The challenge

This is an era of unprecedented economic, regulatory, and technological challenges in the banking industry. Economic conditions are volatile and low interest rates have impacted profitability. Regulatory requirements continue to increase in scope and complexity and heavily influence bank operating costs associated with compliance. The explosive growth of mobile devices has helped to make financial information and investment tools readily available to consumers, and the competition is capitalizing on new technologies.

The solution

MicroStrategy is an integrated platform upon which banking institutions can deploy customized, data-driven applications that meet their complex and varied needs. These powerful, secure solutions provide banks with the insight and agility they need to get a competitive edge in today’s saturated market. Leading banking organizations across the globe rely on MicroStrategy’s analytical, mobile, and security solutions to reduce costs, drive revenue, enrich the customer experience, and manage risk and regulatory requirements.
Top banking applications

- **Accounting and finance**
  Streamline enterprise performance management and financial reporting processes and ensure that senior management has constant access to the critical data they need to run their businesses.

- **Asset management and servicing**
  Empower wealth advisors with apps that provide powerful analytics and real-time insight into markets and portfolios so they can deliver superior customer service.

- **Commercial and business banking**
  Provide commercial bankers with a complete view of customer investments and deliver valuable analytics to business banking customers to gain a competitive advantage.

- **Retail banking**
  Arm branch managers and employees with real-time insight to help them analyze their business units, customer base, and cross-sell offerings to improve profitability.

- **Risk management**
  Leverage scalable and sophisticated analytics to effectively manage the demanding and evolving requirements associated with regulatory reporting and internal risk mitigation.

- **Treasury and capital markets**
  Use real-time analytics and transaction services to thrive in an information-driven industry where speed, transparency, and agility are essential for success.

- **Compliance and audit**
  Increase effectiveness of compliance and audit teams by enabling them to easily identify and understand activities and trends related to audit, regulatory, and disclosure issues.

- **Customer relationship management**
  Use powerful analytics to understand how to help serve and engage with customers, build loyalty, and drive revenue growth.

Banks rely on MicroStrategy to build powerful analytics and mobility applications that transform data into real-world intelligence and help them answer their toughest business questions.

Our banking customers include:

- Huntington
- NOVO BANCO
- OCBC NISP
- UniCredit