



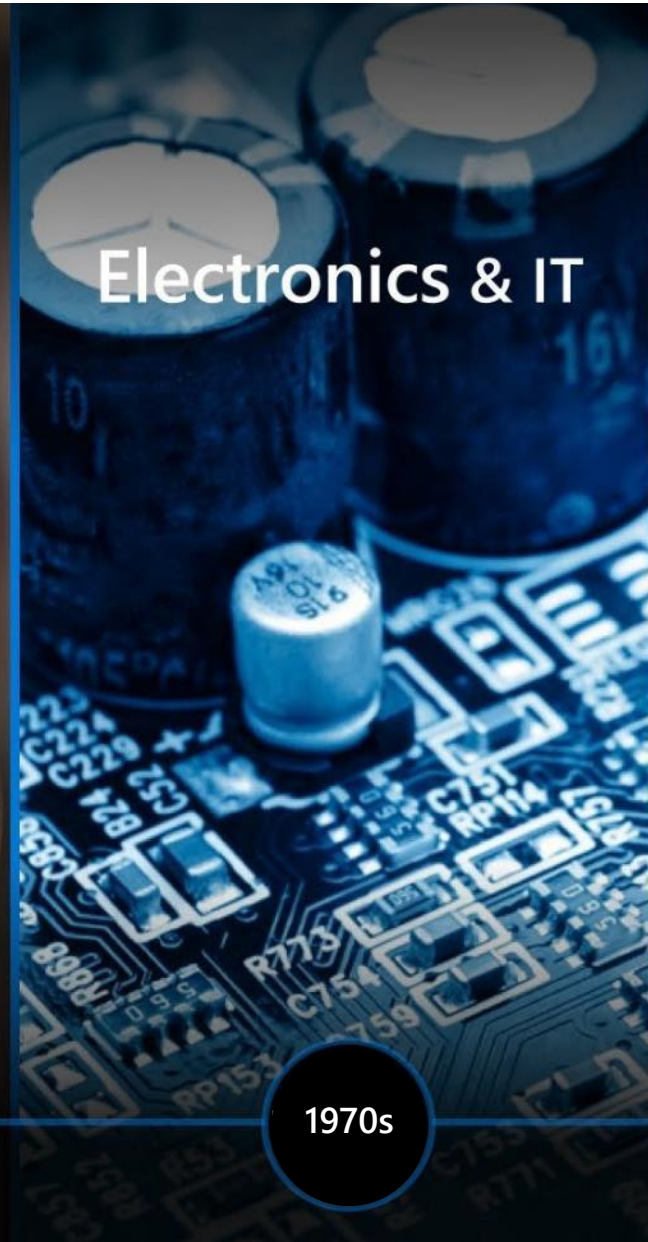
Is Your Business Future-Proof?

Gretchen O'Hara

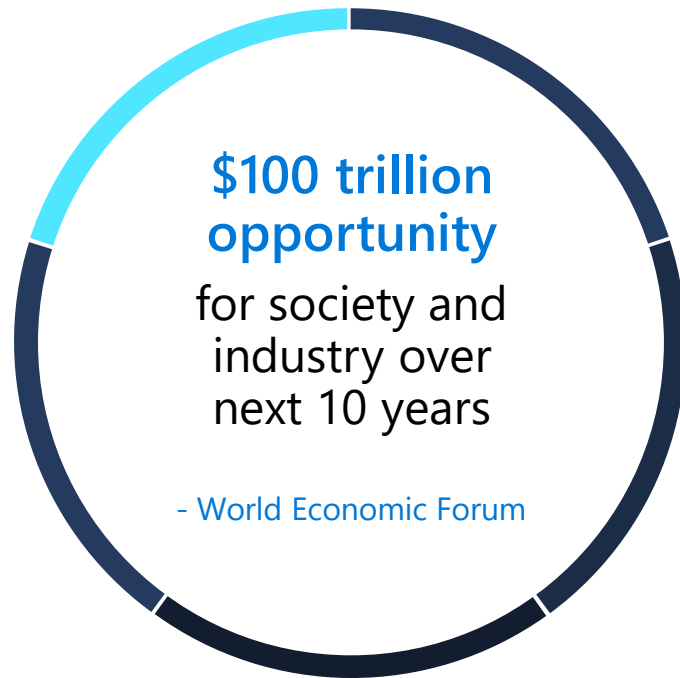
Microsoft, VP US Artificial Intelligence and Sustainability Strategy



Digital Disruption and the 4th Industrial Revolution



The only thing harder than transformation is... failing to transform

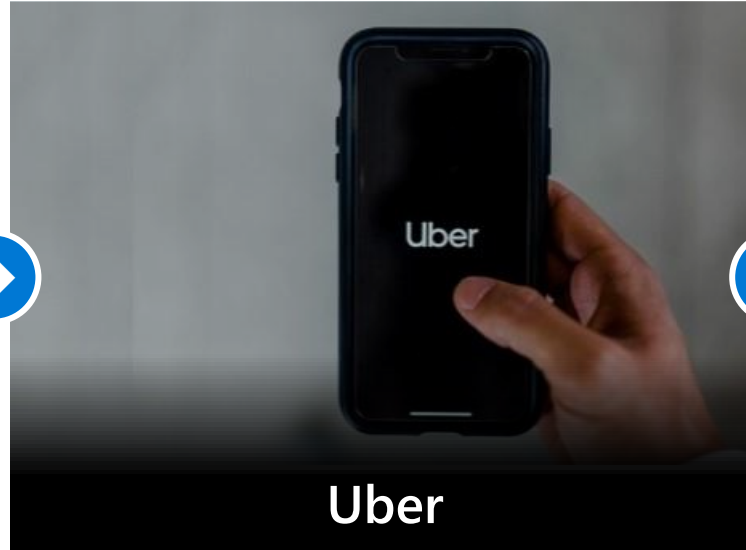


Opportunity



Threat

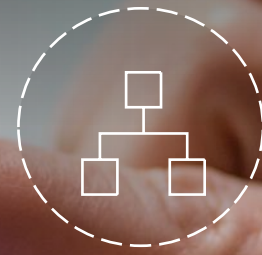
What does Disruption look like?



Forces of change for financial institutions



Changing customer expectations



Changing business needs



New business models



Complex regulatory environment



Market conditions



Security and cybercrime

How will you transform your business?

Delivering personal, immersive experiences across devices

Deepening engagement with **wearables**

Responding faster to take on new opportunities

Becoming customer-obsessed

Connecting employees with **real-time customer insight**

Putting the **customer squarely at the center** of all strategic decisions

Encouraging agility and innovation across the business

Developing and attracting **digital-first talent**

Connecting everything with a **hybrid cloud**

Starting with **mobile**

Making every buyer in every industry feel **understood**

Surfacing rich, relevant, interactive **mobile moments**

Ensuring complete **transparency** and **trust**

Transforming to digital

Making information **security** a top priority

Re-mastering business models with the **Internet of Things**

Mapping a 360 degree view of the customer journey

Anticipating customer behavior and needs

Partnering on technology decisions between **business** and **IT**

Protecting the **privacy** of customers

Working smarter with intelligent machines

Inspiring **innovation** across the company

Building infrastructure to be **flexible**

Empowering the front line with actionable insights

Successful digital transformation is focused on four areas to unlock the value companies seek



**Vision
& strategy**



Culture



**Unique
potential**



Capabilities



Tech Intensity =
(Tech Adoption x Tech Capability) ^{Trust}

AI is technology that can perceive, learn, and reason to extend the capabilities of people and organizations

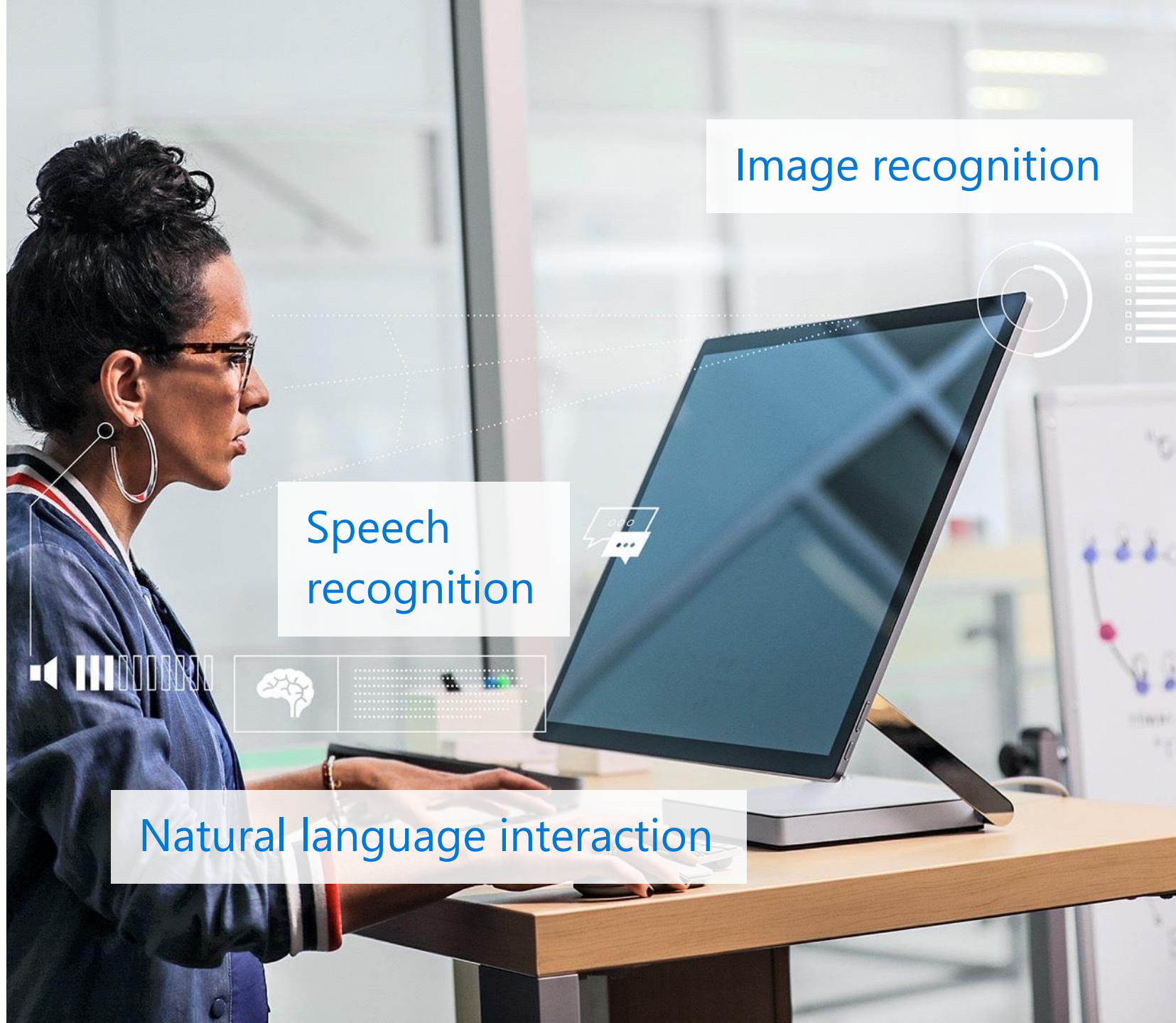


Image recognition

Speech recognition

Natural language interaction

AI is delivering real value to **financial institutions**

Customer Experience



B2C B2B Digital Agents



Digitized Customer Service



Targeted Offers/
Next Best Action



New Banking Products
Powered by AI

AI Empowered Employees



Relationship Managers



Wealth Advisory



Risk and Compliance



Robotics Process
Automation



Financial Forecasting

AI Powered Insights



Identity Protection



KYC Fraud prevention



Payments/AML
Fraud prevention



Customer Churn



Credit Scoring

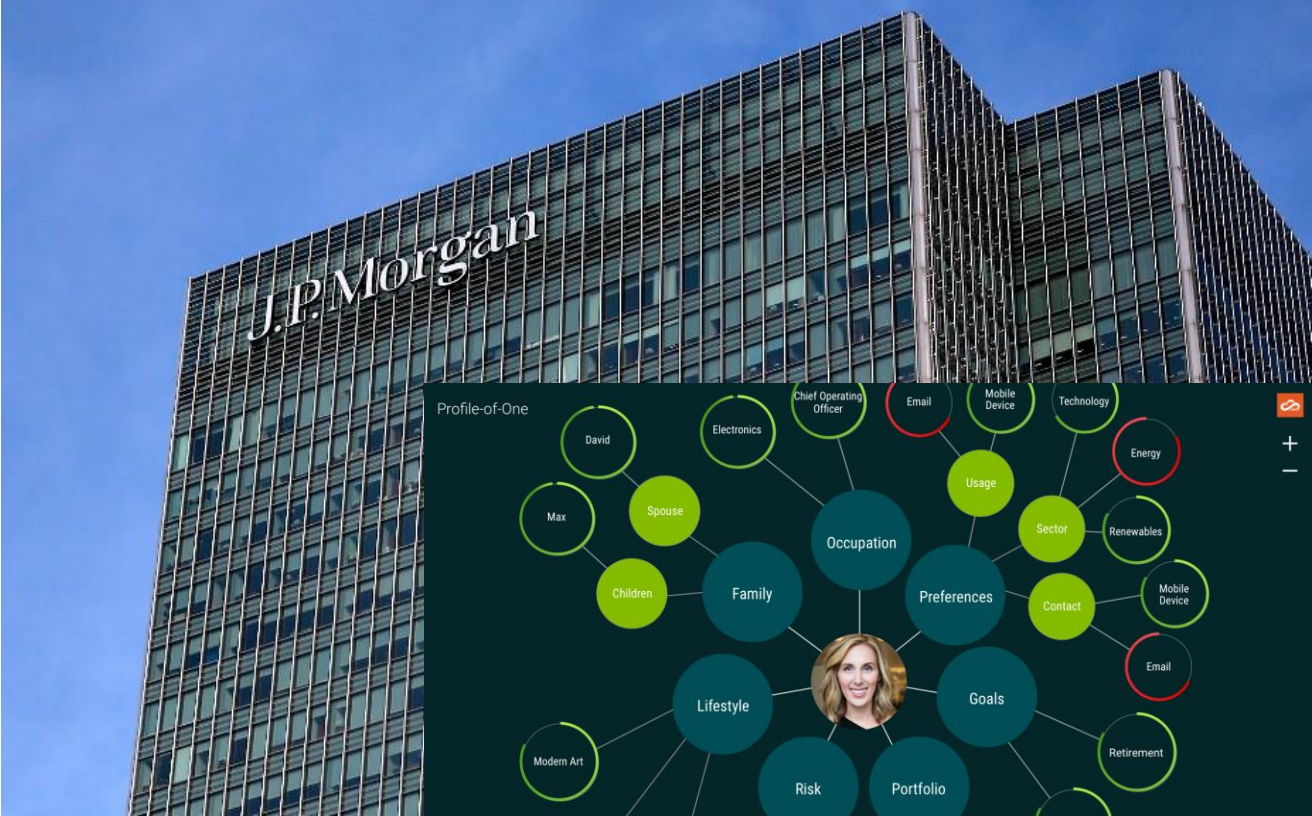


Market Surveillance

Cognitive scale

Wealth Advisory and Retail Advisory

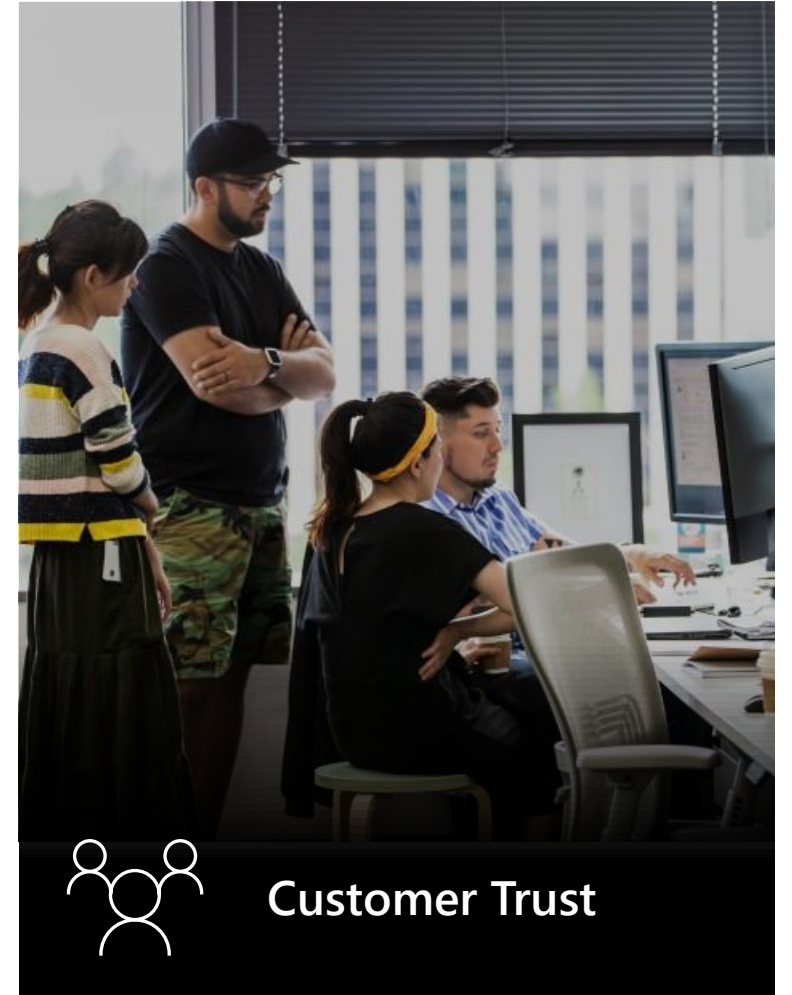
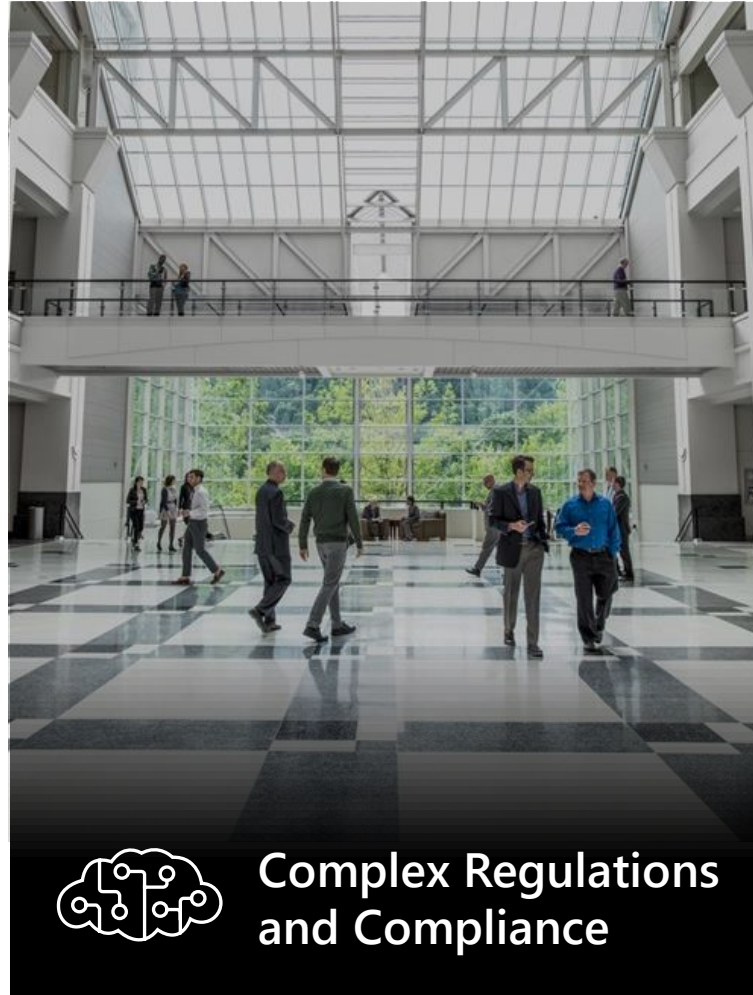
<p>Challenge</p>	<p>Banks are struggling to apply AI to improve Customer Intimacy. They are also challenged with increased compliance costs and KYC challenges. Investment and Wealth Advisors are asked to service more clients – at the same time process and analyze more market data.</p>
<p>Solution</p>	<p>Cognitive Scale have built a set of AIs across the following scenarios:</p> <ul style="list-style-type: none"> • Customer Journey • Wealth Advisory • Retail Investor Insights • Banking Compliance Insights • Research and Trading Intelligence
<p>Benefits</p>	<p>14% increase in Assets under Management Decreased Compliance costs by 7% Engagement across Tier 1 Banks</p>



“ Cognitive Scale and Microsoft are in a unique position to deliver a full stack financial services AI cloud to transform how financial institutions engage their clients, improve employee decision-making, and manage risk and compliance. ”

— Akshay Sabhikhi, CEO, Cognitive Scale

AI challenges in financial institutions



Skills Development

Addressing challenges head-on



SECURITY AND PRIVACY

Helping organizations remain compliant and protect their data



FAIRNESS

Attracting diverse AI talent and developing techniques to detect and eliminate bias



RELIABILITY AND SAFETY

Maintaining high safety standards with extensive testing and monitoring



INCLUSIVITY

Using inclusive design practices to prevent unintentionally excluding people



TRANSPARENCY

Raising awareness of potential bias, errors, and unintended outcomes in AI processes



ACCOUNTABILITY

Setting internal review boards to ensure norms are observed during system design

Artificial Intelligence – A cultural transformation

Transformed Culture



Data Driven Culture



AI Capability Development



AI –
A CX-Level
Imperative



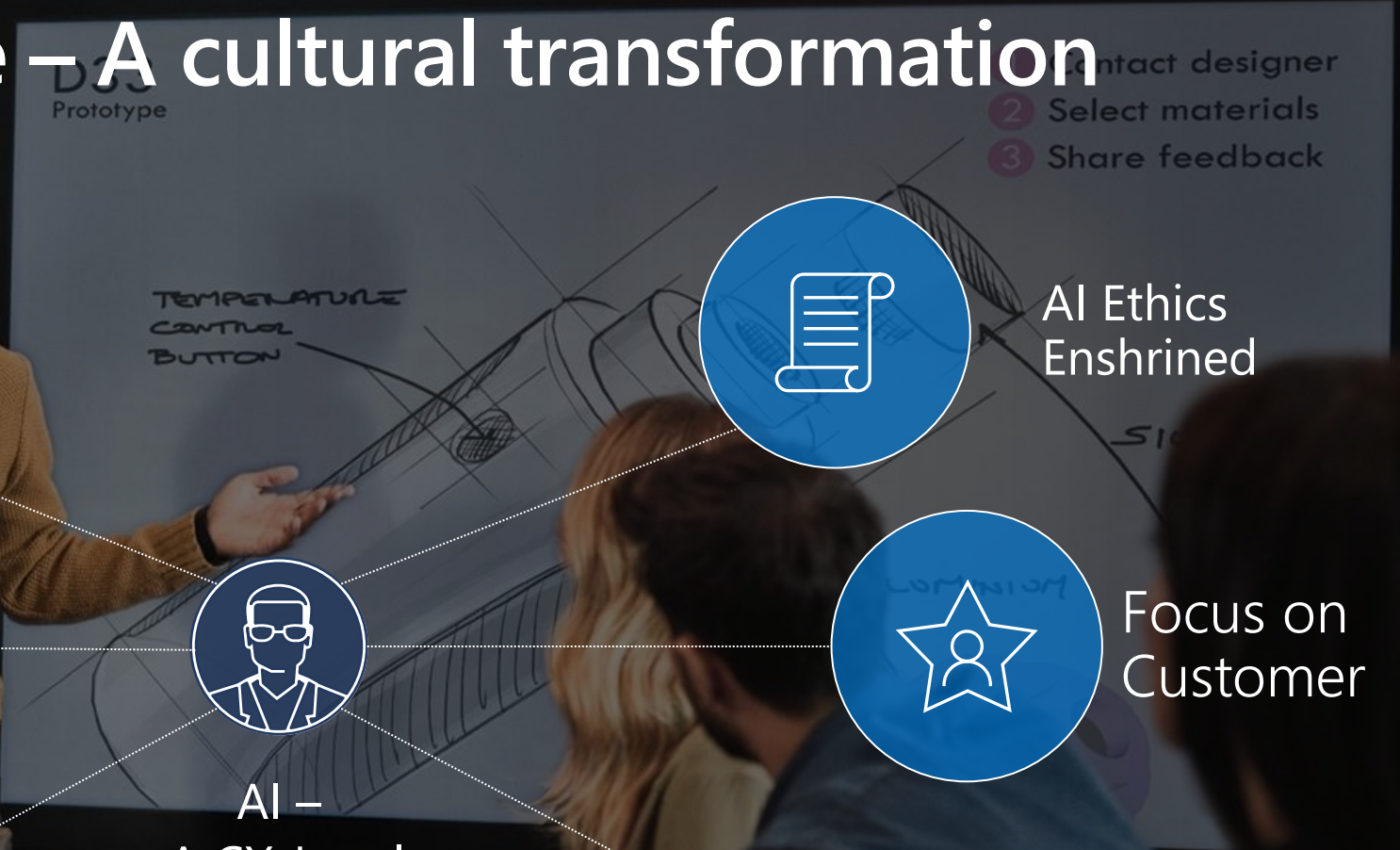
AI Ethics
Enshrined

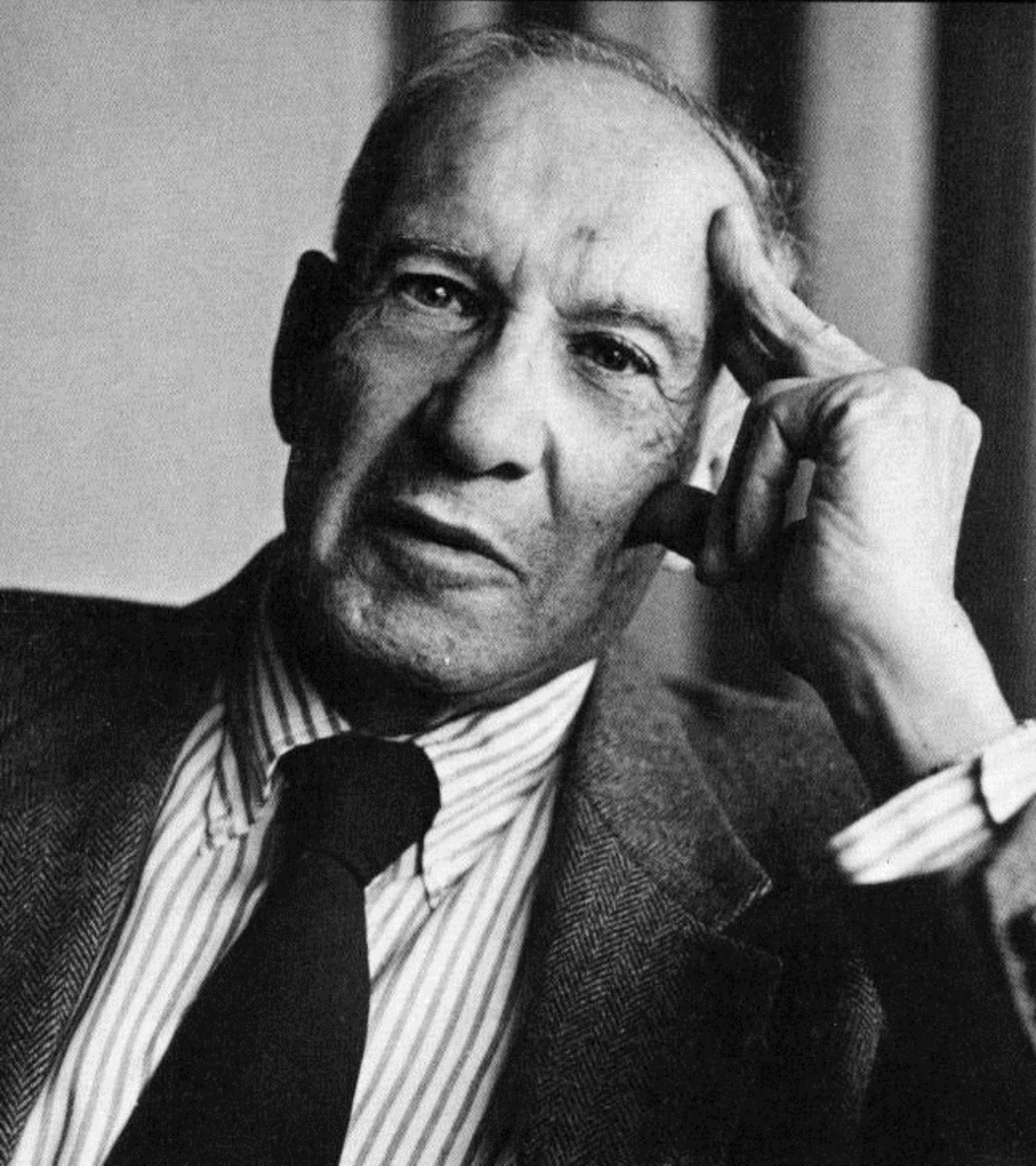


Focus on
Customer



Data
Acquisition





"Culture eats strategy for breakfast."

– Peter Drucker

10 things we've learned about culture

1

You can't fake it

2

Honor your past; define your future

3

Have a purpose-driven mission

4

Net it out: simple yet memorable

5

Make symbolic changes big and small

6

Make it who you are

7

Communicate, communicate, communicate

8

Keep score

9

All oars in the water

10

Be humble, stay the course

A pair of hands is shown holding a glowing globe of the Earth. The globe is illuminated from behind, creating a bright blue aura. The hands are positioned in the center of the frame, with the fingers gently cupping the globe. The background is dark and textured, possibly representing a planet's surface or a deep space environment. The text "Have a purpose-driven mission" is overlaid on the left side of the image in a white, sans-serif font.

Have a purpose-driven mission



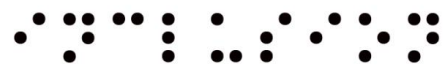
Communicate, communicate, communicate



Inside Stories

Meet employees who are living our culture

One Microsoft



Inclusion



<http://aka.ms/culture>



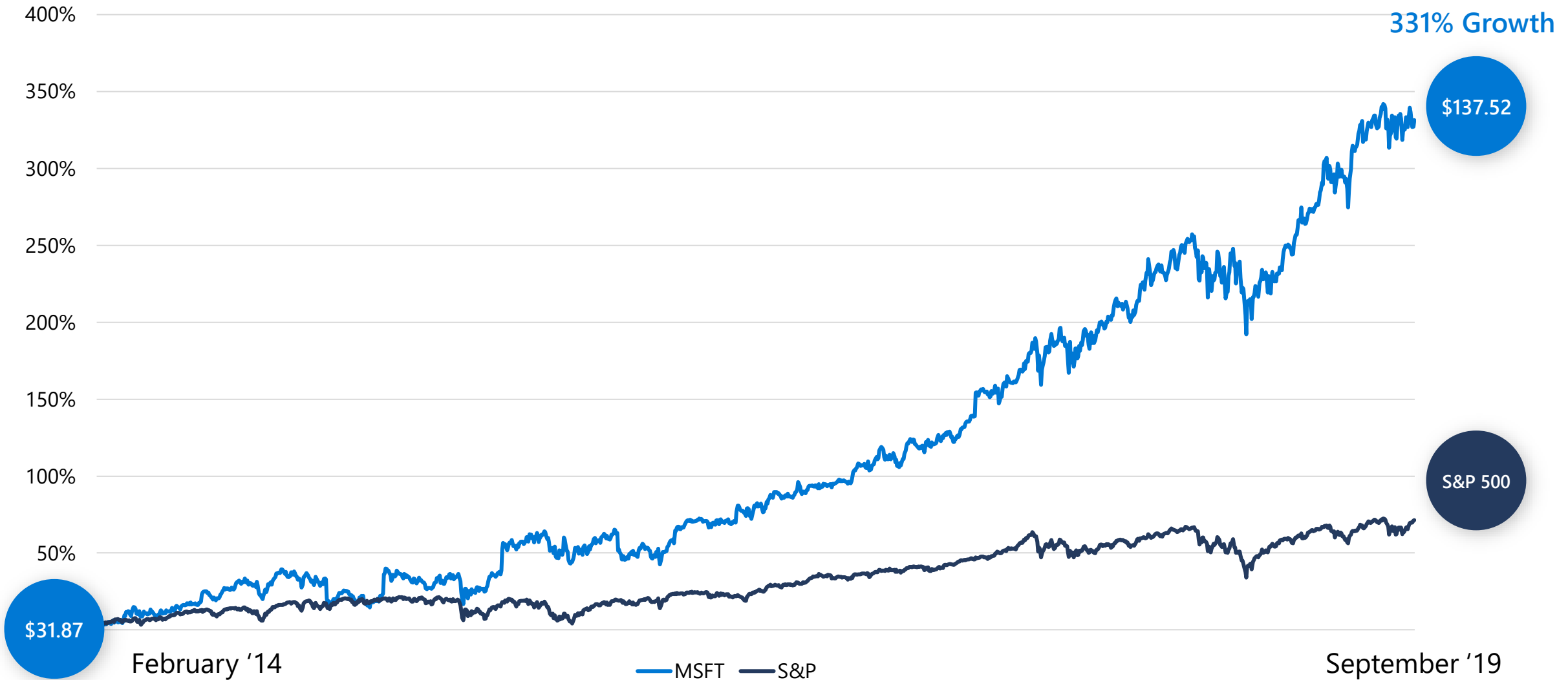


All oars in the water

A wide-angle landscape photograph of a mountain range. The foreground and middle ground are dominated by rolling green hills with a winding asphalt road. A small building is situated on a hillside in the middle ground. The background features a range of jagged, rocky mountains under a blue sky with scattered white clouds. The overall scene is bright and clear.

Stay humble, stay the course

Microsoft's share price under Satya Nadella





Microsoft AI