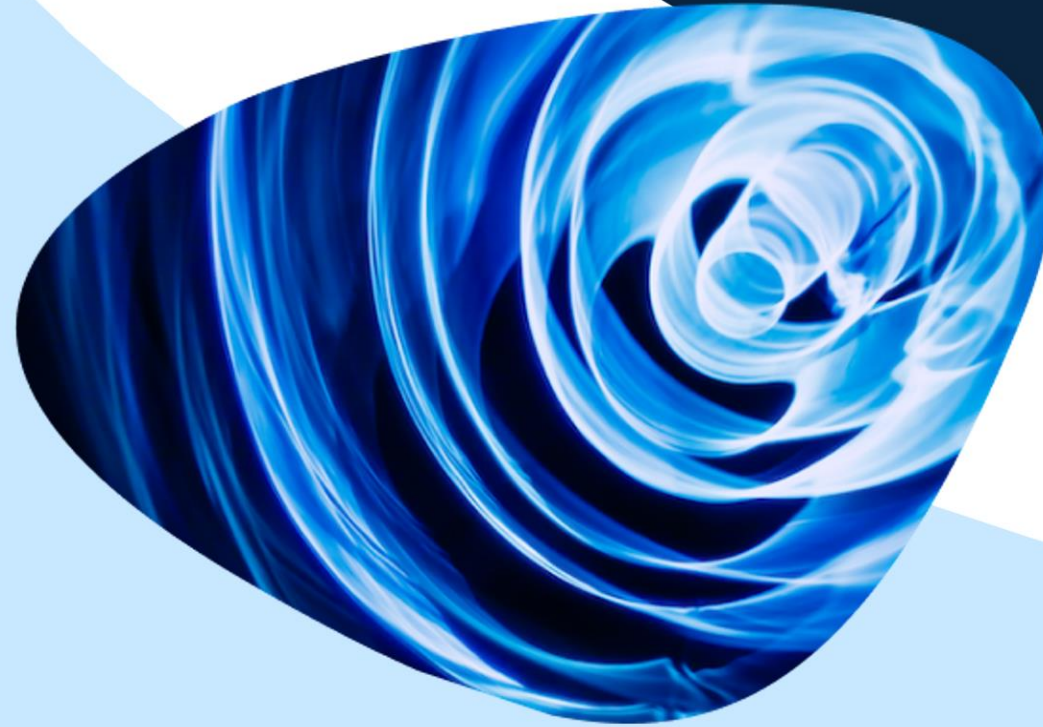


Think Ahead.



PERFORMANCE TECHNOLOGIES

Vassilis Panagos,
Business Development Manager, Analytics
E-mail: Vassilis.Panagos@performance.gr





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

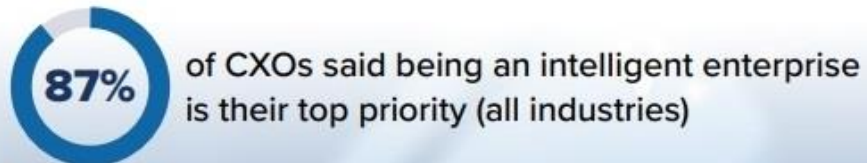
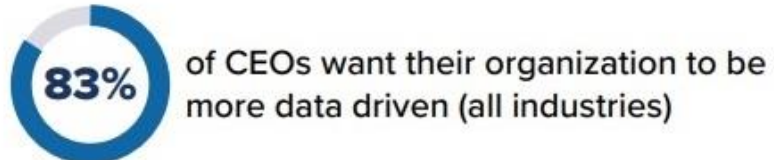


- But your AI is only as good as your data.
Is your data house in order?

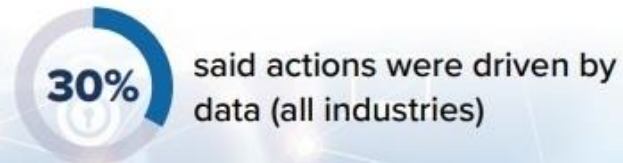


Data is Critical for Banking Transformation

The divide between what execs want vs. reality



BUT ONLY



The “Silo Problem”

Bank systems have been built over the years through the development of individual platforms based on the individual lines of business that needed them, creating islands of data.

The transformation of the financial services industry is based on the adoption of a digital infrastructure that increasingly creates distributed data across multiple platforms, both on-premises and with cloud providers.



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



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



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



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



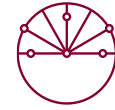
Finance
Set reliable forecasts in volatile conditions for **90%+ improvement in time to decision.**³



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

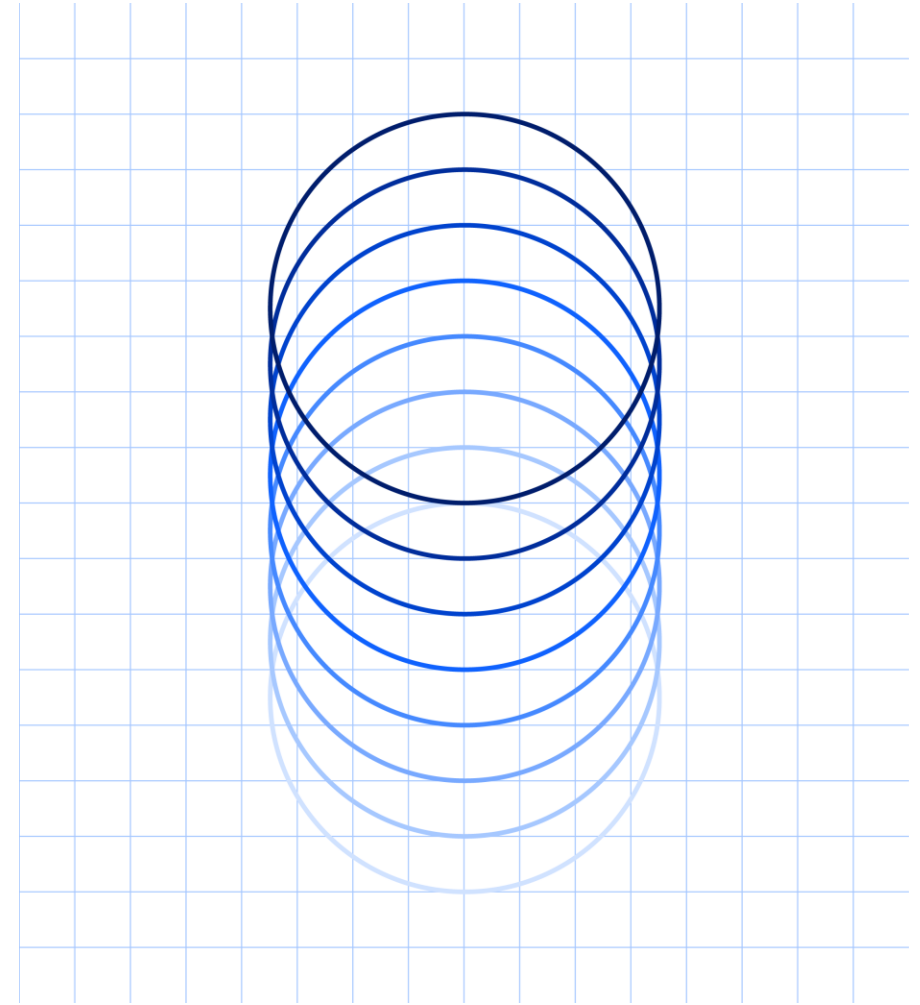


There's a better way to solve your data problems: a data fabric.

Data Fabric:

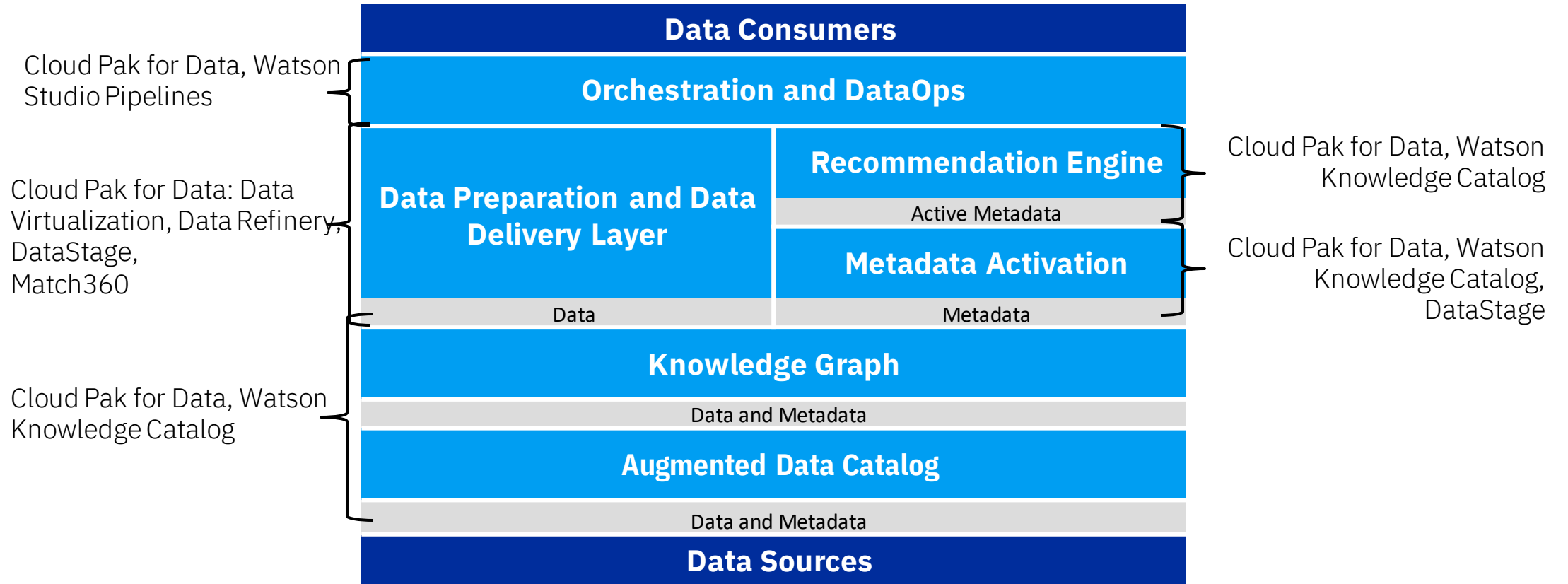
A data architecture with an integrated set of technologies and services designed to democratize data access across the enterprise at scale.

It is not one single tool or technology.



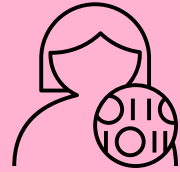


IBM's approach to a data fabric:

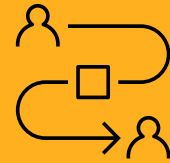




Why is IBM Data and AI different?



You own your own data.



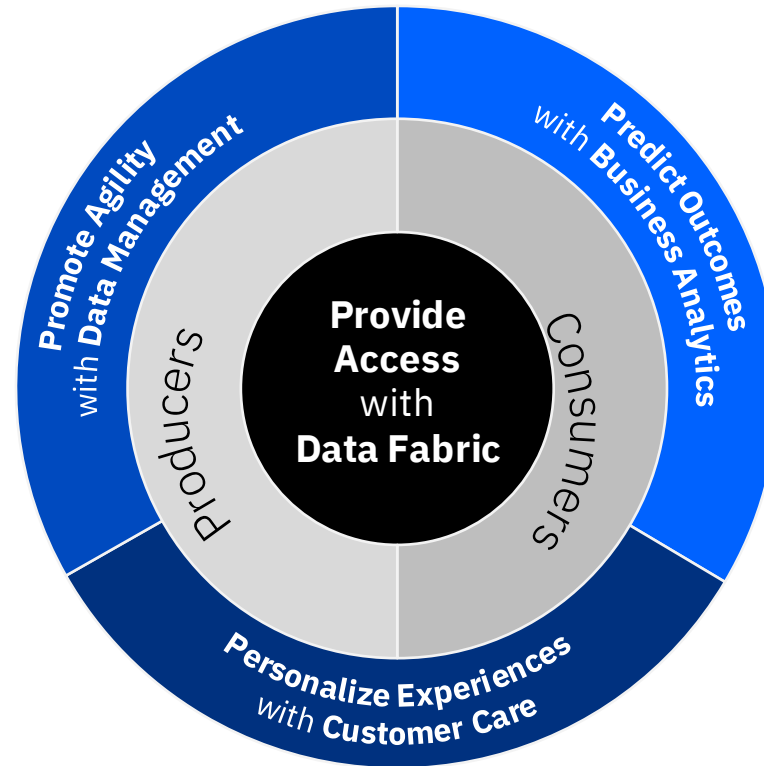
You can run in any environment, with any vendor, wherever your data is.



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!

