



Cloud innovates the financial sector (Jiří Sobola)

Video Transcript

Intro

All financial institutions feel the need to transform their business into a digital world, which will increase their competitiveness and strengthen their market position. My name is Jiří Sobola from Accenture and I focus on digital transformation in the financial sector.

Cloud innovates the financial sector

The use of cloud services is becoming a necessary step for every company operating in the financial sphere. It accelerates the growth and functionality of the company, significantly streamlines both the implementation of new digital services and the resources spent on both operation and innovation.

Whether its data sharing within your own company, communication, and mediation of services to clients online, or uniform adherence to standards, without cloud solutions, the financial industry would cease to function effectively in the coming years. It would be difficult to meet the changing needs and requirements of clients. After all, it is already standard today to serve clients at any time of the day without the need to visit a branch in person.

The benefits of the cloud for the financial sector

Banks and non-banking institutions thus see a competitive advantage in the cloud and a means to make their services more attractive and innovate. Thanks to the cloud, they can be more client-friendly, because it will be possible to adapt all services and products more flexibly.

In addition, the cloud allows you to keep up with fin-tech, enrich data, personalize services, and do advanced analytics and search for context, all of which is much more complex and expensive in an isolated, on-premise world.

Finally, the cloud makes it easier for financial institutions to build ecosystems with third parties so that they can become part of larger entities. Thanks to them, they can provide new types of services and thus increase their profits.

The cloud is already gaining ground today

In the financial world, the Cloud is not very widespread yet. Historically, this has been mainly due to regulation, the emphasis on compliance with safety regulations, as well as significant investment in on-premise infrastructure and applications.



However, the cloud is slowly gaining ground. So, let's look at the practical use of the cloud in the financial segment more specifically.

Client data management

The first example is client data management systems, or CRM, that help better understand clients.

Thanks to the cloud, they help us work better with clients in the form of digital sales and communicate with them in a fully online mode, through conversation platforms using virtual assistants and chatbots. In the future, we see such a trend that even the most common CRM tools will only be available in the cloud.

Organization of company operations

Another area is that of service and operation. It is a cloud solution supporting internal cooperation and organization of company activities. These are software solutions such as MS Office 365, including MS Teams, OneDrive, and SharePoint.

There are also other collaborative tools in the form of office suites, or ServiceNow, for example, which simplifies work by easily managing workflows whilst handling requests and business processes. The cloud allows you to use all these solutions securely, wherever you are, such as when working from home for example.

Data always at your fingertips

The last area where the cloud is rapidly gaining ground is in the world of data. Without a huge amount of quality data, often processed in real time, you can already create personalized modern financial products, build solutions based on artificial intelligence, or use advanced analytics. However, in the cloud, these options are available immediately and without the need for major investment.

Cloud security in the financial sector

We have already talked a lot about the benefits of the cloud. Nevertheless, on the part of clients in the financial sector, we encounter uncertainty and distrust in cloud transformation. Their concerns are primarily about cyber security. Today, the banks take care of this themselves. In addition, in a cloud environment, they must relinquish complete control over security. They must rely on cloud solution providers. And so financial institutions, often unnecessarily conservative and without thorough analysis, evaluate cloud solutions as too risky.

The Czech National Bank and the European Banking Authority (EBA) have defined recommendations on the use of outsourcing services within the European Union precisely to minimize such risks. They regulate usage rules and procedures for



securing cloud solutions. In the case of the Czech Republic, the Czech National Bank is the supervising regulator of cloud transformation in the financial sector.

The largest cloud service providers such as Amazon Web Service, Microsoft Azure, Google, and other major players are in full compliance with European directives in terms of security. However, it is important that the specific financial institution makes appropriate use of the available security mechanisms in the cloud and in its related interfaces and processes.

We at Accenture also perform detailed analyses to evaluate compliance with these guidelines and recommend further steps to correct any deficiencies. We are therefore very aware of all the rules that the cloud must comply with in the financial sector.

We help clients not only by creating a solution that meets all the rules within the European Union, but also, for example, by negotiating with the Czech National Bank in approving a specific cloud transformation.

If you're ready to move to the cloud, I'm here to offer a helping hand and a partnership with Accenture.

Copyright © 2022 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.