

# Finacle Customer Data Hub

Building a robust data foundation for your bank



## Understanding customer intimately, needs better data management

In this age of disruption, a confluence of factors such as technological advances, demographic shifts, and globalization have transformed every industry and banking is certainly no exception. Product and pricing are no longer the 'differentiators' in the banking ecosystem. Improving customer experience and understanding customer intent are emerging as both the competitive advantage and key differentiators. The ability to personalize a product, experience, and communication at scale is pivotal today and customer data is at the center of this journey.

But banks are yet to nail this part. Archaic and inflexible legacy systems, siloed data structures, outdated customer information repositories, and limited scalability significantly limits bank's ability to harness customer information effectively.

In the age of neo-banks and fintechs offering better experiences using data-driven approaches, banks must invest in a customer data platform that can offer a holistic view of the customer across a network of systems and touchpoints, thus enabling a single version of the truth.

**73%**

of customers expect the companies to understand their unique needs and expectations

**64%**

firms say their CDP's have delivered medium or high ROI Customer attributes are getting updated fast & across multiple touchpoints.

**Only 11%**

firms effectively use a wide variety of data types.

Sources: Salesforce, Forrester

## Unlocking new possibilities with Finacle Customer Data Hub

**Finacle Customer Data Hub (CDH)** is a cloud-native, cloud-agnostic enterprise solution to help banks create unified, comprehensive customer profiles and make them accessible securely throughout the organizational ecosystem. The solution offers the flexibility to configure either as the "principal" system of records, or 'shadow/parallel customer data management - handling multiple customer profiles across retail, corporate, and group user segments.

Banks can import and merge customer data from across multiple systems, databases, and touchpoints covering an exhaustive set of over 200+ customer attributes to uniquely understand each customer better. The solution can seamlessly integrate with front-to-back applications such as core banking, channels, payments, CRMs, analytics, and marketing engines as well as other third-party applications through open APIs.

Built on microservices-led advanced architecture the solution ensures enterprise-grade data consistency, interoperability and helps drive collaboration at speed and scale. Finacle CDH can be adopted and upgraded as an independent application or can be integrated with other non-Finacle application to unlock value from customer data.



# Driving deeper customer engagement with Finacle

Success stories across regions, sizes, and institution types

Union Bank of Philippines leverages the Finacle Customer Data Hub to create unified customer-profile management offering a single source of truth while migrating over 11 Mn customers to the new system.



One of the largest banks in New Zealand leverages Finacle Customer Data Hub to deliver great customer experiences across systems. Migrating over 6 Mn corporate and retail banking CIFs the bank is ensuring compliance with local regulations.



The largest bank in Greece leverages the Finacle Customer Data Hub to get a holistic view of customer thus driving a single source of truth across systems. This helps the bank rationalize its product portfolio and strengthen their technology backbone to unlock new opportunities.



# Our promise: Understand your customer better

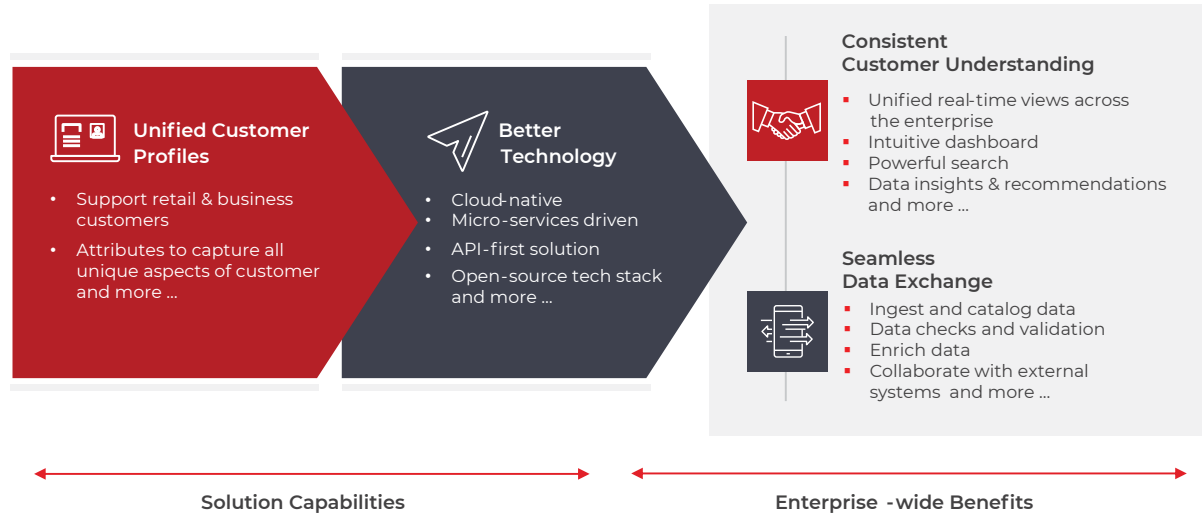
We enable banks to drive seamless data exchange across systems to deliver a unified view, thus driving better and deeper customer engagements.

## Solution capabilities include-

- Ability to create unified & comprehensive customer profiles
- The advantage of being built on "better technology" to ensure speed, agility, and interoperability

## The solution benefits include-

- Ensuring a consistent understanding of the customer across the enterprise applications
- Enabling secure and quick access to up-to-date customer profiles by all systems (Finacle & non-Finacle)



## Unified Customer Profile

### Making customer data work across your business

Banks need to enhance their proposition to clients by offering them contextually, tailored offerings and the means to run their businesses better for which a unified customer profile is pivotal. The Finacle CDH provides a comprehensive, unified, and real-time view of customer relationships through the Enterprise Customer Information File (CIF) capability. The Solution integrates data into a single source of truth to provide a 360-degree view of the customer and offers the creation of comprehensive customer profiles.

**Manage all user segments:** Banks can create and manage unified profiles of existing customers, prospects, related parties and marketing leads. categorize each of the users either as Retail, Corporate, or Group users.

**Comprehensive customer data:** The solution enables the bank to capture hundreds of customer attributes across segments – Retail, SME, and Corporate which captures fields such as personal data, relationship details, product & service preferences, business details, taxation details, risk summary details, and regulatory details.



## Better Technology

Robust foundations built on principles of openness and interoperability

**Finacle CDH** is built on a 'better technology' to offer speed, agility, and interoperability while offering secure and seamless access.

**Cloud-Native:** The solution can be deployed on a private, public, or hybrid cloud. Finacle applications run in a containerized environment orchestrated by Kubernetes, and support all leading cloud environments,

**API- First:** The solution offers over 200+ APIs available out of the box and is backed by an event-driven architecture framework that supports publishing and subscribing to services.

**Extensible:** The solution offers the flexibility to define new customer attributes and modify customer data formats. The bank can also extend the out-of-box capabilities with ease.

**Open Source:** The tech stack is built on open source components including Node JS, Loopback for App Server, Oecloud platform, and PostgreSQL.

**Standalone Application:** Install and upgrade independently. This offers the bank the flexibility to modernize as per the bank's vision and strategy.

**Robust Security:** The solution offers a robust security foundation protecting the infrastructure, data, and application layers and is compliant with leading security standards.



# Consistent Customer Understanding

Get rich customer insights across the ecosystem

**Finacle CDH** offers a unified real-time view across the enterprise, ensuring a consistent understanding of the customers across multiple touchpoints and systems.

**Intuitive Dashboards:** The solution offers an intuitive dashboard that enables banks to publish rich insightful customized dashboards to deliver actionable insights.

**Seamless configuration:** The solution provides the flexibility to configure the attributes based on the business needs.

**Powerful search capabilities:** The solution offers comprehensive and robust search capabilities to search by multiple attributes.

**Seamless integration:** The solution ensures the flexibility to manage integration with other internal and external applications.

**Advanced Segmentation capabilities:** With the solution, banks can effectively combine multiple customers attributes to create nuanced customer segments.

**Widget-based visualization insights:** The solution supports widget-based visualization offering rich insights on customer profiles, product relationships, insights on frequent actions, and spending patterns enabling banks to identify the next best action and recommend adjacent products.





## Seamless Data Exchange

Ensuring data consistency and availability across the enterprise

**Finacle CDH** offers to ensure data consistency and availability across the enterprise through:

**Data Aggregation:** The solution Imports data from multiple sources using APIs enabling a single source of truth for customer data and also providing provision for bulk data uploads.

**Data Enrichment:** The solution enables banks to consolidate, Stitch, and edit the data attributes while offering Data synchronization with downstream applications.

**Data Checks:** The solution enables banks to drive data quality checks by enforcing data sanity validation as well as other parameters such as business validation and checking customer data against the hotlist and negate list to ensure compliance.

**Data Governance:** The solution offers role-based and need-based access to customer profiles, enabling banks to configure and schedule audits and provide system logs of the audit results helping banks to drive improved data governance.

**Ensure Compliance:** The solution is compliant with GDPR and other data privacy regulations including the classification of Personally Identifiable Information (PII).

**External Collaboration:** The solution is pre-integrated with Finacle Core Banking and can be seamlessly integrated with non-Finacle applications as well.



# Building a robust data foundation with a customer data hub

Are you ready to start your journey?

The digital revolution is accelerating. Overcoming the disruption with a market-responsive model and achieving customer-centric growth, begins with getting a holistic understanding of your customer by building a strong data foundation. The **Finacle Customer Data Hub** provides exactly this to help banks succeed in this digital-first environment.

Join the community of global financial leaders who are taking their digital engagement strategy to new heights with Finacle.

Contact us today:



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## Why we exist

To inspire better banking so that billions of people and businesses can save, pay, borrow, and invest better.

## How we do it

Our solutions and people help banks to engage, innovate, operate and transform better, so that they can improve their customers' financial lives, better.

## What we offer

A comprehensive suite of industry-leading digital banking solutions and SaaS services that help banks engage, innovate, operate and transform better.

Finacle is an industry leader in digital banking solutions. We are a unit of EdgeVerve Systems, a wholly-owned product subsidiary of Infosys (NYSE: INFY). We partner with emerging and established financial institutions to help inspire better banking. Our cloud-native solution suite and SaaS services help banks engage, innovate, operate, and transform better to scale digital transformation with confidence. Finacle solutions address the core banking, lending, digital engagement, payments, cash management, wealth management, treasury, analytics, AI, and blockchain requirements of financial institutions. Today, banks in over 100 countries rely on Finacle to help more than a billion people and millions of businesses to save, pay, borrow, and invest better.



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