

# Analytics Casebook – A Hitchhiker's Guide to BFS Analytics

October 2020: Complimentary Abstract / Table of Contents



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- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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## Background of the research

With the advent of technology and the data revolution over the last decade, advanced analytics has gained significant ground in the Banking and Financial Services (BFS) sector. Banks are looking beyond traditional data management services to tap into dynamically changing consumer needs and optimize their product portfolios with targeted offerings.

At the same time, banks and payments firms globally are struggling to leverage the data available due to legacy infrastructure, outmoded organizational structures and skills, and regulatory guardrails. To address these challenges, organizations have found a use case-driven approach, often clustered into domains, quite effective. As analytics use cases have increased, banks need to invest wisely in them to meet their strategic goals.

In this research, we present detailed banking and financial services analytics use cases from 18 different service providers: Accenture, Cognizant, Concentrix, DXC Technology, Exela Technologies, EXL, Firstsource, FIS, Genpact, HCL Technologies, Infosys, Mphasis, NTT DATA, Sutherland Global Services, TCS, Teleperformance, Wipro, and WNS

We also cover vertical-specific analytics services within the banking space. The scope does not cover horizontal business processes, such as Finance and Accounting (F&A), Human Resource (HR), procurement, and contact center.

### This report features the following:

- Market insights into the BFS analytics market
- Detailed analysis of BFS analytics use cases
- Future outlook

### Scope of this report:



**Geography**  
Global



**Industry**  
Banking

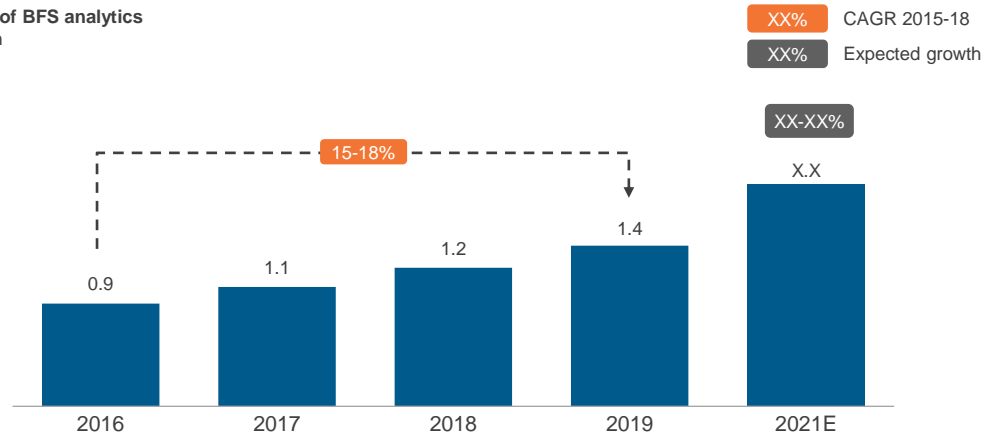


**Services**  
Analytics

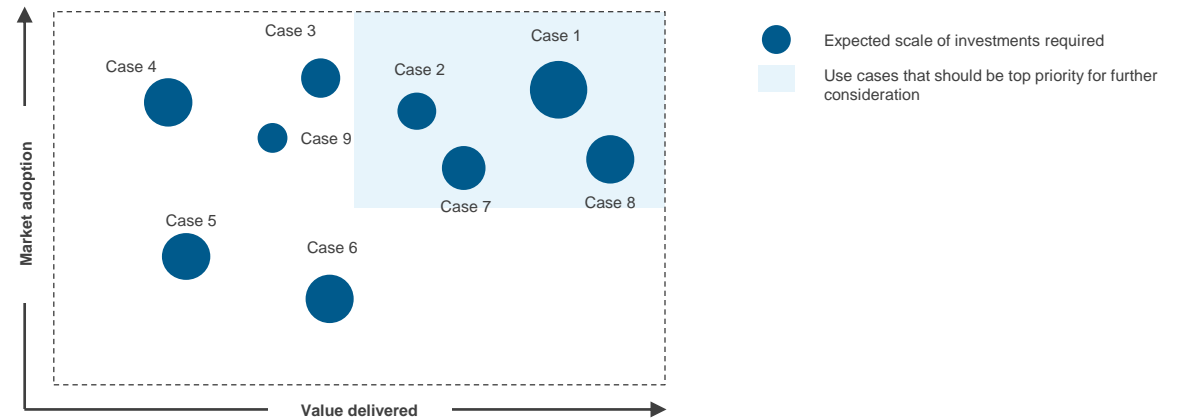
# This study offers three distinct chapters providing a deep dive into key aspects of BFS market; below are four charts to illustrate the depth of the report

## BFS analytics adoption is growing at robust pace

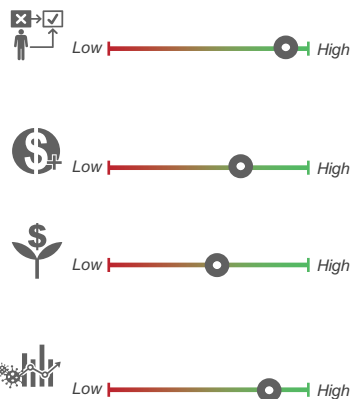
Market size of BFS analytics  
In US\$ billion



## Comparison of BFS analytics use cases



## Detailed analytics use case



Line of business	Customer stakeholder	Business metric impacted	Pricing proposition
All	CFO, COO, and CRO	<ul style="list-style-type: none"> <li>False alerts</li> <li>Turnaround time, etc.</li> </ul>	<ul style="list-style-type: none"> <li>FTE-based</li> <li>Fixed price</li> <li>Transaction based pricing</li> </ul>

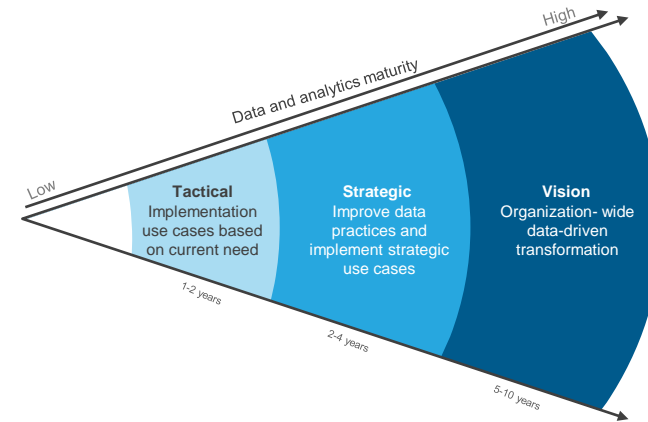
Value delivered – select customer examples		
More than xx% productivity gained	US\$xx million savings	More than xx% reduction in cost

### Underlying client challenges

- Lack of insight and transparency into the customers being onboarded result into fraudulent transactions
- Manual extraction and analysis is tedious and error-prone
- High amount of KYC backlog and issues
- System unable to cope with ever-changing regulatory/policy requirements
- Unable to perform continuous event-based risk rating of entities

**Analyst comments:** Analytics enables a comprehensive "single view of the customer" across various internal and external source systems, improving regulatory compliance while being faster, more accurate, and less costly

## Roadmap for analytics adoption



- Banks need to balance long-term and short-term goals when it comes to analytics. Focusing on short-term applications for analytics limits the full potential of data and analytics program, while delayed results and low ROI in long-term projects limits long-term investment
- Banks need a clear strategy centered on high-priority proven use cases in the industry in the short term, while building good data practices and strategic use cases for the long term
- As banks implement proven use cases, they have the opportunity to break their data silos, combining traditional and new data sources in data lakes to bring organization-wide data-driven transformation

# Research calendar

## Banking & Financial Services BPS

■ Published ■ Planned ■ Current release

### Flagship BFS BPS reports

### Release date

Financial Crime and Compliance (FCC) Operations Services PEAK Matrix® Assessment and Service Provider Landscape 2020

October 2019

Capital Markets Operations – Service Provider Landscape with Services PEAK Matrix® Assessment 2020

November 2019

Capital Markets Operations – Service Provider Profile Compendium 2020

December 2019

Wealth Management Operations – Service Provider Landscape with Services PEAK Matrix® Assessment 2020

March 2020

The Amazing Race – Payments Edition 2020

June 2020

Banking BPS – Service Provider Landscape with Services PEAK Matrix® Assessment 2020

July 2020

Capital Markets Disrupted – The Quest for More Continues

August 2020

Mortgage Operations – Service Provider Landscape with Services PEAK Matrix® Assessment 2020

September 2020

### Thematic BFS BPS reports

### Release date

Buyer Satisfaction In BFS – What Makes the Banks Frown?

August 2019

Makings of a Successful Sourcing Relationship – Deal Trends in Banking

August 2019

Business-Process-as-a-Service (BPaaS) Adoption Debunked – Current and Future Direction

September 2019

The Next Frontier in KYC and AML Intelligent Automation-led Transformation

June 2020

The Pandemic Pandemonium – Assessing the Impact of COVID-19 and the Path to Success for Banking and Financial Services (BFS) in the Next Normal

October 2020

### **Analytics Casebook – A hitchhiker's guide to BFS analytics**

**October 2020**

Mortgage of the Future

Q4 2020

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