach to data

Leaders in the financial industry in banking, insurance, mortgage, and other sectors are harnessing the power of data and analytics by integrating disparate systems to more effectively respond to the market's needs and provide more competitive financial products that meet the needs of their customers.

Challenges

Disjointed data and systems

There are various types of data sources both on-premises and in the cloud that financial institutions leverage and it is extremely complex, time-consuming, and expensive to integrate legacy and cloud systems of record.

Lack of customer insights

Consequently, financial companies often have a fragmented view of their customers – impeding their ability to quickly and effectively leverage data analytics and insights to respond to market and customers' needs.

New wave of digital-first competitors

Further amplifying the problem is the emergence of small and nimble financial technology startups that are not burdened by enormous tech-debt that more established organizations have and are able to leverage the right data and the latest analytic techniques to deliver exceptional customer experiences.

Integration is complex and expensive

Financial services companies tend to outsource integration and automation which is both cost and time-intensive. Outsourcing is a liability as interfaces change and endpoints go through upgrades, It then becomes difficult for organizations to transform and scale their businesses.

Common solutions/Use cases

Customer 360: A personalized customer experience

Delight customers by providing a seamless experience across multiple channels (web, mobile, in-bank) for various banking products such as bank accounts, loans, investments, and retirement. Deliver customized financial recommendations based on their income, expenses, assets, retirement goals to increase satisfaction and retention.

INDUSTRY CASE STUDY: OPTIMIZING THE USER EXPERIENCE WITH DATA

Company: Leading mortgage brokerage firm in Australia and New Zealand

Systems and connectors: Redshift - Salesforce

Requirements:
- Integrated brokerage platform for consumers to interface with mortgage brokers and partner products
- SnapLogic closes the gap between company's mobile app and loan providers in ANZ and APJ
- Key integrations with various national banks across Australia Bank and New Zealand

SnapLogic solution and benefits:
- Enterprise scale for a lower cost - with a modern architecture that complements company's cloud infrastructure
- Ease of Use - iPaaS platform for rapid delivery and scale
- Improved customer experience and higher productivity - with a single unified platform that integrates disparate sources

Streamline operations: Improve efficiencies through automation

Reduce operational costs by automating financial processes such as submitting insurance claims, approving credit cards, intelligence and benchmarks for global capital and commodity markets. This automation accelerates time to delivery for customers – enabling financial companies to stay competitive in this highly demanding market.

INDUSTRY CASE STUDY: AUTOMATING FINANCIAL TRANSACTIONS WITH API INTEGRATIONS

Company: A publicly traded national online banking platform for small business lending.

Systems and connectors: Salesforce - MySQL - CORE - REST

Requirements:

- Needed to integrate cloud and on-premises systems with banking platform to automate transactions
- Required to easily handle structured and unstructured data integration
- Sought a solution to simplify and aggregate APIs to ease complexity

SnapLogic solution and benefits:

- Better time to value - Integrations made easy with APIs created from SnapLogic pipelines
- Higher productivity - with Enterprise-scale automation that executes over 3 million pipeline per year and orchestrates applications and systems end-to-end
- Improved customer experience - through better delivery and faster end-to-end transactions.

Accelerate mergers and acquisition: integrate customer and business insights

Financial companies grow and expand over time via mergers and acquisitions. However, this integration of companies can prove to be a nightmare of a variety of data stored in disjointed systems across different geographical locations. Integrating these systems enables companies to have a deeper level of visibility into the business and make faster, smarter decisions.

INDUSTRY CASE STUDY: UNIFYING DATA ACROSS THE ENTERPRISE TO DELIVER ON-DEMAND EMPLOYEE INSIGHTS

Company: The world's leading provider of ratings, benchmarks and analytics in the global capital and commodity markets.

Systems and connectors: Workday - Transform - SOAP - SnapLogic Metadata - ServiceNow - Script - REST - Redshift - LDAP - JDBC - Flow - Email - Binary

Requirements:

- Needed a better way to get a single source of truth from data coming from multiple databases (CMDB)
- Records from different types of files created inconsistency, requiring up to 10 days to consolidate data
- Challenging to create reports for data trends and insights to fuel their product portfolio

SnapLogic solution:

- Better productivity through automation - Eliminated manual tasks and automated integration pipeline development
- Higher developer productivity - Ability to build pipeline flows without hand-coding dramatically reduces time and effort spent
- Ease of administration - A single platform for users to design and monitor their integrations to ensure data moves from one source to another

A unified approach to data integration

SnapLogic's **Intelligent Integration Platform (IIP)** is a self-service, AI-powered platform that integrates data from any source, at any speed, and at scale. It accelerates business process automation by offering pre-built connectors (Snaps) to various data stores and systems of record along with a highly secure and flexible processing platform

Connect to your financial applications and data

SnapLogic provides 500+ pre-built connectors (Snaps) that seamlessly connect to common data sources and applications within the financial services industry such as databases, data warehouses, ERP and billing systems, CRM, brokerage systems, in the cloud, on-premises, and hybrid environments.

Learn more

Transform your API strategy

Build, consume, and manage APIs with drag-and-drop speed without manual coding and low maintenance costs. SnapLogic IIP provides full lifecycle API management to manage, scale, and control API consumption quickly, seamlessly, and securely.

Learn more

Fast track mission-critical integrations

Integrate complex financial and customer data with speed, scalability, and high availability. Ultra Pipelines move data at lightning-fast speeds and hence can process event streams and enable real-time analytics for financial organizations to respond quickly and make well-informed decisions.

Learn more

Simplify big data integrations

A managed big data service that supports processing and integrations of extremely high volumes of financial and customer data (peta/exabyte) with built-in support for ephemeral, managed big data clusters, auto-scaling a cluster based on the demand and building Spark jobs

without coding. It also supports computations including data cleansing, analytics, machine learning, as well as conventional ETL (extract, transform, load) to ensure reliable and performant data pipelines for downstream analytics that support a number of innovative financial use cases.

Learn more

Enable data science use cases

Accelerate innovation of industry use cases such as fraud detection and customer 360 with a self-service platform that automates the entire machine learning lifecycle including data acquisition, data exploration and preparation, model training and validation, and model deployment. This enables data engineers, data scientists and business analysts to create, manage and control high performing ML models with low-code and thus lowering the total cost of ownership.

Learn more

> **TRUSTED BY LEADING FINANCIAL SERVICES ORGANIZATIONS**
> **Unify your data across databases, Snowflake, SnapLogic metadata, and more.**
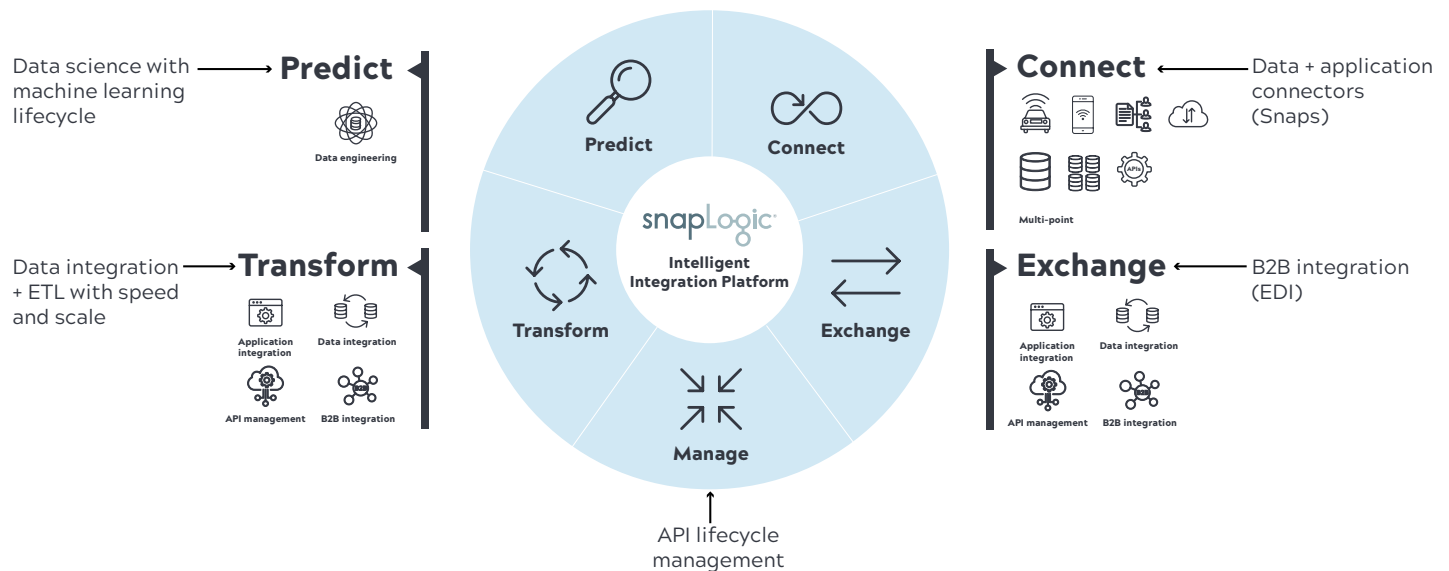
SnapLogic provides the #1 intelligent integration platform. The company's AI-powered workflows and self-service integration capabilities make it fast and easy for organizations to manage all their application integration, data integration, and data engineering projects on a single, scalable platform. Hundreds of Global 2000 customers – including Adobe, AstraZeneca, Box, GameStop, Verizon, and Wendy's – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. Learn more at **snaplogic.com**.