

# Making dollars and sense

Build an AI infrastructure for financial services that sparks innovation and drives revenue



Real-time fraud detection. Contactless payment. More accurate market predictions. The future of financial services is here—and it depends heavily on AI technologies. Although it's easier said than done, deploying the right AI solution is worth it in the end. In fact, 83% of financial services leaders believe that AI is important to their company's future success.<sup>1</sup> It's also key to present success.

AI can potentially unlock **\$1 trillion** of incremental value for banks every year.<sup>2</sup>



By 2023, banks are projected to save **\$447 billion** by applying AI apps.<sup>3</sup>

## AI is here. It's there. It's everywhere.

From launching innovative new products to reducing risks and elevating the customer's experience, AI is transforming the way banks and financial organizations operate, as well as their bottom line.



### Create innovative products

Banks generate 66% more revenue from mobile banking users than from in-person customers.<sup>1</sup> That's good news, considering that banking may become 100% digital by 2035.<sup>4</sup>



### Reduce risk

Automobile lending companies in the United States cut annual losses by 23% when using AI for credit scoring.<sup>5</sup>



### Enhance the customer experience

70% of bank customers pick chatbots over agents to get answers to questions more quickly and for their ability to interact seamlessly anytime, anywhere.<sup>6</sup>

## The time is now

The possibilities are endless. But building an AI infrastructure—especially in a highly regulated environment—isn't easy. You need a data infrastructure that can unleash the power of AI throughout your organization.

To do it well, you will need:

- Vast amounts of data
- Seamless data movement
- Speed



## How much data?

Hedge funds use AI to decipher up to **300 million data points** on the New York Stock exchange—and that's just in the first hour of daily trading.<sup>7</sup>

## From how many places?

Credit card companies process **5,000 transactions per second**, with data coming in from more than **44 million locations** around the world.<sup>8</sup>

## How fast?

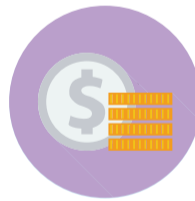
A boutique investment firm ingests data at the rate of **one quadrillion calculations per second** and fires off orders to electronic traders 2,000 miles away almost instantaneously.<sup>9</sup>

## NetApp delivers breakthroughs in AI

NetApp is the trusted industry-leading advisor to more than 9,000 financial services organizations worldwide.



Our solutions solve performance and security challenges and help you gain a competitive advantage in this fast-evolving marketplace.



With NetApp, your finance data is always available in the right place at the right time to fuel transformation.



Our proven AI solutions remove data silos to provide real-time market-ready analytics and to help you combat fraud.

Discover how **Shanghai PPD AI** uses AI to transform lending in China, making dreams come true for the financially underserved.

[Read the full story →](#)



## Are you ready?

The future of financial services depends on AI. If you're ready to start banking smarter, you've come to the right place. NetApp has the experience and the know-how to help you build an AI infrastructure that sparks innovation and revenue.

[Learn more about NetApp AI solutions for financial services.](#)

1 Forbes, [How AI Is Powering Modern Banking Transformation](#), July 2021.  
 2 McKinsey & Company, [AI-bank of the future: Can banks meet the AI challenge?](#), September 2020.  
 3 Finextra, [Five Application Scenarios of AI in Banking](#), April 2021.  
 4 Self, [The Death of Banks](#).  
 5 TDS, [Arthur Bachinskiy The Growing Impact of AI in Financial Services: Six Examples](#), February 2019.  
 6 Chatbots Life, [10 amazing ways chatbots can improve customer engagement in banking](#), June 17, 2021.  
 7 Forbes, [Amir Baluch MD, Artificial Intelligence In Stock Market Investing: Is It For You?](#), April 2019.  
 8 MarketWatch, [Why bitcoin won't displace Visa or Mastercard soon](#), December 2017.  
 9 Fast Company, [William D. Cohan, Can an artificial intelligence learn to beat the stock market?](#), May 2020.

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