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eBook

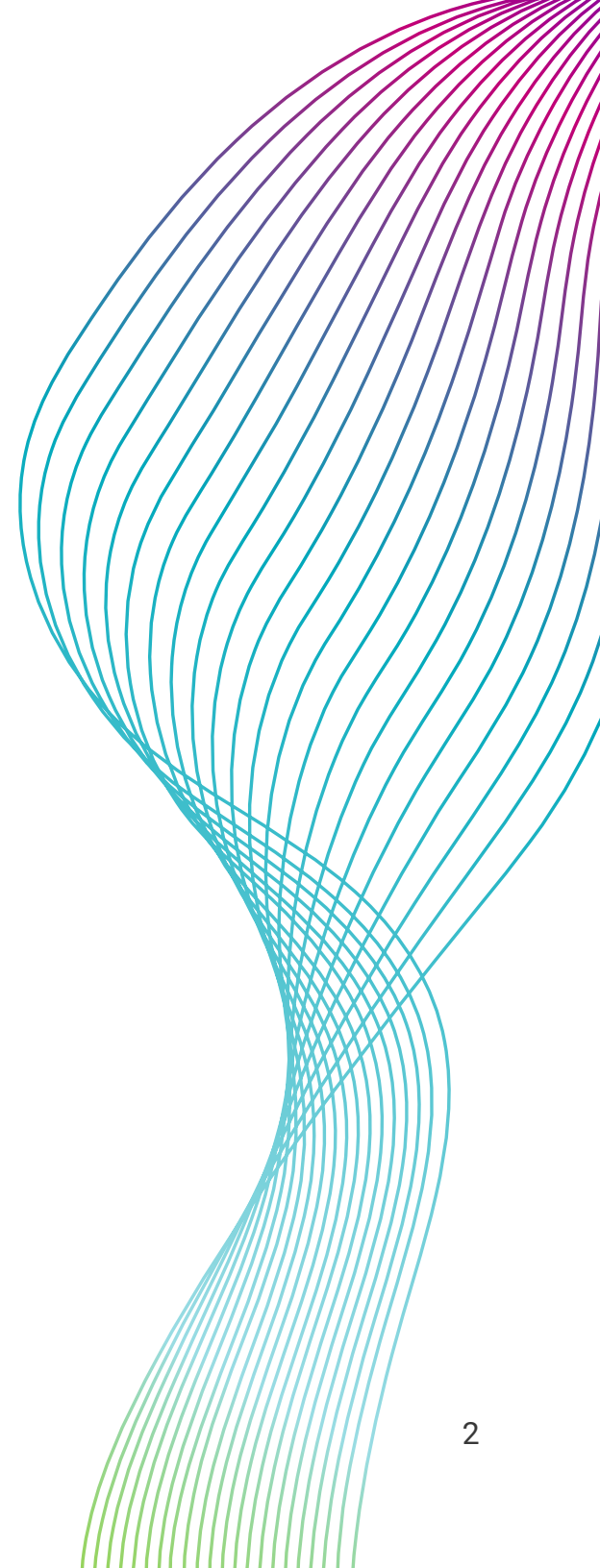
# How Leaders Like New York Life Are Engaging Customers with Modern Data Strategies

5 Customer Case Studies Featuring Data-Driven  
Innovation in Financial Services

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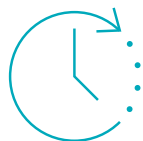
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# Introduction

From a survey of 200 financial services leaders:



**68% say having access to real-time data is important or extremely important for meeting business needs<sup>1</sup>**



**43% say the top benefit for simplifying existing data architecture is accessing real-time data<sup>2</sup>**



**47% reveal that 25% to 50% of their time is spent on data challenges from siloed data environments<sup>3</sup>**

Financial services leaders are increasingly turning to advanced technologies to better engage customers and meet today's industry challenges. They are investing time and money in modernizing their legacy applications, analytics and data infrastructure to drive business growth and increase wallet share.

These same forward-looking organizations are also finding that leveraging clean, accurate, fit-for-business-use data as fuel for AI and machine-learning-powered analytics is key to reaping benefits from their digital investments. High-quality data that fills their modern cloud data lakes and platforms is helping to strengthen risk management and supports the adoption of open API standards to improve business agility. Employing data governance and data lineage capabilities enable them to comply with industry regulations, from BCBS and GDPR to the latest ESG reporting requirements.

In this eBook, you will learn how five financial services trailblazers are accelerating their business goals and surmounting data challenges by leveraging Informatica's Intelligent Data Management Cloud™ (IDMC) for Financial Services, a comprehensive, AI-powered, end-to-end data management platform that natively includes industry-specific extensions. You will see how easy it is to augment data integration with other IDMC capabilities, like data governance and master data management, as your business needs evolve.

These stories represent innovative financial services organizations that are making significant progress in their digital transformation journeys. We hope you're inspired by the stories, and that they revitalize your own efforts along the path of modernization.

<sup>1</sup> [https://www.informatica.com/lp/data-dividends-enhancing-your-information-infrastructure\\_4467.html](https://www.informatica.com/lp/data-dividends-enhancing-your-information-infrastructure_4467.html)

<sup>2</sup> Ibid

<sup>3</sup> Ibid

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# Benefiting Customers' Financial Futures and Reducing Risk with Trusted Data



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New York Life Insurance Company has been working to protect families and futures since 1845. The longstanding institution employs 11,000 people in its 15 corporate locations and 12,000 agents across over 200 U.S. field sales offices. Services include life insurance, annuities, long-term care insurance, mutual funds, exchange traded funds, institutional investments and investment services.

**Goal:** Improve customer service by increasing the quality of critical business data and enabling a single source of truth across the enterprise for data-driven insight.

**Solution:** Captures insights from nearly 425 data repositories across cloud and on-premises from nearly 50 systems. Provide user-friendly search capabilities using Informatica data governance, quality, cataloging and metadata management.

**Results:** Strengthened data consistency — highlighting 8,270 data attributes — boosted cross-functional collaboration and reduced operational risk.

*"With a lot of help from Informatica, we've made really good progress in standing up foundational capabilities such as data governance, data cataloging, data quality, and technical metadata management. We're now shifting our focus to operationalize those capabilities and make direct business impact."*

**Bill Stolte**

Corporate Vice President, Enterprise Data Governance, New York Life Insurance Company

Insights from  
**425**  
data repositories

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## Enabling a Next-Generation Digital Experience with Fit-for-Business-Use Data



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Founded in 1909, RBC Wealth Management operates as a division of RBC Capital Markets in the U.S. — a subsidiary of Royal Bank of Canada. A member of NYSE, this stalwart financial services company manages \$353 billion in total client assets with 1,800 financial advisors operating in 200 locations in 42 states.

**Goal:** Modernize and enhance the digital experience for clients and financial advisors and increase operational efficiency, reporting and compliance.

**Solution:** Boost the integrity and accessibility of client data using Informatica master data management with embedded Informatica data quality, and data-as-a-service.

**Results:** Provided a better digital experience for their clients and critical insights for financial advisors to find new revenue opportunities.

*"We wanted to get a broader view of our clients to enable a next-generation digital experience, and Informatica [master data management] allowed us to do that."*

**Nate Parlin**

Director of Entity Master & Account Opening and Servicing, RBC Wealth Management

**30%**

**more-streamlined  
client onboarding  
processes**



3

## Forging Strong Customer Bonds by Modernizing Analytics to the Cloud

**homepoint**

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Home Point Financial has been providing mortgages to its clients since opening its offices in 2015. This national, privately held company, licensed in all 50 states, focuses on innovation, speed and delivering consistently superior service to its customers and partners.

**Goal:** Increase customer loyalty and competitiveness by committing to a cloud-first approach for scaling, staying agile and becoming more data-driven.

**Solution:** Load data into a Snowflake cloud data warehouse running on Microsoft Azure and include flat files and Tableau for data visualization using Informatica data integration.

**Results:** Improved scalability and performance for data warehousing and analytics to help drive more sales from brokers, reduce staffing costs and accelerate data management practices.

*"The business truly loves having easier access to data, and its appetite for information is constantly growing. Having a simple way to make that data available in the cloud is an enormous win."*

**James Newsom**

Senior Director of Data Services, Home Point Financial

**4x**  
capacity to scale  
business and data

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## Accelerating Innovation and Delivering Better Customer Experiences with Cloud Data Analytics



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Since its inception in 1989, Banco ABC Brasil has consistently offered deposit and commercial banking services to its customers in Brazil and the Cayman Islands. This multiple-service bank also advises on underwriting activities and mergers and acquisitions and provides treasury services and international lines of credit.

**Goal:** Deliver a better experience to clients with improved data analytics capabilities.

**Solution:** Move financial and customer data from source systems into a Google Cloud data lake using Informatica cloud data management. Profile, cleanse and standardize data with Informatica data quality.

**Results:** Enabled analysts to build predictive models 50% faster, reducing predictive model design and maintenance time by 60% to 70%. Expedited data lake implementation by six months.

*"Informatica's deep understanding of what we want, and need, is outstanding. It's why we've formed a lifetime alliance for data innovation that helps us disrupt traditional financial services."*

**Rodrigo Andreos Cordeiro**

Chief Data Officer, Data Protection Officer, Chief Innovation Officer and Chief Information Security Officer, Banco ABC Brasil

**30%**  
faster credit  
application process

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## Knowing Your Customer and Growing the Business by Prioritizing Data as a Strategy



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Union Bank of the Philippines is one of the largest banks in the country, ranking seventh in terms of assets. A digital pioneer, the bank launched the first banking website in the Philippines in 1999. This earned them industry accolades, including Digital Bank of the Year from The Asset Asian Awards, Best Digital Bank from Asiamoney and Best Bank Transformation in Asia by Euromoney.

**Goal:** Become a full-service digital bank in two years by empowering citizens to access secure digital services using their mobile devices.

**Solution:** Build and display a single golden customer record with Informatica master data management, data quality and automated data cleansing.

**Results:** Provided loan approvals in minutes versus weeks. Improved data quality for the bank's "know-your-customer" initiatives from 35% to 100%. Enabled 5x faster covered and suspicious transaction reporting for AMLA compliance.

*"Using Informatica [master data management], we were able to create a golden record for every customer in less than four months. That's critical to our digital transformation."*

**Henry Aguda**

Chief Technology and Operations Officer and Chief Transformation Officer,  
Union Bank of the Philippines

**12x**  
higher revenue with  
digital transformation



# Speed Time to Value in Your Modernization Efforts with Fit-for-Business-Use Data

Digital transformation is crucial to meeting the challenges of an increasingly competitive financial services landscape and safeguarding cherished customer loyalty.

By leveraging the unique attributes of a modern data architecture platform like Informatica's Intelligent Data Management Cloud™ (IDMC) for Financial Services, you can:

- Better engage customers
- Increase business agility
- Grow wallet share
- Improve underwriting and pricing operations
- Strengthen risk management and comply with regulations
- Choose any cloud services at any time across IDMC as your requirements change with **Informatica Processing Units (IPUs)**.

IDMC helps you manage data as an asset by providing more capacity for advanced analytics and faster time to insights. As illustrated in the customer success stories, these benefits empower you to not only improve customer loyalty and support growing financial services priorities but also drive value faster with data that is fit for business use.

Informatica works with more than 10,000 customers around the globe and across industries to help them drive their digital transformation initiatives and become more connected. From our work with customers and partners, the Informatica platform has proven to be the future for virtually any data management needs.

Learn more at  
[www.informatica.com/financial-services](https://www.informatica.com/financial-services).



# About Us

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless.

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