UOB Corporate Day 2019: Platform for Growth

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15 May 2019
Fast-Growing Big Data an Industry Trend

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

**2015**
Data governance policies, framework, people and technology to govern and to manage data and its use across UOB.

**2016**
Inculcation of self-service data discovery through the support of the Centre of Excellence and advanced analytical tools.

**2017**
In-house development capabilities to improve business strategy and decision-making.

**2018**
Industry partnerships with startups and technology leaders to drive data and analytics innovations.

**2019 - Future**
Our Data Architecture Enables Stronger Customer Insights and Productivity

**Data Sources**
- Internal and external sources that provide data to UOB
  - Internal Data
  - External Data

**Middle Layer**
- Data Governance and Data Quality
  - Data Lake
    - Raw data from both internal and external systems
  - Data Warehouse
    - Cleansed data for mass consumption
  - Data Marts
    - To serve specialised business analytical needs
  - Data Discovery Sandbox and Tools
    - For users to perform data analysis and to develop analytical prototypes

**Data Usage**
- 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. Meaningful Customer Engagements (Bill Reminder)
9. Enriched Customer Insights

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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.
Thank You