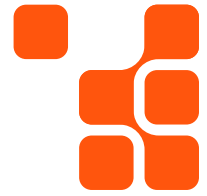**CLOUDERA**

Trusted and Proven Data Platform for Financial Services Institutions

Data-driven financial services organizations rely on Cloudera to remain competitive and accelerate growth in a highly-regulated environment. With Cloudera, teams tackle the toughest data challenges with the industry's only hybrid, multi-cloud data platform for data. With data services addressing real-time streaming analytics, data engineering, advanced analytics, AI/ML, and data governance, Cloudera provides a single platform for financial institutions to leverage all of their data for a wide range of customer and operational use cases.

Financial services data comes from a variety of sources - ccustomer profiles, transaction history, borrowing and investing behavior, location, spending patterns, clickstream data, customer support history, and more. Much of this data resides in siloes, hard-to-access mainframes, and batch-oriented, end-of-day systems.

Financial Services Institutions Powered By Cloudera

Cloudera powers data and analytics use cases around the world for a variety of financial institutions, central banks and regulators, stock exchanges, card networks, fintech companies, and other organizations.

Business Impact of Cloudera

Modernize Your Data Stack

Cloudera's open data lakehouse powered by Apache Iceberg drives results with an open and scalable architecture designed for speed, efficiency, and security.

Optimize Your Cloud Investments

Work across multi-cloud and on-premises environments with ultimate flexibility using the world's first hybrid data platform built for interoperability and cost-effectiveness.

Manage Data Movement with Ultimate Flexibility

Need to move data or projects from cloud to cloud or from on premises to any cloud and vice-versa? Cloudera provides secure and automated portability of data and workloads.

Protect Your Business

Enable a comprehensive data fabric with unified security and governance on open and cloud-native storage formats with Cloudera Shared Data Experience (SDX).

Financial Services Industry Use Cases

Cloudera helps financial services institutions manage and analyze their data to:

1. **Increase Customer Retention and Profitability**
   A next-generation hybrid data management platform from Cloudera can transform financial services firms' customer-360 visions into reality by leveraging their structured, semistructured, and unstructured data wherever it resides.

2. **Improve Regulatory Compliance**
   Cloudera's modern hybrid architecture ensures that financial services institutions maintain compliance with numerous industry regulations, including the European Union's General Data Protection Regulation, Know Your Customer standards, and the Sarbanes-Oxley Act of 2002, enabling firms to maintain comprehensive audit trails while making all their data available for analysis.
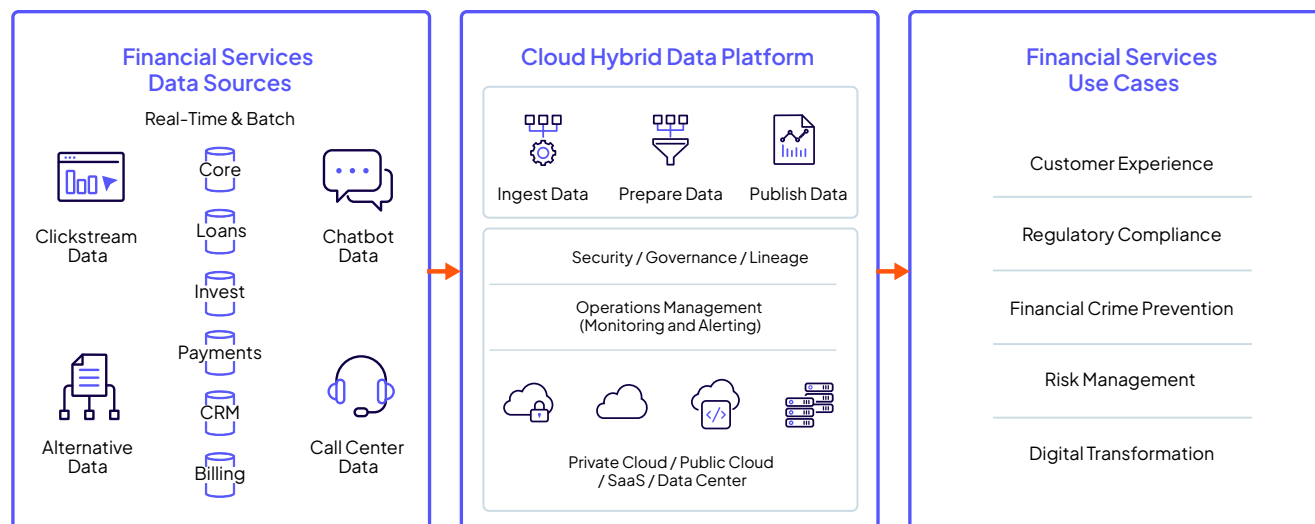
3. **Reduce Fraud and Risk Exposure**
   Leverage advanced analytics, machine learning, and AI to improve risk modeling and fraud detection to avoid significant losses. Cloudera also gives financial services firms the information they need to make better data-driven decisions.

4. **Modernize Enterprise Analytics**
   Cloudera DataFlow is a comprehensive edge-to-cloud real-time streaming data platform that collects, curates, and analyzes data to drive timely, relevant insights. This empowers firms to leverage streaming data to operate more efficiently, deliver better customer experiences, and stay ahead of the competition.

Why Cloudera for Financial Services Institutions

Cloudera gives financial services institutions the foundation for a comprehensive data and analytics strategy. Using Cloudera, financial services can manage the end-to-end data lifecycle from collecting raw data at the source to driving actionable insights and use cases.

Financial Services Data Sources

Real-Time & Batch

- Clickstream Data
- Core
- Loans
- Invest
- Payments
- CRM
- Billing
- Chatbot Data
- Alternative Data
- Call Center Data

Cloud Hybrid Data Platform

- Ingest Data
- Prepare Data
- Publish Data

Security / Governance / Lineage

Operations Management (Monitoring and Alerting)

Private Cloud / Public Cloud / SaaS / Data Center

Financial Services Use Cases

- Customer Experience
- Regulatory Compliance
- Financial Crime Prevention
- Risk Management
- Digital Transformation

Proven Data Leadership in Financial Services

Over 520 Financial Services firms globally run on Cloudera to support their data and analytics strategies including:

82
of the top 100 Global Banks

4
Largest Credit Card Networks

27
of the 30 Global Systemically Important Banks (G-SIB)

12
out of 15 Top Insurance Firms

80%
of the Largest Stock Exchanges

Learn more about how Cloudera is powering future-ready financial institutions.
Cloudera.com/financialservices

CLOUDERA

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Cloudera is the only true hybrid platform for data, analytics, and AI. With 100x more data under management than other cloud-only vendors, Cloudera empowers global enterprises to transform data of all types, on any public or private cloud, into valuable, trusted insights. Our open data lakehouse delivers scalable and secure data management with portable cloud-native analytics, enabling customers to bring GenAI models to their data while maintaining privacy and ensuring responsible, reliable AI deployments. The world's largest brands in financial services, insurance, media, manufacturing, and government rely on Cloudera to be able to use their data to solve the impossible—today and in the future.

To learn more, visit Cloudera.com and follow us on LinkedIn and X.