# UOB Corporate Day 2019: Platform for Growth

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Fast-Growing Big Data an Industry Trend

UOB

61% of companies with an innovation strategy are using artificial intelligence (AI) to identify opportunities in data that they would have otherwise missed

203 billion USD is the estimated worth of the data analytics market by 2020

54% of business executives say AI solutions implemented in their businesses have already increased productivity

2.5 quintillion bytes of data is created a day

90% of AI projects are predicted to deliver erroneous outcomes

Source: Various media
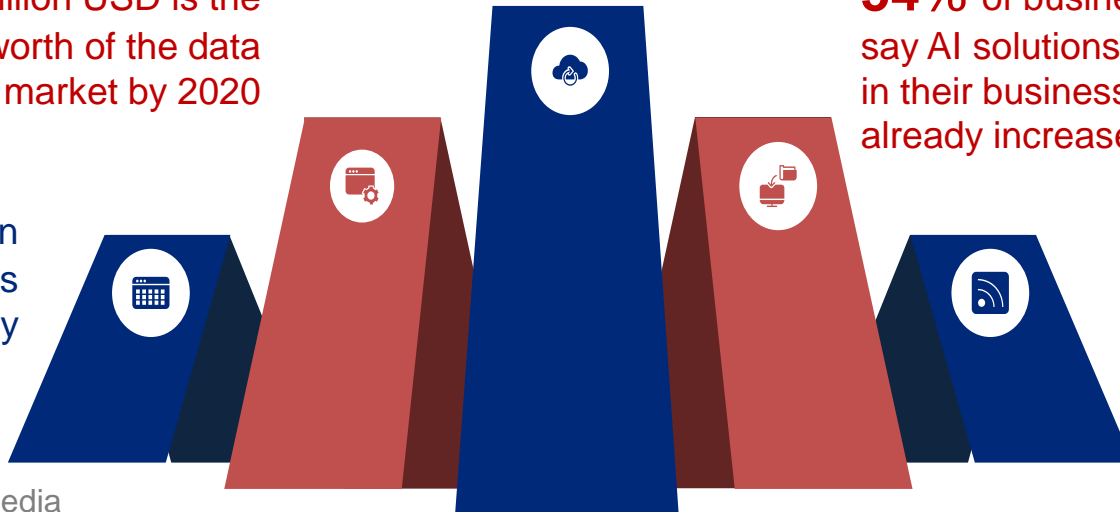
Our Multi-Year Data Journey

UOB
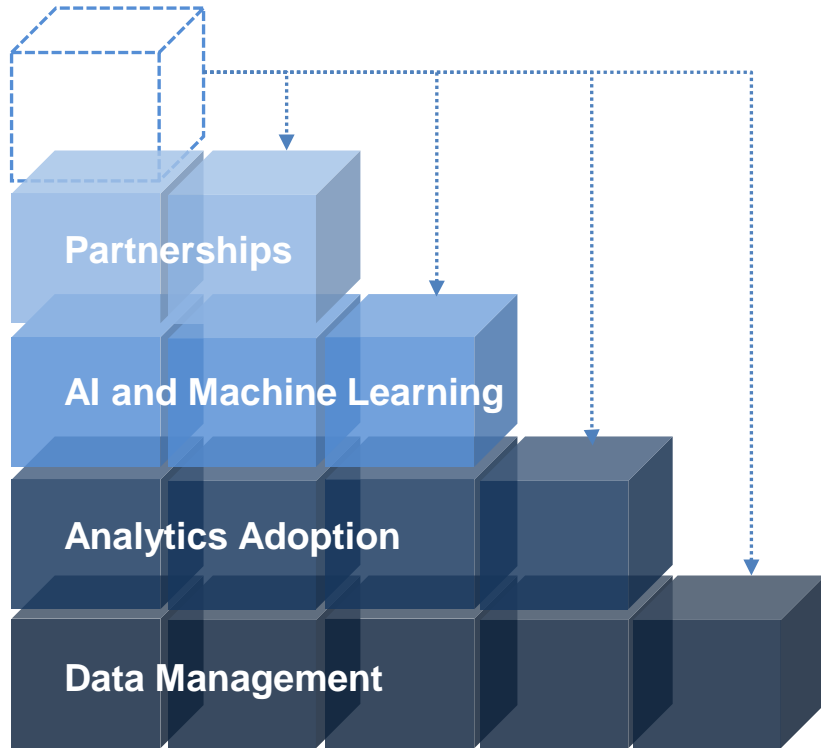
2019 - Future

2018

Industry partnerships with startups and technology leaders to drive data and analytics innovations.

2017

In-house development capabilities to improve business strategy and decision-making.

2016

Inculcation of self-service data discovery through the support of the Centre of Excellence and advanced analytical tools.

2015

Data governance policies, framework, people and technology to govern and to manage data and its use across UOB.

Our Data Architecture Enables Stronger Customer Insights and Productivity

⦀ UOB

Data Sources

Middle Layer

Data Usage

Internal and external sources that provide data to UOB

Internal Data

External Data

Data Governance and Data Quality

Data Lake	**Data Warehouse**	**Data Marts**
Raw data from both internal and external systems	Cleansed data for mass consumption	To serve specialised business analytical needs

Data Discovery Sandbox and Tools
For users to perform data analysis and to develop analytical prototypes

Outputs are utilised via computation engines or reporting tools.

Computation Engines

Analytics Applications

Reporting Platforms

A Day in the Life of 'Data'

1 Customers (Utilise Credit Card)

2 Core Banking Systems

3 Customer Data

4 Big Data

5 Engagement Lab

6 Customer Insights

7 AI Decisioning Engine (Bill Repayments)

8

9 Enriched Customer Insights
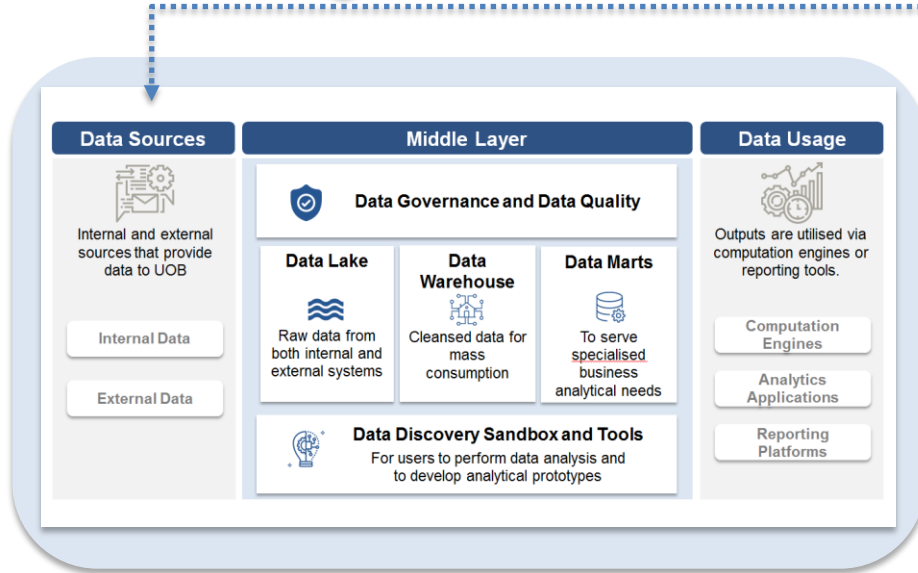
Meaningful Customer Engagements (Bill Reminder)

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Industry Recognition

Cloudera Data Impact

- One of the first integrated enterprise-wide banking data lakes in the world.

IDC Digital Transformation

- Implementation of an integrated enterprise banking data lake to enable big data analytics across businesses and regions.

- Harness emerging technologies such as AI and Machine Learning to enable business and to drive innovation.

- Champion data literacy and develop analytics culture through training of hundreds of internal staff.

Cloudera Data Impact Awards 2018
1st bank in Asia and Singapore to win the award

Business Transformation

IDC Digital Transformation Awards 2018 – Singapore

DX Leader   **Information Visionary**   **Talent Accelerator**

IDC Digital Transformation Awards 2018 – Regional

Asia/Pacific Information Visionary of the Year

2018 cloudera data impact awards WINNER

Thank You