

TRUSTED AND PROVEN DATA PLATFORM FOR FINANCIAL SERVICES INSTITUTIONS



FINANCIAL SERVICES INDUSTRY USE CASES

Cloudera helps financial services institutions manage and analyze their data to:

1. Increase Customer Retention and Profitability

A next-generation hybrid data management platform from Cloudera can transform financial services firms' customer-360 visions into reality by leveraging their structured, semistructured, and unstructured data, anywhere from the edge to AI.

2. Improve Regulatory Compliance

Cloudera's modern hybrid architecture ensures that financial services institutions maintain compliance with numerous industry regulations, including the European Union's General Data Protection Regulation, Know Your Customer standards, and the Sarbanes-Oxley Act of 2002, enabling firms to maintain comprehensive audit trails while making all their data available for analysis.

3. Reduce Fraud and Risk Exposure

Leverage big data, machine learning, and predictive analytics to improve risk modeling and fraud detection to avoid significant losses. Cloudera also gives financial services firms the information they need to make better data-driven decisions.

4. Modernize Enterprise Analytics

Cloudera DataFlow is a comprehensive edge-to-cloud real-time streaming data platform that collects, curates, and analyzes data to drive timely, relevant insights. This empowers firms to leverage streaming data to operate more efficiently, deliver better customer experiences, and stay ahead of the competition.



Data-driven financial services organizations rely on Cloudera to remain competitive and accelerate growth in a highly-regulated environment. With Cloudera, teams tackle the toughest data challenges with the industry's only hybrid, multi-cloud data platform for data anywhere. Cloudera lets your business do anything with your data. With capabilities for real-time streaming analytics, data engineering, integrated ML/AI and data governance, Cloudera is one platform for faster results.

Financial services data comes from a variety of sources - customer profiles, transactions, borrowing and investing behavior, location and spending patterns, clickstream data, call center and alternative data. Much of this data resides in siloes, hard to access mainframes, and batch-oriented, end of day systems.

Financial Services Institutions Powered By Cloudera

Cloudera powers data and analytics use cases around the world for a wide variety of financial institutions, central banks and regulators, stock exchanges, card networks and fintech and other financial services firms.



Business Impact of Cloudera

MODERNIZE YOUR DATA STACK

Our open data lakehouse powered by Apache Iceberg drives results with an open and scalable architecture designed for speed, efficiency, and security.

OPTIMIZE YOUR CLOUD INVESTMENTS

Work across multi-cloud and on-premises environments with ultimate flexibility using the world's first hybrid data platform built for interoperability and cost-effectiveness.

MANAGE DATA MOVEMENT WITH ULTIMATE FLEXIBILITY

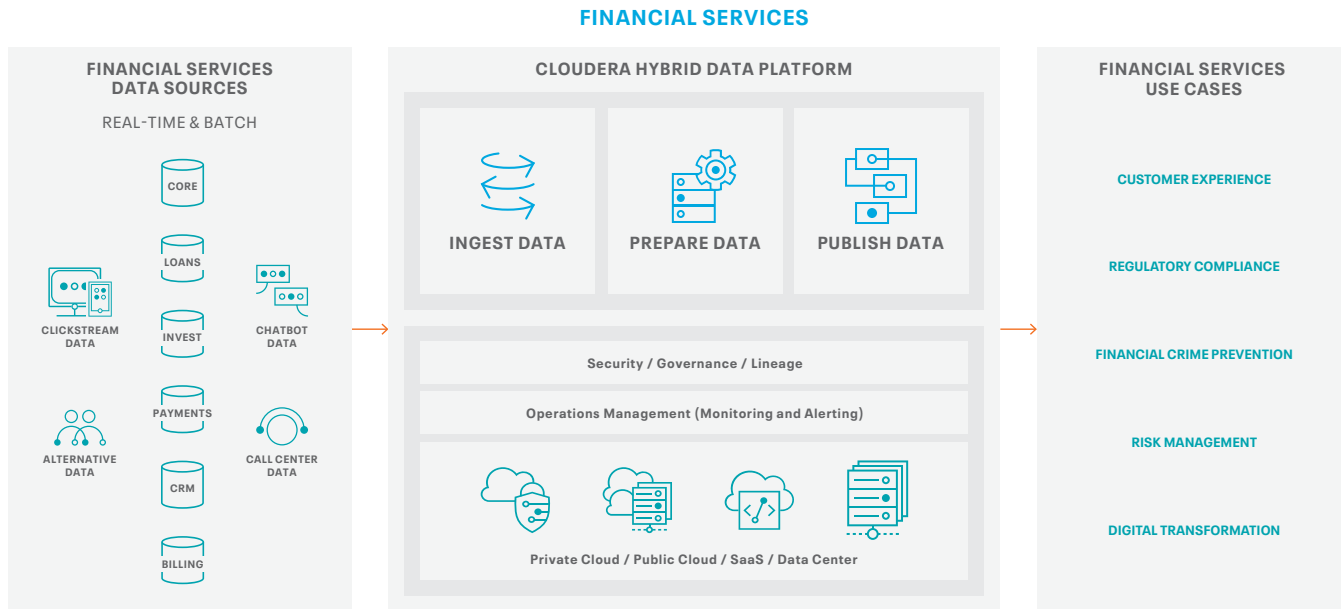
Need to move data or projects from cloud to cloud or from on premises to any cloud and vice-versa? With secure and automated portability of data and workloads, we got you.

PROTECT YOUR BUSINESS

Enable a comprehensive data fabric with unified security and governance on open and cloud-native storage formats with Cloudera Shared Data Experience (SDX).

Why Cloudera for Financial Services Institutions

Cloudera gives financial services institutions the foundation for a comprehensive data and analytics strategy. Using Cloudera, financial services can manage the end-to-end data lifecycle from collecting raw data at the source to driving actionable insights and use cases.



Proven Data Leadership in Financial Services

Over 520 Financial Services firms globally run on Cloudera to support their data and analytics strategies including:

82

of the top 100 Global Banks

4

Largest Credit Card Networks

27

of the 30 Global Systemically Important Banks (G-SIB)

12

out of 15 Top Insurance Firms

80%

of the Largest Stock Exchanges

About Cloudera

At Cloudera, we believe data can make what is impossible today, possible tomorrow. We empower people to transform data anywhere into trusted enterprise AI so they can reduce costs and risks, increase productivity, and accelerate business performance. Our open data lakehouse enables secure data management and portable cloud-native data analytics helping organizations manage and analyze data of all types, on any cloud, public or private. With as much data under management as the hyperscalers, we're the preferred data partner for the top companies in almost every industry. Cloudera has guided the world on the value and future of data, and continues to lead a vibrant ecosystem powered by the relentless innovation of the open source community.

Learn more about how Cloudera is powering future-ready financial institutions.

[Cloudera.com/financialservices](https://cloudera.com/financialservices)