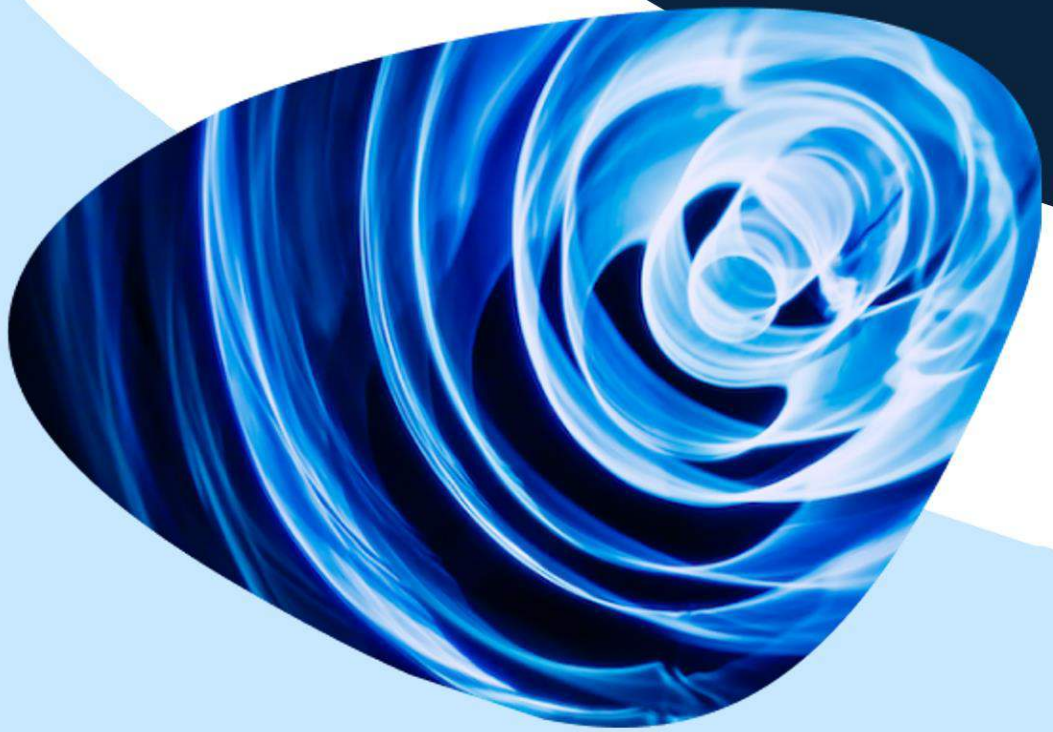
Think Ahead.



PERFORMANCE TECHNOLOGIES

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ANALYTICS
FOR ADVANTAGE
CLOUD FOR
TRANSFORMATION
PERFORMANCE
FOR ENGINEERING
WORKFLOW
FOR BUSINESS
CYBERSECURITY
AND CONTINUITY
Think Ahead.

Businesses are collecting more customer data than ever before, and yet -
46%
46% of Financial Services organizations ***don't*** leverage customer data to improve product and service recommendations as much as they would like.
.

Banks are Expanding their use of AI

- Robotic Processes Automation
- Uncover New Insights
- Improved speed of New Product Development
- Detect Fraud Patterns & Cybersecurity Attacks
- Biometrics to Authenticate & Authorize
- Improve Customer Experience
- Incredible Accuracy
- Real Time Transaction Analysis for Risk Monitoring

But your AI is only as good as your data.
Is your data house in order?

Data is Critical for Banking Transformation

Your data nerds used to just be your business analysts and data scientists.

Now, *everyone* needs access to consumable data for useful insights.

- **Sales**
  Rapidly respond to changing client needs to **win 6.6X opportunities.**[1]

Marketing
Discover fast changing customer behavior for 17% increase in purchase consideration.[2]

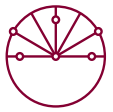
Finance
Set reliable forecasts in volatile conditions for 90%+ improvement in time to decision.[3]

HR
Attract and retain top talent by engaging 600+ applicants a month.[4]

IT
Innovate and modernize apps and infrastructure for 25% more time to focus on strategic projects.[5]

Operations
Continuously improve automated processes for **8x faster speed-to-insight.**[6]

Copying and pasting data to give more users access only made our existing data problems worse.



More data sprawl
Multiple locations and silos

More data complexity
Documents, images, videos

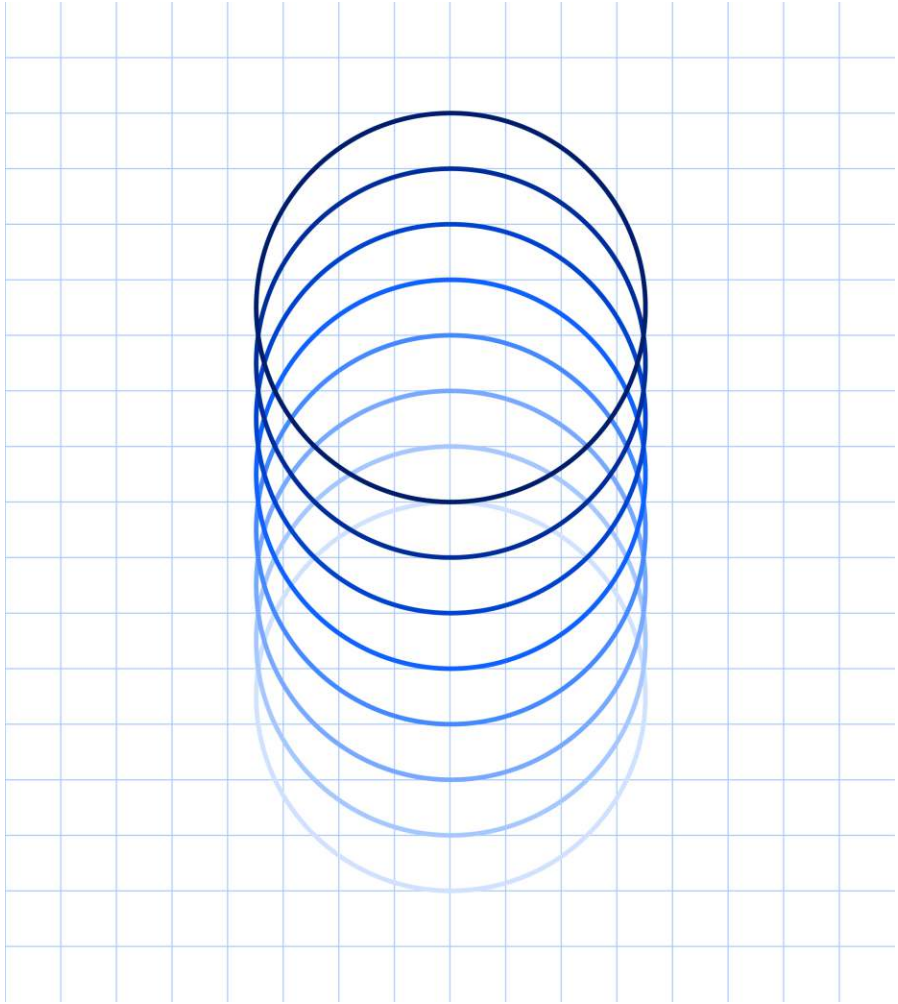
Worse data quality
Stale and inconsistent

There’s a better way to solve your data problems: a data fabric.

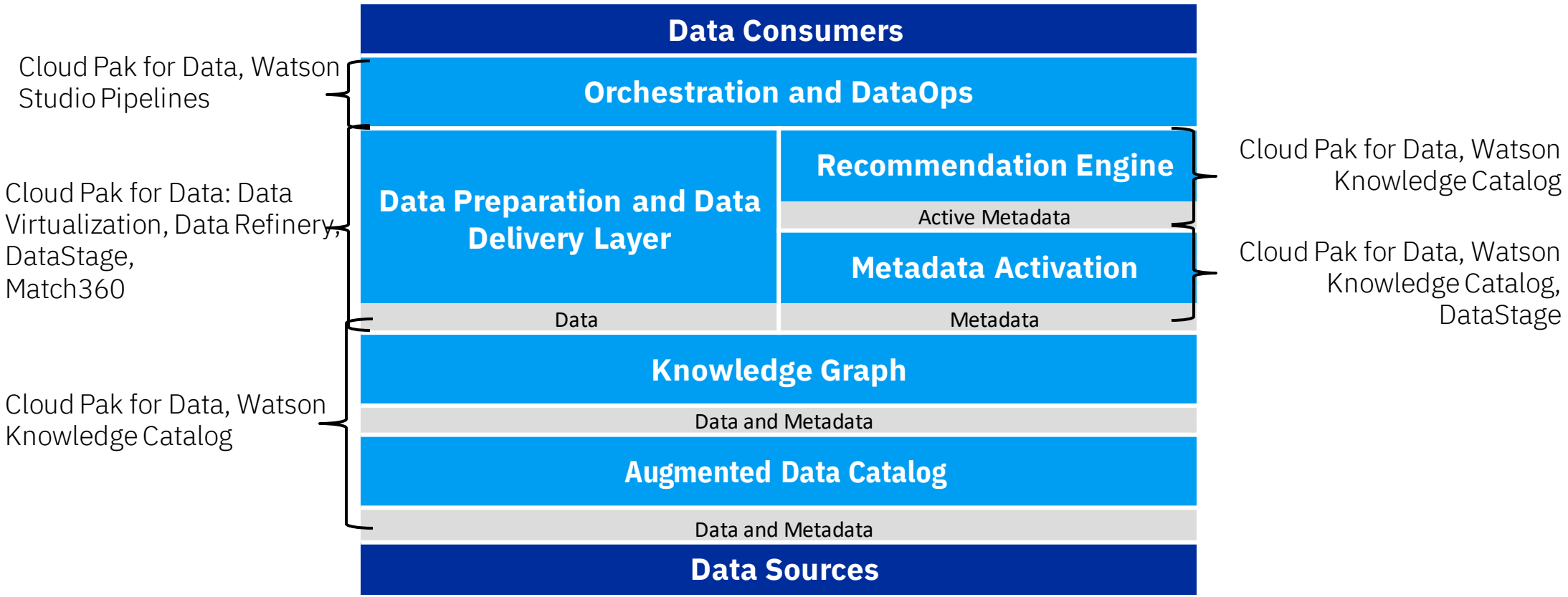
Data Fabric:

A data architecture with an integrated set of technologies and services designed to democratize data access across the enterprise at scale.

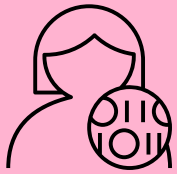
It is not one single tool or technology.



IBM’s approach to a data fabric:



Why is IBM Data and AI different?



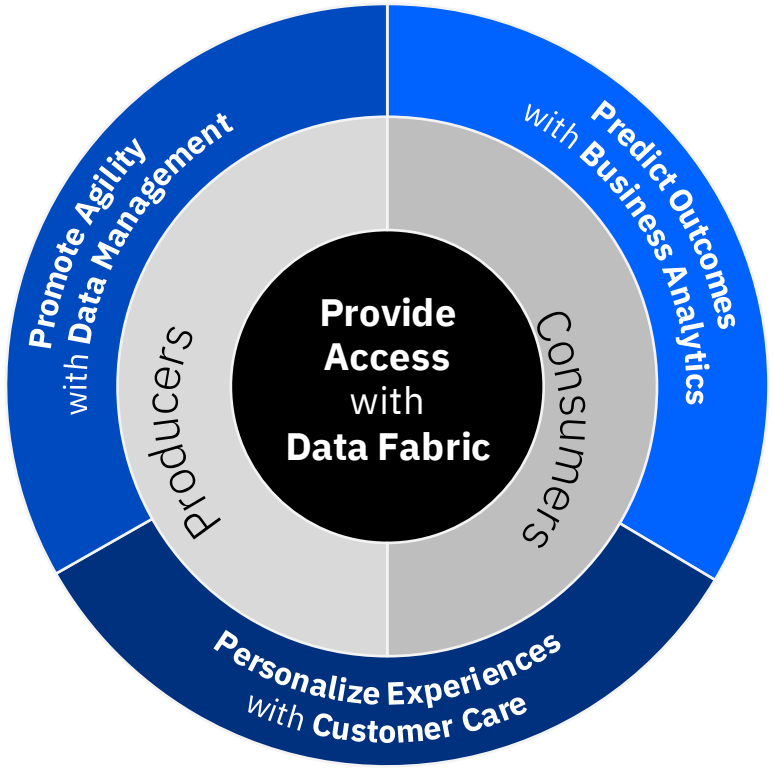
You own your own data.

You can run in any environment, with any vendor, wherever your data is.

You can depend on our industry experience from over 40,000 Watson engagements.

Data and AI capabilities can help you:

- **Provide Access** to accurate data that's governed and secure
- **Promote Agility** by quickly accessing your data anywhere
- **Predict Outcomes** to navigate future disruption
- **Personalize Experiences** to create customer loyalty



KNOW

Performance Advisory & Consulting Services

TRANSFORM DATA INTO ACTIONABLE ANALYTICS FOR YOUR ORGANIZATION

PERFORMANCE AT A GLANCE

200+

TRANSFORMATION

WORKSHOPS **DELIVERED**

TECHNOLOGY

- WORLD-CLASS SKILLS
- KEY VENDOR ALLIANCES
- FOCUS ON EXECUTION
- CUSTOMER CENTRIC

SOLUTION AREAS

- CLOUD STRATEGY
- BUSINESS WORKFLOWS
- ANALYTICS & BIG DATA
- CYBERSECURITY & RISK

TRUSTED

BY **90%** OF ENTERPRISES IN GREECE

80+CERTIFIED PROFESSIONALS

450+CERTIFICATIONS

AUTHORIZED AWS, AZURE & GOOGLE **CLOUD PARTNERS**

We are first and foremost driven by a deep-rooted engineering ethos that drives us to deliver the best possible solutions at any given time!

Consulting Services

Performance Technologies applying proved methodologies and best practices for Analytics & Visualization.

Data is a precious corporate asset. Harness your data to drive business insights, automation, process improvement and innovation. By pushing beyond the boundaries of traditional BI, you'll be positioned to transform data into information that accelerates business insight, ensures operational excellence and gives you a competitive advantage.

PT will be your strategic partner for Analytics, our experts can help you reinvent your operations and transform your data into a perpetual source of value.

Our services combine both strategic advisory and technology to align business needs with proven and emerging solutions that drive targeted business outcomes.

Consulting & Advisory Services:

- Data Strategy design
- Analytics Applications' roadmap design
- Analytics SW infrastructure
- Architectural design & implementation
- Visualization processes
- Solution Optimization

Our Data & Analytics Consulting Services Help You Reach Your Goals.

Trusted Enterprise Partner

THANK YOU!