



**BANKING 3.0**

**UNLEASH**

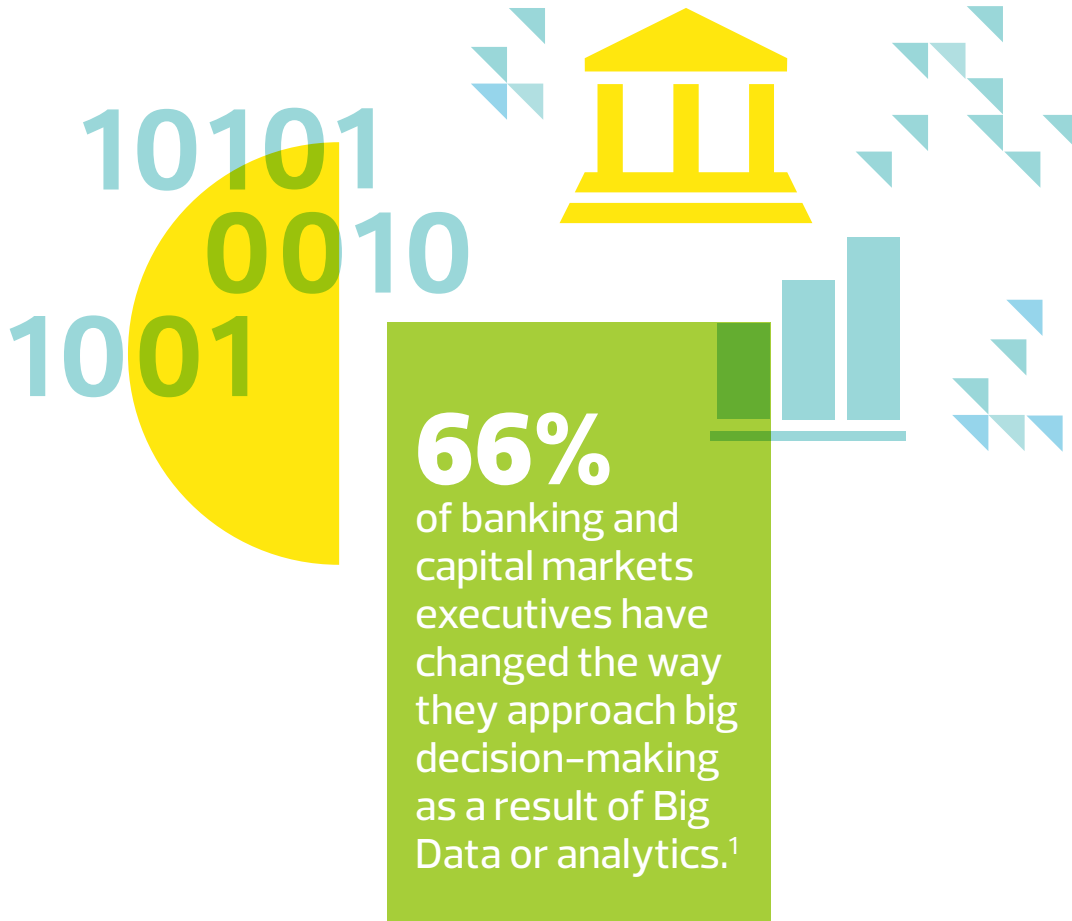
**THE POWER**

**OF YOUR DATA**

**BUSINESS INTELLIGENCE**  
**and ANALYTICS**

**and CDW FINANCIAL SERVICES**



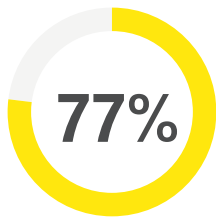


<sup>1</sup>pwc.com, "PwC Global Data & Analytics Survey," September 2014

## MAXIMIZE BUSINESS OUTCOMES

Customer expectations are drastically changing. Pinpointing and delivering seamlessly on individual customer needs is a requirement. Volumes of data must be analyzed and secured. Increasing regulations and escalating marketplace complexity expose financial institutions to greater competition and risks, while profitability is ever more challenging.

What can banks do to master data, customers and risk challenges in real time? How do they ensure their IT infrastructure can meet the demands?



**77%** of financial services CIOs believe analytics and Big Data have a positive impact on productivity.<sup>2</sup>

<sup>2</sup> csc.com, CSC Global CIO Survey, 2014–2015

<sup>3</sup> enterpriseinnovation.net, "FSI Customer Analytics: Realities, Challenges and Lessons Learned," July 17, 2015



**50%** of financial services institutions' analytics initiatives are targeted at line-of-business end users.<sup>3</sup>

**OVER 10%** of financial services institutions' analytics initiatives are designed to be accessed by bank customers.<sup>3</sup>



## SOLUTIONS

### Opportunity Knocks – It's All in the Data.

Mining for hidden opportunity and predicting customer behavior with massive volumes of data while staying on top of risk and compliance can be daunting. CDW's Financial Services account managers and business intelligence (BI) and analytics architects can help ensure you can extract the greatest potential from your IT operations and your data. From management and governance to predictive analytics and compliance reporting, CDW can help you:

#### TAKE COMMAND OF DATA MANAGEMENT AND GOVERNANCE

- Create trustworthy, integrated, consistent data that eliminates redundancy
- Break down information silos and create a data reservoir shared across the enterprise
- Quickly warehouse, integrate and process very large sets of data
- Gain real-time access to accurate data combined with the right analytics to make effective decisions

#### FINE-TUNE PREDICTIVE ANALYTICS TO BOOST BUSINESS OUTCOMES

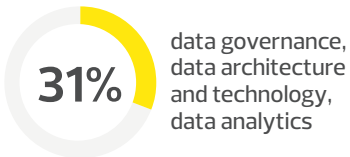
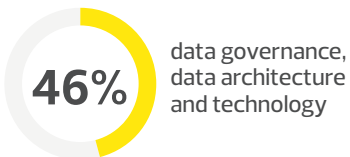
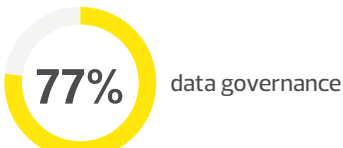
- Identify customer preferences/behavior patterns to enhance experience and lead to greater retention
- Better align sales with strategy to increase revenue
- Analyze complex operational relationships so they can be simplified
- Discover patterns and anticipate problems before they occur
- Improve the management of multichannel environments

#### IMPROVE RISK AND COMPLIANCE MANAGEMENT

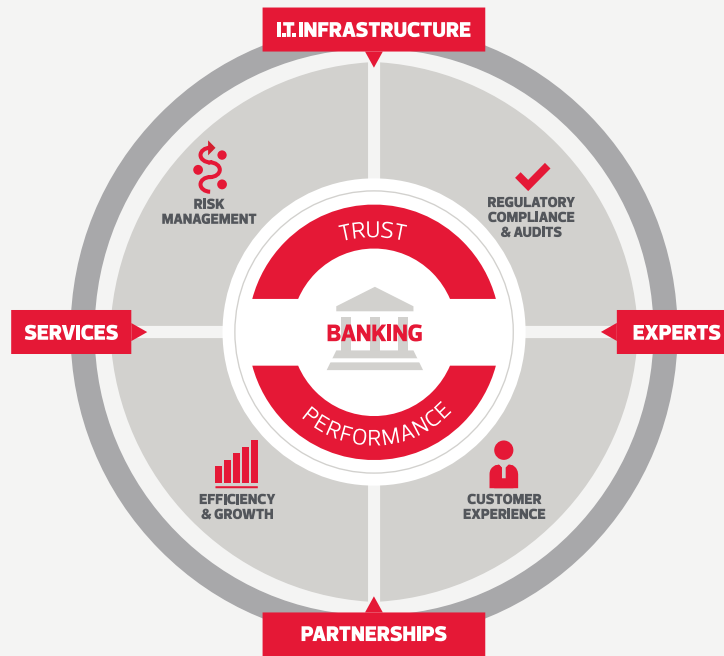
- Uncover potential financial, operational, IT and governance-related risk to avoid penalties
- Easily extract, sort, summarize and present complex data for reporting purposes
- Increase productivity and reduce total cost of operating (TCO)
- Reduce fraud and cyberthreats by monitoring and predicting unusual behavior



What survey respondents cited as the chief data officer's scope of responsibility:<sup>4</sup>



<sup>4</sup> pwc.com, "Great Expectations: The Evolution of the Chief Data Officer," 2015



## THE CDW APPROACH

CDW supports 99% of the top U.S. banks – including national, regional and community banking customers – with the industry's broadest and deepest technology solutions and services. Your dedicated CDW Financial Services account team can help you integrate and keep current with the latest cybersecurity technology to better manage risk and meet regulatory compliance requirements, while keeping your customers and data protected.

# DOES YOUR INFRASTRUCTURE “STACK UP”?

An effective BI solution requires the right elements to meet the unique needs of your banking institution. They include:



## Software

An essential key to a successful BI solution is the software platform that facilitates gathering, analyzing and reporting on the data.



## Appliances

Appliances are a preloaded, all-in-one solution to package hardware and software components together.



## Hardware

Hardware components such as servers and storage provide the engines for disseminating information to clients.



## Services

Make sure your BI solution's holistic components – hardware and software – meet your reporting requirements with implementation and configuration services.



Read “Go Big with BI” to learn how financial services firms are tapping the power of BI tools to boost the bottom line. Download the white paper at [CDW.com/wpbusinessintelligence](http://CDW.com/wpbusinessintelligence).



## SECURITY and THE CLOUD

Banks require massive volumes of complex data to discover new insights for optimal business performance, to gain a competitive edge and to meet compliance demands. The cloud provides an affordable option to manage terabytes of data, email, and unified communications and collaboration tools. As the volume and velocity of cyberattacks increase, securing data and applications in the cloud requires the right policies and tools to keep it safe.



61%

of financial services firms indicated that a cloud strategy was in the formative stages in their organization.<sup>5</sup>



Download our white paper, "Protecting Financial Services Cloud Data and Applications," to learn how to secure your data and applications in the cloud. [CDW.com/financecloudwp](http://CDW.com/financecloudwp)

Over the next three years, financial services firms and other businesses rate the following technologies as the top two that will gain the most in importance:<sup>6</sup>

24%  
said encryption for data at rest

20%  
said Big Data analytics



<sup>5</sup> cloudsecurityalliance.org, "Cloud Adoption in the Financial Services Sector" survey, March 5, 2015

<sup>6</sup> raytheon.com, Global Megatrends in Cybersecurity, Raytheon/Ponemon Institute, 2015

# **YOUR BANK and CDW FINANCIAL SERVICES**

## **Optimize Customer Experience and Business Outcomes.**

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CDW Financial Services can help you assess your business intelligence and analytics requirements and connect you to a provider that can meet your unique needs. We can also help your financial institution with a broad range of services such as:

- **Assessment/planning/design.** Upfront consulting and collaboration to plan your data analytics strategy.
- **Configuration.** Pre-assembly of hardware and software components to ensure your solution is ready to deploy upon arrival.
- **Installation/deployment.** Engineering and implementation support to help get your solution up and running.
- **Product lifecycle support.** Staffing and training, break/fix maintenance agreements, extended warranties and more to protect your IT investment.
- **Hosting and managed services.** Efficient and economical, CDW helps manage your operations with a full range of services, whether your technology is located at your premises (remote) or in our Enterprise Hosting Center.
- **Cloud (aggregated services).** CDW's cloud services provide a secure, cost-effective option for managing vast volumes of data for BI and analytics purposes.





## EXPERT Q&A



Phil Salm

FIELD SOLUTION ARCHITECT,  
CDW

### What advice would you give financial services institutions regarding their infrastructure for BI/analytics?

Some organizations think they are too small or can't afford analytics solutions. However, more affordable offerings targeted to smaller organizations are now available. Several solutions can be deployed on a desktop PC. And although "Big Data" is all the buzz, you don't need "big" sources of data to get started. Identify a business challenge, and put the data you do have available to work to improve results. That success can provide you the capital you need for larger initiatives.

For organizations that are more mature with their analytics endeavors but may have passed on high-performance analytics warehouses in the past because of price, now is a good time to take another look. Prices have come down on these powerful solutions.

### What tips would you offer a financial institution seeking a BI/analytics solution?

1. **Identify business challenges you can leverage analytics to address**, no matter what size your organization is. Reach out to a partner to understand the art of the possible.
2. **Understand your existing data resources**, and map out the steps needed to bring a new understanding of that data to the organization in a meaningful way. Start small and build on your successes.
3. If you're a mature analytics company, look at how you can **tap into new data insight from unstructured data sources** as well as structured data, and take the time to reevaluate high-performance data environments.

# TECHNOLOGY

## Exceed Expectations, Gain a Competitive Edge.

CDW Financial Services can help your bank lock down data integration and management rapidly and securely, while creating insights that drive smart decisions, enhance the customer experience, address risk and compliance, and improve operating efficiency – all while meeting regulatory requirements and without straining your IT resources or budget. Our industry-leading technology partnerships with HP, SAP, IBM and others allow us to bring you the brands you know and trust.



## IMPROVE OUTCOMES AND DECISIONS WITH PREDICTIVE ANALYTICS



### IBM SPSS Modeler Server Premium

CDW 3181594

## CALL FOR PRICING

- Designed to bring predictive intelligence to decisions made by individuals, groups, systems and your enterprise
- Scales from desktop deployments to integration with operational systems to provide you with a range of advanced algorithms and techniques
- Applying these techniques to decisions can result in rapid ROI and can enable organizations to proactively and repeatedly reduce costs while increasing productivity

## VISUALIZE ANY AMOUNT OF DATA



### SAP® Lumira

## CALL FOR PRICING

- Combine any data from multiple sources, see it, analyze it and then share the insights with beautiful informative visuals
- Redefine self-service BI, relying less on IT
- See the big picture and the details in real time
- Get smarter with faster analytics and engaging visuals

## SIMPLE-TO-USE EMAIL AND DOCUMENT MANAGEMENT SOFTWARE



### HP Autonomy Worksite CALL FOR PRICING

- Empower widely distributed teams to collaborate on projects, leveraging available resources and expertise across the globe – from any location, using any device
- Organize email as part of the unified project file, reducing the burden on mail servers and transforming email into an asset that can be accessed by team members across all offices easily and securely

## EXTRA-VERSATILE AND RELIABLE

Lenovo



### Lenovo™ ThinkServer RD550

CDW 3591037

**\$2407.99**

- Processor: Intel® Xeon® E52630v3 (2.4GHz)
- Memory: 8GB std.; 384GB max.
- Hard drive: None ship std.

## EXCEPTIONAL PERFORMANCE IN A COMPACT SERVER



Cloud  
Builder  
Partner



Powerful.  
Efficient.

Hard drives sold separately



### Cisco UCS C220 M4 Series Server

CDW 3570126

**\$4845.99**

- Processor: Intel® Xeon® 10-core E5-2650v3 (2.3Ghz)
- Memory: 16GB std.; 384GB max.
- Hard drive: None ship std.

