



Boost Customer Satisfaction and Security

NTT DATA and the Now Platform® for Financial Services

Benefits:

- Standardize a single source of the truth, putting digital guides at employees' fingertips
- Work smarter and faster with native, purpose-built AI and analytics
- Scale quickly and boost productivity with cross-enterprise workflows
- Build low-to-no-code applications so strategists can sandbox and troubleshoot
- Better manage resources, reduce redundancy and meet compliance needs
- Enable collaborative monitoring and problem-solving to improve in-depth situational analysis

The financial services industry faces a constant barrage of cybersecurity threats. On the one hand is a growing need for improved customer transparency. On the other hand is the urgent need to increase digital capabilities.

In the back office, security breaches in financial services organizations cost an average of \$6 million, second only to the cost of breaches in the healthcare system.¹ The leading cost associated with these breaches is finding the source and plugging the hole.

Financial services organizations depend on automation to keep business running at a pace fast enough to satisfy today's increasingly digital world. And yet the greatest threat to security remains compromised usernames and passwords.

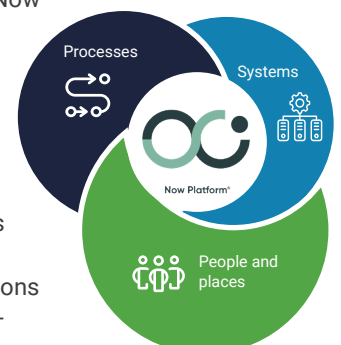
Financial services customers expect automation at every level, from bill pay and deposits to loan applications and insurance policies. But every time you add a new app function, you introduce a potential security threat.

Improving customer satisfaction and enhancing security doesn't have to be mutually exclusive.

Goodbye all in one, hello versatile hub

Your financial services organization can now integrate every technology and automation into a single versatile hub. With the ServiceNow platform, you can provide the level of customer service the front office demands while increasing security and saving millions of dollars. The platform helps you quickly and accurately identify exactly where security threats occur and immediately close the gaps.

NTT DATA is at the forefront of helping the financial services industry keep its competitive edge. As an Elite ServiceNow Partner, we're changing the way financial services organizations do business and helping you get the most out of your data — for your organization and your customers.



NTT DATA and the Now Platform for Financial Services

What can you do with NTT DATA and the Now Platform?

Consistency and scalability

Configuration management database (CMDB)

A centralized source that provides full visibility into your IT environment

Common services data model

A CMDB-based framework that enables standard and consistent service modeling

Knowledge management

Easy access and sharing of information, such as self-help, troubleshooting and task resolution

Service catalog

Standardized request fulfillment provides accuracy and availability of service offerings

Engagement

Conversational interfaces

Connect seamlessly to virtual or live agents through any popular messaging app

Service portal

Build, customize and deploy mobile-friendly self-service experiences

Mobile

Provide consistent experiences and support all user needs with mobile apps and configuration tools

Workspaces

Deliver targeted personalized experiences with all the resources teams need to get their work done

Playbook experience

Visualize business process workflows in a simple, task-oriented view

Productivity

Service-level management

Gather service requirements and track and manage SLAs

Skills management

Associate skills with individual users or groups and assign them to tasks or projects

Reports and dashboards

Easily create and configure customized reports and eye-catching dashboards

Workforce optimization

Optimize schedules and work assignments and deliver skills development

Automation

Flow designer

Use a single no-code design environment to build, connect and automate cross-enterprise workflows

Process automation designer

Build and manage multiple complex workflows with no-code playbooks

Advanced work assignment

Automatically assign work items to agents based on availability, capacity and skills

Embedded integrations and spokes

Connect any systems, apps and data with custom integrations or prebuilt connectors to popular business apps

Intelligence

Machine learning

Automate routine tasks and resolve issues faster with purpose-built AI capabilities

NLP/NLU/NLQ

Enable and configure applications to learn and respond to human-expressed intent

Performance analytics

Optimize business services, improve processes and align with organizational goals

Process optimization

Use visual process maps and cluster analyses to identify bottlenecks and streamline work

Security

Data encryption

Choose from multiple flexible encryption options to meet individual organizational or compliance needs

Regulatory compliance

Follow global and regional standards and regulatory requirements

Privacy and access controls

Maintain full control over data with adherence to digital privacy and safety mandates

Data certification

Manage scheduled and on-demand validations of platform data

Sources:

¹ IBM. "IBM Report: Consumers Pay the Price as Data Breach Costs Reach All-Time High." PR Newswire/IBM. June 27, 2022. <https://newsroom.ibm.com/2022-07-27-IBM-Report-Consumers-Pay-the-Price-as-Data-Breach-Costs-Reach-All-Time-High>

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NTT DATA Services is a recognized leader in IT and business services headquartered in Texas. A global division of NTT DATA — a part of NTT Group — we use consulting and deep industry expertise to help clients accelerate and sustain value throughout their digital journeys.

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