

# How AI and Deep Learning Are Improving Financial Services



Artificial intelligence (AI) is everywhere. It's enabling breakthrough innovations in every field of business, including the financial industry. By combining AI, NetApp cloud-connected all-flash storage, and NVIDIA supercomputers, NetApp is helping financial services customers launch innovative new products, reduce risks, and elevate the customer service experience.

## Deep Learning Sparks Product Innovation and Revenues



**\$1.4 Billion** 

The 10-year profit volume amassed by qplum's AI-driven speed trading services.<sup>1</sup>

**MONEY-MAKING EMOJIS** 

Capitol One's mobile banking assistant uses AI to deliver helpful, emoji-friendly texts to customers.

**8.3 Billion** 

The daily number of AI-generated translation requests Alibaba Group delivers to its global customers.<sup>1</sup>



## AI Empowers Real-Time Risk Mitigation



**100%**

Cylance AI-assisted identification protected all its customer endpoints during the 2017 WannaCry cyberattack.<sup>2</sup>



**83% Reduction**

Sift helps Open Table fight gift card fraud with AI-based, rapid behavioral analysis.<sup>3</sup>



**Accelerated Modeling**

Data Robot enables Avant to quickly offer loan underwriting policies based on real customer behaviors.



## Dissecting Data for Deeper Insights

### Simplified Management

BNP Paribas employs AI to simplify and speed up the contracting process for insurance customers.

### Every Call Counts

Deepgram's AI technology helps call centers glean customer experience insights from 100% of their calls.<sup>4</sup>

**40% Faster** 

Friendly's AI platform accelerates the digital insurance claims process, reducing both errors and operational costs.<sup>5</sup>

### Improved Customer Experience

Trifacta opened a window into Royal Bank of Scotland's customer activity so they could strengthen customer trust.

Today's data visionaries are partnering with NetApp and NVIDIA to apply AI and deep learning to the financial services industry's most pressing challenges.

They are accelerating innovation, reducing risks, improving customer service, and disrupting the industry in unprecedented ways.



Discover how NetApp and NVIDIA can help you accelerate your journey into the world of artificial intelligence.

[netapp.com/ai](http://netapp.com/ai)

<sup>1</sup> <https://www.slideshare.net/AlisonBLowndes/deep-learning-customer-stories>

<sup>2</sup> <https://appliedai.com/vendor/cylance>

<sup>3</sup> <https://appliedai.com/fintech/fraud-detection>

<sup>4</sup> <https://appliedai.com/vendor/deepgram>

<sup>5</sup> <https://www.slideshare.net/AlisonBLowndes/deep-learning-customer-stories>