



## Cloud Technologies for Financial Services: Where New Technology Meets Established Expertise

Today's banks and financial services companies face a mounting series of challenges. Internally, they must respond to the perennial demand to reduce costs and comply with an expanding array of financial regulations. Externally, they face new competition from alternative finance companies, along with high expectations from today's digitally connected consumers. What can be done?

### Invest in the Future, Not in the Past

As financial services business leaders and developers have discovered, emerging markets represent huge growth opportunities, and agile technology platforms have lowered barriers to entry. For example, global demand for the mobile wallet market was valued at US\$500 billion in 2014 and is expected to reach US\$2.5 trillion in 2020,<sup>1</sup> significantly impacting the credit card clearing and debit card fees that were formerly the province of traditional banks.

C-suite executives remain intent on growing top-line revenue and boosting profits, as well as capitalizing on new opportunities and introducing new products to market. Many of these executives are intent on creating agile businesses that permit them to easily enter new markets and sustain financial growth. Fundamental business processes must be digitized as both consumers and business customers clamor for online services that are accessible through web browsers and mobile apps on a variety of portable devices.

The digital barrage of data is a two-edged sword when it comes to complying with regulatory headwinds, maintaining adequate capital holdings, successfully navigating emerging markets, and managing the risks of security breaches and volatile markets. A non-siloed approach is required to allow regulators to access capital and collateral data more quickly and run stress-test scenarios—and enable the firms to capitalize on growing customer wallet share and market share. Unfortunately, only 7 percent of organizations have completely integrated risk and reporting systems into other business and data functions.<sup>2</sup>

Many senior executives see the writing on the wall. They realize that all data is risk data and are moving critical operations to the cloud to give them the platform and the path they need to penetrate new markets and compete in the years ahead. More than half of them say they are



*"We were looking for a next-generation solution that allows us to maintain our security and data protection, whilst reducing total cost of ownership. We regard Oracle Cloud HCM Services as a good fit with our own technology strategy."*

**MICHELE TROGNI**  
GROUP CIO, UBS

*"Big banks are desperate for good ideas, and the cloud makes it easier for small businesses to get business from large companies."*

**THOMAS VOGELBACHER**  
COFOUNDER, WERKBANK

*"In order to get this production environment off the ground, I needed it to be easy, and it was."*

**ALAN BURNS**  
CTO AND COFOUNDER, PEERPAY

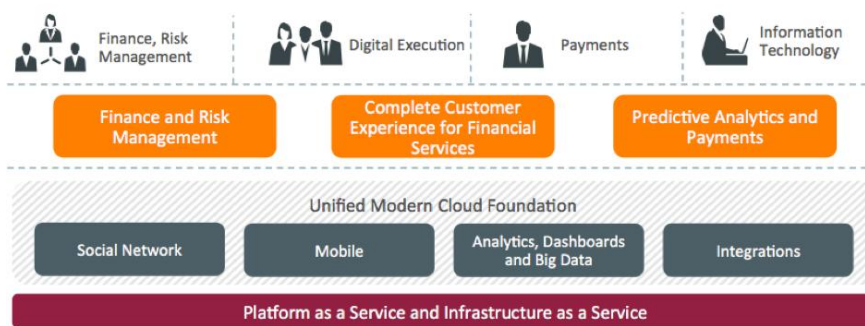
<sup>1</sup> Zion Research, "Mobile Wallet (NFC and Remote Payment) Market: Global Industry Perspective, Comprehensive Analysis and Forecast, 2014–2020."

<sup>2</sup> Chartis Research, "Risk Data Aggregation and Reporting Solutions 2016."

adopting cloud-based solutions to streamline finance activities and mitigate risk.<sup>3</sup>

Oracle offers complete, secure, and integrated cloud solutions for commercial banking and core banking activities—bolstered by a customer experience platform that connects you to your constituents on their terms. Oracle platform as a service (PaaS) solutions include data management, mobile app development, and analytic capabilities to provide a path to connect with and extend existing and new services from Oracle's market leading SaaS applications in ERP, EPM, marketing, sales, service, and HCM tools as well as non-Oracle applications. Most importantly, Oracle Cloud solutions allow financial institutions to integrate the entire financial ecosystem, bringing legacy operations into the modern age.

## Oracle Solutions for Financial Services



### Oracle Cloud Solutions in Action

Consider a few examples. Swiss banking giant **UBS** selected Oracle Fusion Human Capital Management to better manage a workforce of 65,000 employees spread across more than 50 countries. UBS is in the process of deploying several Oracle Cloud modules—including global HR, business intelligence, performance management, and talent management—to streamline its HR and HCM processes.

When the global titan **HSBC** wanted to scale its standardized business performance reporting from 1,500 to 60,000 staff and migrate its legacy HR and finance systems to the cloud, it selected Oracle's cloud platform in business analytics and Oracle's ERP and EPM applications. Now all staff can use self-service analytics to quickly analyze insights in visually stunning dashboards and reports.

**The State Bank of India**, the country's largest and oldest bank with 228,000 employees, modernized its IT department and streamlined its data center by adopting cloud services, helping the bank to meet critical regulatory compliance initiatives and uphold data sovereignty. Their new IT platform leverages Oracle Java Cloud Service and Oracle Cloud Machine to create preconfigured services, including stronger data governance capabilities that reduce migration time and minimize risk.

### Get Started Today

Cloud technology has become a means for financial services companies to capture new customers, create new services, and reduce costs. To learn more about these advanced cloud platform solutions, call 1.800.ORACLE1, or visit [oracle.com/cloud](http://oracle.com/cloud).

#### INDUSTRY EXPERTISE

- 70 million cloud users and 33 billion transactions every day
- Targeted cloud solutions for finance, management reporting, and core banking
- Evolving support for industry regulations
- Mature analytics that deliver real-time insight

#### ORACLE CLOUD

- **Complete**—one cloud with integrated applications, platform, and infrastructure
- **Data-driven**—based on role, context, interests, and actions
- **Personalized**—configurable to each user's needs; extensible to fulfill unique business requirements
- **Connected**—cohesive processes, unified data, and complete information in the cloud
- **Secure**—multilevel security with data isolation and unified access controls

#### CEOS EYE DISRUPTIVE FORCES

- Industry regulation (87%)
- Increased competition (66%)
- Technology change (60%)
- Customer behavior (57%)
- Distribution channels (54%)

#### PWC

18<sup>TH</sup> ANNUAL GLOBAL CEO SURVEY:  
KEY FINDINGS IN BANKING AND CAPITAL  
MARKETS

<sup>3</sup> FERF Issue Alert, "The CFO's Technology Imperatives for 2014."