

# Reimagining Financial Services with Real-Time Data

## Digital transformation is disrupting banking and finance

The financial services industry is undergoing massive digital disruption as fintech startups and Internet giants use cutting-edge technology to reshape customer expectations.

# 80%

of banking customer interactions involve at least one digital channel<sup>1</sup>

# 57%

of retail banks consider legacy systems the biggest obstacle to digital progress<sup>2</sup>

# 35%

of customers have increased their online banking usage during COVID-19<sup>3</sup>

Financial services customers demand real-time experience for services like contactless payments, mobile banking, credit decisions, fraud detection, and more. Financial institutions must digitize their business to remain competitive.

Many are already learning the hard way that digital transformation isn't just putting a modern website in front of legacy infrastructure. To provide services at the pace customers demand, financial institutions must modernize every part of their environment — including the data layer.

## The future of financial services

### Delivering real-time interactive experiences

A data layer with real-time performance and unmatched scalability to provide the interactive experiences modern consumers demand.

### Reimagining key business processes

Financial institutions can continue transforming themselves with modern data models — portions of the financial sector (such as fraud detection) are already being reshaped by the use of AI and machine learning, fast graph processing, real-time search, and more.

### Accelerating cloud adoption

Organizations looking to develop competitive advantage and decrease time to market can build applications more quickly by deploying in the cloud.



<sup>1</sup><https://www.bcg.com/en-us/publications/2019/global-retail-banking-race-for-relevance-scale>

<sup>2</sup>[https://www.accenture.com/\\_acnmedia/pdf-92/accenture-retail-banks-well-prepared-for-digital-innovation.pdf](https://www.accenture.com/_acnmedia/pdf-92/accenture-retail-banks-well-prepared-for-digital-innovation.pdf)

<sup>3</sup><https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Financial-Services/gx-fsi-realizing-the-digital-promise-covid-19-catalyzes-and-accelerates-transformation.pdf>

# How Redis Enterprise powers real-time financial applications

Financial institutions need a new set of capabilities to meet the demands of today's financial services customers. Redis Enterprise offers multiple data models with real-time performance and reliability across any environment to help organizations get the most value out of their data layer.

## Experience best-in-class performance, high availability, and scalability

Redis Enterprise scales linearly with zero downtime to reliably deliver high throughput and sub-millisecond latency. A shared-nothing cluster architecture ensures fault tolerance at all levels with automated failover, as well as tunable persistence and disaster recovery.



## Deutsche Börse ensures rapid data processing with Redis Enterprise

Redis Enterprise supports the throughput and latency requirements Deutsche Börse is required to guarantee to its regulator and customers.

*Maja Schwob, Head of Data IT, Deutsche Börse*

## Support a wide range of use cases with purpose-built data models

Redis Enterprise offers capabilities for real-time search, graph processing, event streaming, and AI/ML model serving that can be applied to use cases like **fraud detection**, wealth management, **quantitative trading**, and other innovative solutions.

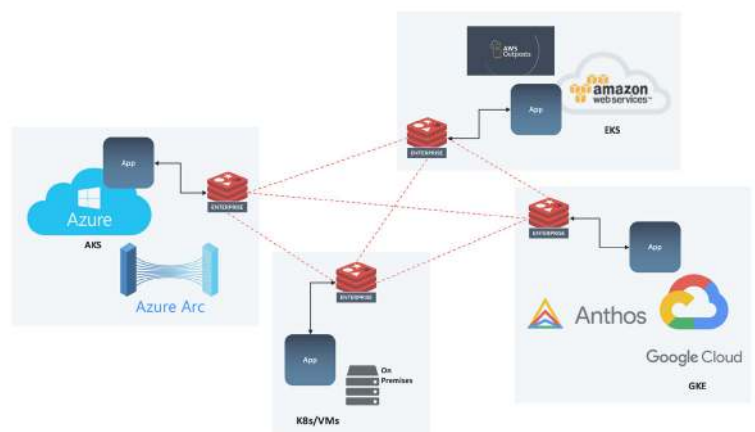


## Redis Enterprise powers Simitly's real-time fraud detection service

Simitly is a PayPal service combining machine learning and human analysis to provide a cloud-based fraud detection service. With Redis Enterprise managing billions of transactions per day, Simitly was able to deliver new application functionality 30% faster and improve overall performance by nearly 90%.

## Speed time-to-market with databases in the cloud

Redis Enterprise is available as a managed service across all the major cloud providers to help your business launch new products faster and strengthen compliance. Capabilities such as Active-Active Geo-Distribution enable global distribution with local latency for applications, easier cloud adoption, and business continuity in any scenario.



## Get started with Redis Enterprise

[redislabs.com/redis-enterprise/industries/financial-services](https://redislabs.com/redis-enterprise/industries/financial-services)

