

FINANCIAL SERVICES

Zoomdata & Cloudera

Solving the Customer Insights Puzzle with Zoomdata and Cloudera for Financial Services

Industry

Data Analytics & Visualization

Website

www.zoomdata.com

Company Overview

Zoomdata is the leading provider of Next Generation, Big Data Analytics software to Global 1000 enterprises. The Zoomdata interface allows users to easily connect, visualize, and interact with data on browsers and mobile devices. Once deployed, users are able to create interactive D3JS based dashboards, fuse disparate data sources from across the enterprise into a single user experience and create a corporate data quilt that lets business users collaborate on the data that drives their business.

Product Overview

Zoomdata's Next Generation Data Analytics and Reporting platform integrates with Cloudera's Impala and Search products to support big data implementations with streaming analytics and unstructured search. With a tactile experience, users can interact with data using a Data DVR (RW/FF/Pause), conduct drill downs and employ complex algorithms to share insights with their colleagues.

Solution Highlights

- _ Stream Processing
- _ Pre-Built Connectors
- _ Native Source Access
- _ Big Data Implementations

The Growing Need for Customer Insights

Increasingly, financial institutions are gaining a competitive advantage by consuming and taking action on customer data. More data is available than ever before about every aspect of the customer journey. Those businesses who use this data to gain a 360-degree view of their clientele stand to see returns on their investment by leaps and bounds. However, getting there is easier said than done. Analysts are faced with a number of challenges, such as managing the size and variety of data and anticipating privacy and security concerns. There are numerous opportunities to step ahead of the competition for those who overcome the challenges and turn customer data into customer insights.

Navigating Customer Data in Financial Services

Customer data in banking, investments, and insurance presents a unique challenge. The data offers a number of insights to better understand the customer, combat crime, model risk, and gain business efficiencies. However, financial firms must also be careful to secure the data, to protect customer privacy and comply with strict regulations.

Financial Services firms have access to a number of customer data sources. Structured data sources include core banking systems, investment records, payments and transactions, ATM data, and other financial platforms. Other unstructured or semi-structured data, such as clickstream data, social media, geolocation data, demographics, mobile app data, present an opportunity to understand the customer even further.

These data sources are increasing at unprecedented rates, presenting a number of challenges. Consumers demand an enhanced experience from banking, insurance, and financial services apps and websites. FinTech and InsureTech startups are developing new services to capture engagement and deliver to those customers' expectations, putting pressure on the status quo. As the amount of customer data increases, so does the risk of financial fraud and cyber attacks that can hurt both company financials and customer sentiment. While there is a lot to gain through this data, businesses must be extremely careful not to jeopardize themselves or their customers.

Benefits of customer insights for financial services include:

- _ Enhance customer experience on apps and websites
- _ Decrease/Improve customer churn and increased market share
- _ Deploy loyalty programs to engage customers
- _ Optimize ATM placement and replenishment
- _ Protect against cyber attacks and fraud
- _ Better assess consumer credit risk
- _ Better match investments to the client's needs

Seizing the Opportunity

There are unlimited opportunities for the financial services firm that can generate insights to better serve customers without sacrificing security. Those who can understand the customer journey can personalize their product offerings to the customer and drive loyalty by providing a unique and enhanced experience. They can use their understanding of the customer to assess and analyze risk as well as to combat crime, fraud, and security threats.

Cloudera Enterprise Benefits

STORES AND ANALYZES ANY TYPE OF DATA

- _ Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- _ Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

ENTERPRISE APPROACH

- _ Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- _ Enterprise-grade data auditing, data lineage, and data discovery

INDUSTRY-LEADING MANAGEMENT AND SUPPORT

- _ Best-in-class holistic interface that provides end-to-end system management
- _ Open platform ensures easy integration with existing systems
- _ Open source to achieve stability, continuous innovation, and portability

Perhaps more than any other area, customer insights necessitate a focus on big data and present problems that could not previously be addressed with traditional tools. By combining Cloudera with Zoomdata, financial firms can establish the single source of truth that is needed to seize the massive opportunities presented by a better understanding of their customers.

For more information, check out the [Customer Insights](#) Solution on the [Cloudera Solution Gallery](#).

About Cloudera

Cloudera delivers the modern platform for machine learning and advanced analytics built on the latest open source technologies. The world's leading organizations trust Cloudera to help solve their most challenging business problems by efficiently capturing, storing, processing and analyzing vast amounts of data.

[Learn more at cloudera.com](#)

Customer Insights with Cloudera & Zoomdata

Customer Insights Delivered by Leading Edge Technologies

The combination of Cloudera's customer insights stack and Zoomdata's visual analytics platform is ideally suited for analysis of customer data. By providing a dynamic and flexible storage platform, Cloudera empowers the business to digest any volume and variety of data while adapting the schema to changing business needs. Zoomdata then takes that power directly to the business user with intuitive visual analytics based on the freshest data available. Zoomdata optimizes the connection to Cloudera by querying directly on each of the data technologies without replicating or moving the data. Cloudera's real-time data processing capabilities feed directly into Zoomdata to instantly make streamed data available for ad-hoc exploration, data discovery and analytics dashboards 365 days a year, 24 hours a day, 7 days a week.

Data Storage & Processing with Cloudera

Consuming customer information requires a robust and powerful way to store, and process, and serve different types of data. Cloudera allows businesses to consolidate customer data of all volumes and varieties into a single data platform. The platform was also built with data flexibility in mind, allowing engineers to easily grow and alter the customer record as their needs change. Cloudera's Analytic Database, powered by Apache Impala, enables analysis of extremely large data sets with SQL-like capabilities. For streaming data, Cloudera's Operational Database and Apache Spark and data stores like Apache Kudu are ideal for processing data that must be made available to end users in real-time. Cloudera Search helps you discover your data to best build you analytics practice around.

Creating a data-driven organization starts with Cloudera. It combines data sources into one platform while giving data engineers the flexibility to adjust models according to changing needs and the ability to grow the data to any scale. With Zoomdata, this allows for self-service analytics on big data using the same high-performance SQL and Data Science tools that analysts are used to on traditional data sets. Its full range of data storage platforms allows for optimized performance for all types, sizes, and structures of data. Access engines like Apache Spark allow for a mix of stream processing and scalable machine learning so businesses can learn about key behaviors, engage with their customers in real time, and improve the overall customer experience.

Analysis & Interpretation with Zoomdata

While Cloudera provides a robust and powerful stack to store and serve the data, analysis and interpretation of the customer data becomes much easier with fast, intuitive visual analytics. Zoomdata extends Cloudera's platform by bringing self-service business intelligence to business users and allowing them to intuitively interact with the data themselves. It was built from the ground up to allow a direct connection to data sources while allowing IT to maintain control and governance over the data. The simple, intuitive, and collaborative tool makes it easy for business users to create a full range of data visualizations, from exploratory data analyses to dashboards. By allowing for self-service analytics, Zoomdata enables business users to actively engage with the customer rather than waiting for assistance from IT. Customer insights generated through stream processing and machine learning in Cloudera become even more apparent through visualizations with Zoomdata.

Zoomdata's visual analytics platform allows businesses to visualize and interact with customer data of all sizes and varieties. Its Smart Connectors optimize the connection to the data by taking queries directly and individually to each data source, rather than first pulling them into a secondary data store. Zoomdata Fusion allows for seamless joining across data sources so they can be viewed as a single source of truth. When viewing real-time and streaming data, users can turn to Live Mode where they can pause, rewind, and fast forward the data visualization using Zoomdata's DataDVR.