

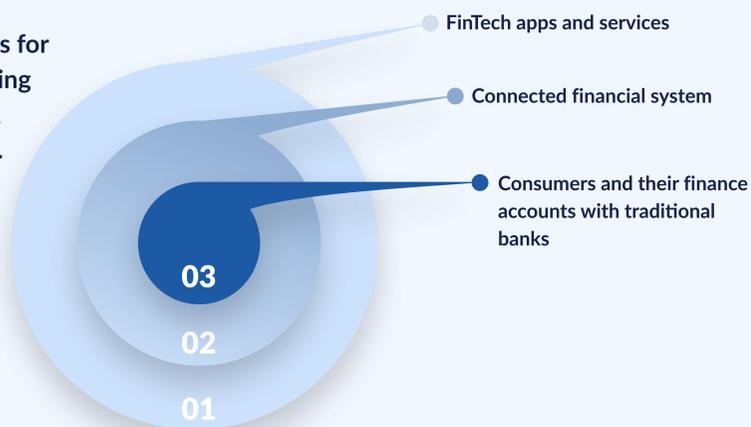
# Building a Future-Proof Financial Ecosystem Using Data and Analytics



## The Modern Connected Financial Ecosystem

- Post-pandemic changes in work, collaboration, and purchasing behaviors, as well as a consumer-centric shift toward digital financial processes, fuel the ecosystem's growth.
- Traditional financial institutions serve as the hub of the ecosystem, connected to various fintech companies through digital and data channels.
- Fintech companies provide diverse open finance options for consumer payments, borrowing, and investment, including P2P payment, crypto trading, modern lending practices, personal finance management, and fraud risk reduction.

By 2026, the worldwide fintech market will be worth \$190 billion and increase at a CAGR of 13.7%.



- The interconnectedness of the ecosystem enables seamless integration and accessibility for consumers in managing their finances.
- The connected ecosystem fosters innovation, driving the creation of cutting-edge financial products due to heightened competition among fintechs.

## The Reality: Underutilized Data, Legacy Technology

- APIs facilitate secure data flow between fintech entities and traditional financial institutions, enabling broad access to customer behavior and preference data.
- Despite this opportunity, traditional banks and fintech companies underutilize the vast data available.



90% of customers expect their banks to provide them with personalized financial advice. However, only 3 out of 10 consumers of financial services actually receive that.<sup>1</sup>

- It is crucial to establish a unified data source that visualizes information from diverse sources within the connected financial system and leverage data effectively to achieve seamless workflow, integration, effective decision-making, and successful customer engagement.

## Six Strategic Moves for Fintech and Traditional Financial Institution Leaders



### Partner with LatentView Analytics to:

- Have a connected view using actionable data insights.
- Align strategy, technology, and resources for targeted personalization and interventions.
- Build custom solutions and capabilities that combine industry expertise and advanced analytics



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