

New Tools for a New World

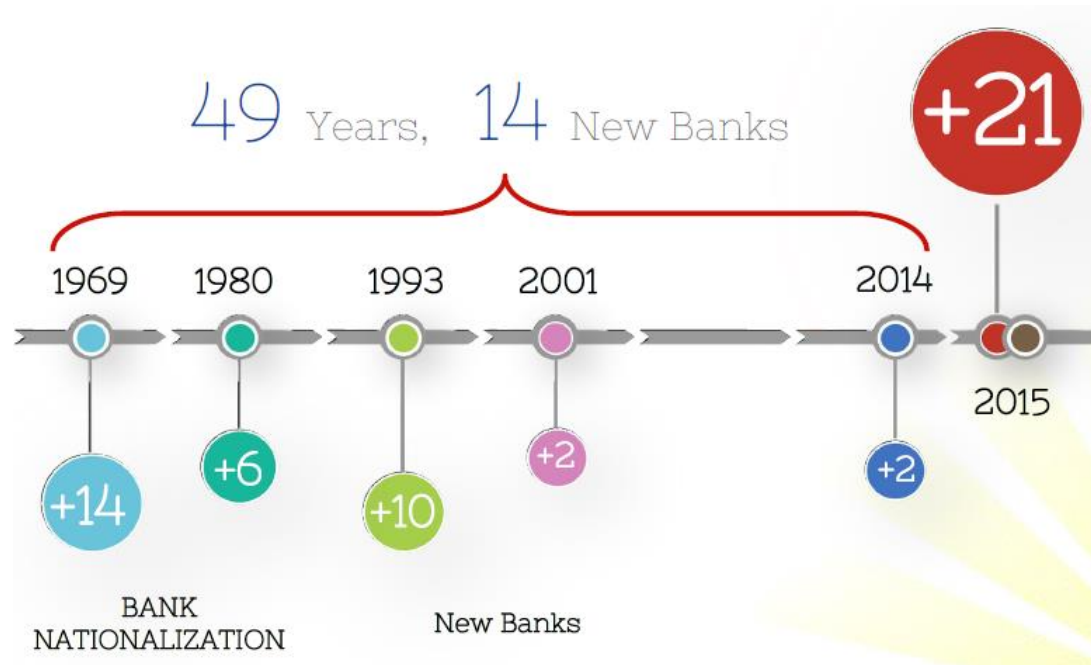
Amazon Web Services | Financial Services

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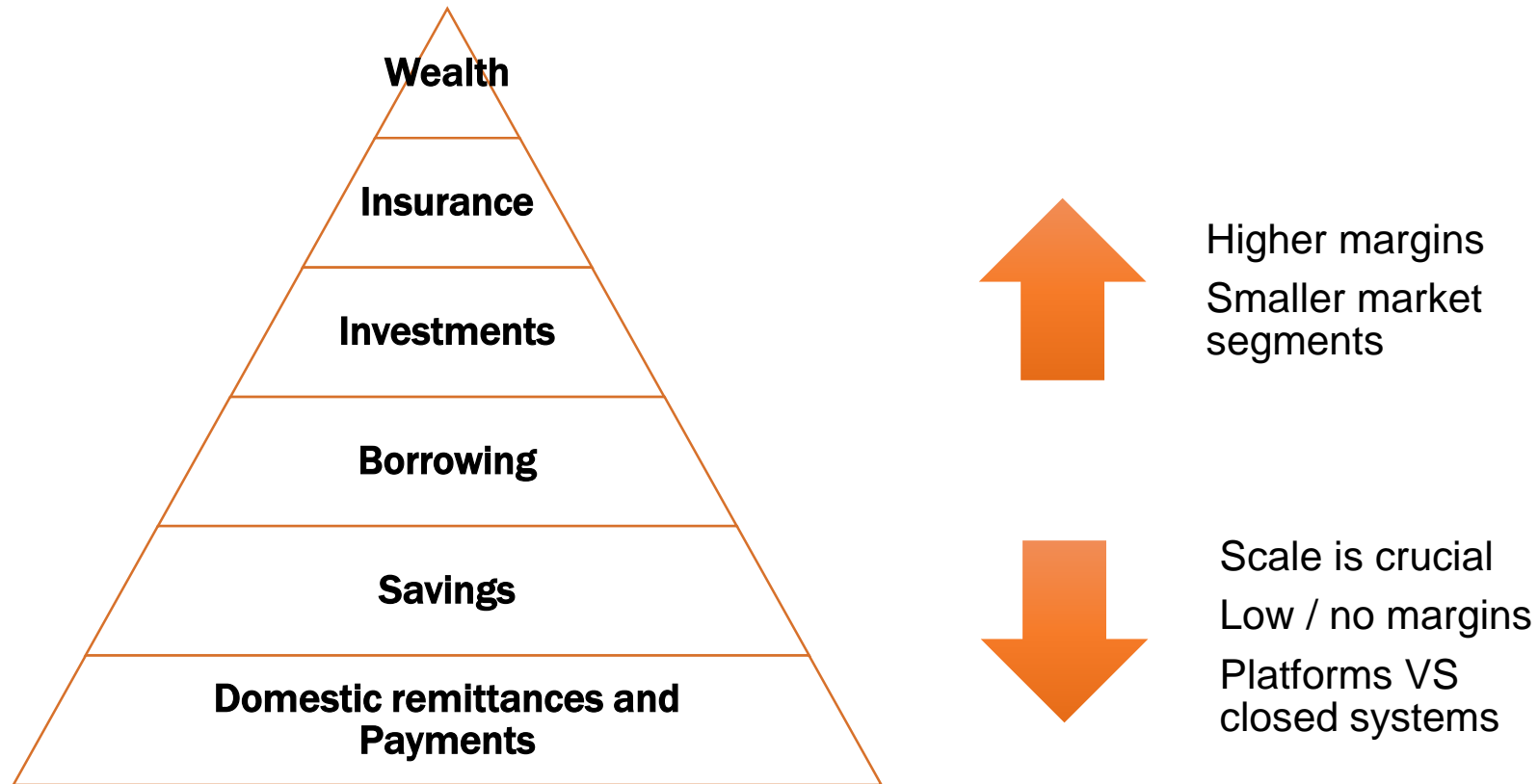
Where are we heading **next**?

Trends in financial services - commoditization



- No differentiation - competing for the same customers
- Payment and Small Finance Banks are expanding into NBFC territory
- Finding a viable niche is ever harder for NBFCs – scale VS specialization

Financial services need scale ...



Hierarchy of consumers' financial needs

The new landscape ...

- **Market**

- Platforms can afford to subsidize financial services forever

- **Business models**

- From lo-scale, hi-touch, hi-fee -> hi-scale, no-touch, no-fee
- Monetize *data*, not transactions
- Ecosystems of *partnerships* – creating win-win business models

- **New areas of competence**

- Big Data and Analytics
- Machine Learning
- Artificial Intelligence
- Frugality and automation

Example of platform plays – payments

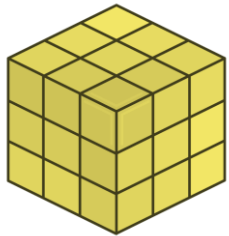


Platforms will eat closed systems for lunch

Cloud is enabling transformation and innovation in the industry

As financial institutions better understand their ability to meet regulatory compliance obligations when operating in the cloud, they are increasingly focused on leveraging the cloud to transform their existing businesses and bring innovative new solutions to market.

Grid computing



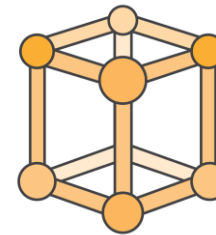
Agile data analytics



Migration of core systems



Blockchain and DLT



AI/Machine Learning

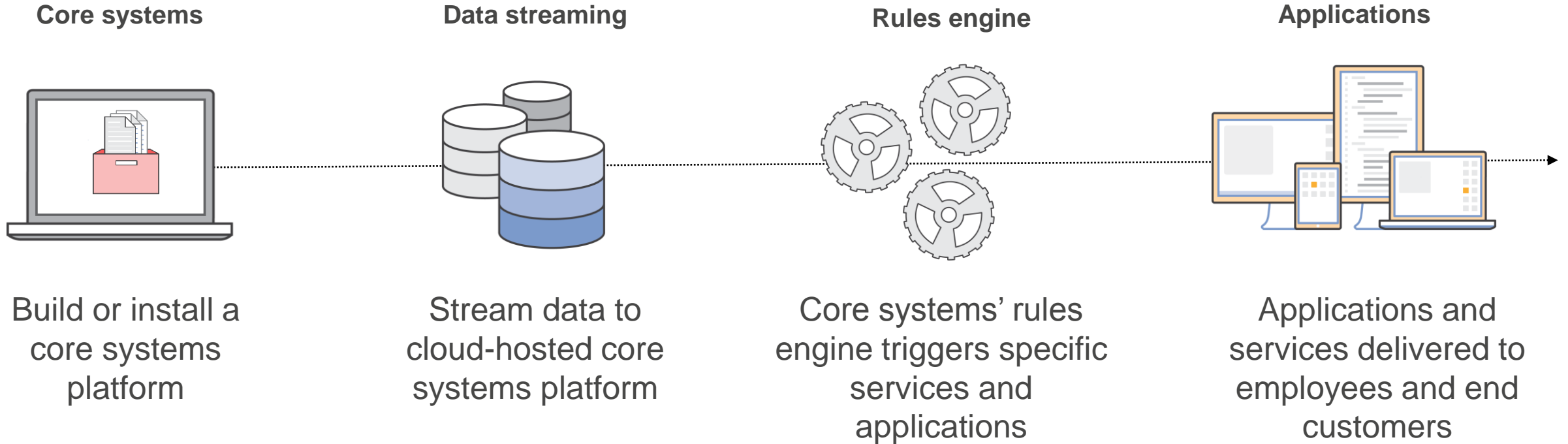


Widespread adoption today

Art of the possible

Cloud is the “new normal” for core systems

Financial institutions are increasingly migrating core platforms to the cloud to improve customer experience and service, launch new market-facing applications, and automate and operationalize manual back-office processes.



AI and ML are the next edge in digital innovation

Financial institutions are increasingly investing in AI/ML thanks, in part, to the availability of cost-effective, easy-to-use, and scalable cloud-based AI/ML services.

Compliance, Surveillance, and Fraud Detection



- Credit card/account fraud detection
- Sales practices/ transaction surveillance
- AML/Sanctions
- Investigations optimization
- Regulatory mapping

Document Processing



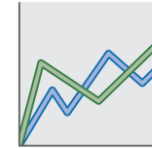
- Common financial instrument taxonomy
- Contract ingestion and analytics
- Financial information extraction
- Corporate actions

Pricing and Product Recommendation



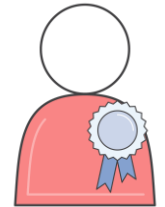
- Loan/Insurance underwriting
- Sales/ recommendations of financial products
- Credit assessments

Trading



- Portfolio management/ robo-advising
- Algorithmic trading
- Sentiment/news analysis
- Image analysis
- Grid computing scheduling

Customer Experience



- Enhanced customer service through chatbots
- Call center optimization
- Personal financial management

Core processing



Client facing

Voice services are personalizing financial services

“

Alexa, ask Capital One when my auto loan is due.

”

“

Alexa, ask Fidelity to get me a market update.

”



amazon echo



Security is priority zero

- Ever more sophisticated threat vectors
- Global actors, global impact: ransomware worsens financial impact
- AWS provides the same, *familiar* approaches to security that companies have been using for decades with increased *visibility*, *control*, and *auditability*.

Move from a “my responsibility” to a “shared responsibility” model

Positive regulatory outlook towards cloud security:

*“Banks can benefit from far greater security postures in the cloud than they can achieve in traditional datacenters. CSPs design and manage their platforms in alignment with the **most stringent** of global regulations, standards, and industry best practices.” –*

IDRBT FAQ on Cloud Adoption, Sep 1

Select India customer references





Worldwide | N. America | LATAM | UK/IR | EMEA | APAC | Japan | China