

# Priorities of Financial Services Chief Data Officers

## 5 findings from the IDC State of the CDO Survey

The accelerating pace of change requires financial services organizations to better use their data to automate processes, improve customer experience, increase innovation, reduce risk, and lower costs. An intelligent cloud data platform that automates data management activities helps financial services organizations leverage data as a strategic business asset and scale delivery of trusted, governed, relevant, and accessible data.

1

### Increasing process efficiency

Financial services organizations need to integrate and orchestrate business processes and data between existing systems and applications with new cloud-based investments.



**68%**

are prioritizing automation and optimization of customer-facing processes

"Informatica helps us improve our customer banks' operational efficiency, enabling them to reduce their loan origination and closing times by an average of 34 percent."<sup>1</sup>



2

"By managing our data as an asset, we can recognize our customers at every point of contact with us and know immediately the action we need to take to best serve each customer."<sup>2</sup>

**Insurance Company**



### Creating frictionless customer experiences

Financial services organizations seek capabilities to deliver digital experiences across business silos and touchpoints from mobile devices to traditional call centers.



**65%**

are prioritizing customer experience and acquisition

3

### Increasing innovation with data

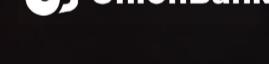
Financial services organizations need to create a data architecture that can connect to a diverse digital ecosystem to drive offering innovation.



**53%**

are prioritizing product and service innovation

"Increased the adoption of digital channels from 5 percent to 97 percent within two years, through secure digital services using mobile devices."<sup>3</sup>



**52%**

are prioritizing privacy risk reduction

4

"We have an obligation to all of our clients and policy holders to keep all their data as private as possible."<sup>4</sup>

**count on EMC INSURANCE**



### Ensuring privacy and protection compliance

Financial services organizations want to improve discovery and documentation of where sensitive data originates, resides, and proliferates across the enterprise.



**50%**

are prioritizing IT operational cost reduction

"Informatica allows us to reduce the number of manual tasks related to data management and governance."<sup>5</sup>



5

### Improving data management productivity

Financial services organizations are seeking to automate the manual work of data governance and management to reduce costs and accelerate use of data to drive better outcomes.

**LEARN MORE**

<sup>1</sup> [https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/ncino-informatica\\_customer-story.pdf](https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/ncino-informatica_customer-story.pdf)

<sup>2</sup> [https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/insurance-company\\_customer-story\\_3821en.pdf](https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/insurance-company_customer-story_3821en.pdf)

<sup>3</sup> [https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/union-bank\\_customer-story\\_3861.pdf](https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/union-bank_customer-story_3861.pdf)

<sup>4</sup> [https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/emc-insurance\\_customer-story\\_3720.pdf](https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/emc-insurance_customer-story_3720.pdf)

<sup>5</sup> [https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/generali\\_customer-story\\_3793.pdf](https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/generali_customer-story_3793.pdf)