

# MicroStrategy for banking

The digital transformation of banking with MicroStrategy 10

## ▲ 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 10 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.

Our banking customers include:



**NOVO BANCO**



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