

# In today's global economic environment and the age of digital disruption, are you positioned to stay competitive?

Financial Services companies face **infrastructure, talent and strategy expansion challenges** as they attempt to scale their Data & AI projects.

# \$500M+

The number of firms investing greater than \$500M in Big Data & AI initiatives nearly doubled in 2019.

12.7% of firms in 2018



21.1% of firms in 2019



## With the right AI:

### Experian

found they could improve their coverage by 500% and lower their costs by 80%.

### Banco Macro

increased campaign response by 3x using analytics to predict customer need or desire for additional services.

### JP Morgan Chase

made their data understandable to highlight questionable strategies for traders.

## Accelerate your journey to AI:

→ Take the next step



IBM