



Data as a Service for Banking

powered by Databricks

Unlock successful data transformation with a modernized cloud-enabled solution

With heightened customer expectations, ever evolving regulatory environments, and emerging Generative AI capabilities, data modernization and migration to the cloud are now an imperative for financial services organizations. Business leaders know they need to address challenges with technology, but it can be hard to know where to start. So how do you improve productivity and efficiency while delivering innovation and value to your customers? Deloitte's Data as a Service (DaaS) for Banking solution, built on the Databricks Data Intelligence Platform, helps banking clients start, scale and sustain a modern data and AI program faster than ever thought possible.

DaaS for Banking combines the power of the Databricks Data Intelligence Platform with the vast industry experience of Deloitte to help clients transform how they use their data to augment revenue streams, stay compliant, and minimize costs. With automated, pre-built frameworks and engines, banking organizations can more quickly ingest data, integrate their front-end and back-end systems, and utilize domain-based entities to determine precise customer segmentation and behavior analytics for the delivery of hyper-personalized services to customers.

Key features of Data as a Service for Banking:



Fully pre-built for rapid, out of the box deployment



Metadata ETL framework to ingest data into any client platform requirement



Domain-based entities for analytical and reporting use cases



Automated data mappings for easy integration with banking front-end systems



Pre-configured ML data quality engine to ensure high trust and visibility

The Deloitte and Databricks advantage

This premier banking and capital markets solution delivered by Deloitte and Databricks highlights our commitment to helping financial services organizations utilize data, analytics, and AI to deliver a differentiated experience for customers. Data as a Service for Banking can help banking organizations detect and proactively respond to issues in real-time, drive revenue growth, and share high-quality data while adhering to Open Banking mandates and privacy laws such as CCPA.

Data modernization success story

Background:

A client was working to modernize their legacy systems, with a strong preference for a private Google Cloud Platform (GCP) environment. They invested in an in-house custom analytics solution on top of a SFDC instance.

Two primary challenges:

First, as the client migrated to a cloud environment, their data foundations (e.g., mapping, transformations, lineage) needed to be built in the new private cloud with leading data solutions.

Second, the client wanted to develop high quality analytics about their digital customers, especially around product usage and behavior.

One unified solution: DaaS for Banking

DaaS was the ideal solution for the first problem, as it allowed Deloitte to integrate data from legacy systems, **increase data quality rule coverage by over 150%**, and **migrate 40% faster** to a modern data platform (e.g., Databricks) than the client would have had without our support.

Additionally, DaaS for Banking can break down data silos required to solve the second problem, **reducing data ops SLAs by 30%** to deliver value faster through business intelligence like “how many times did users call for support?”

The time is now.

We know industry leaders can't wait years—or even months—to realize the value of modern data systems. DaaS for Banking provides the foundation to iterate quickly, set a foundation for the future, and deliver value within weeks.

FIND OUT MORE

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