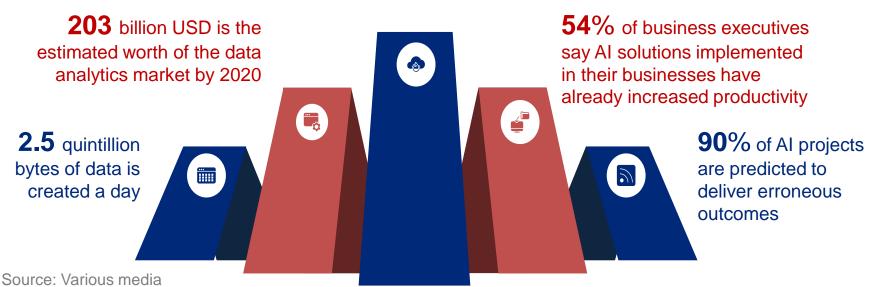# UOB Corporate Day 2019: Platform for Growth

Richard Lowe

Chief Data Officer, Data Management Office

15 May 2019

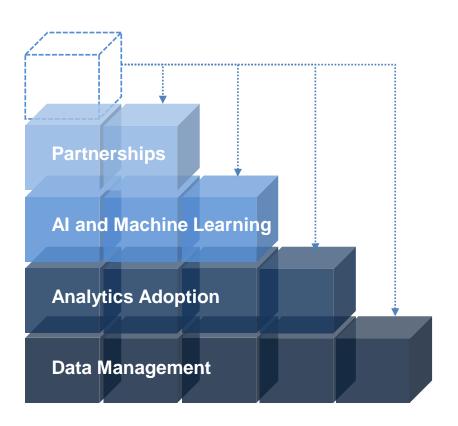# Fast-Growing Big Data an Industry Trend

UOB

61% of companies with an innovation strategy are using artificial intelligence (AI) to identify opportunities in data that they would have otherwise missed

203 billion USD is the estimated worth of the data analytics market by 2020

54% of business executives say AI solutions implemented in their businesses have already increased productivity

2.5 quintillion bytes of data is created a day

90% of AI projects are predicted to deliver erroneous outcomes

Source: Various media

Our Multi-Year Data Journey

2019 - Future

2018

Industry partnerships with startups and technology leaders to drive data and analytics innovations.

2017

In-house development capabilities to improve business strategy and decision-making.

2016

Inculcation of self-service data discovery through the support of the Centre of Excellence and advanced analytical tools.

2015

Data governance policies, framework, people and technology to govern and to manage data and its use across UOB.

Our Data Architecture Enables Stronger Customer Insights and Productivity

⠿ UOB

Data Sources

Internal and external sources that provide data to UOB

Internal Data

External Data

Middle Layer

Data Governance and Data Quality

Data Lake

Raw data from both internal and external systems

Data Warehouse

Cleansed data for mass consumption

Data Marts

To serve specialised business analytical needs

Data Discovery Sandbox and Tools
For users to perform data analysis and to develop analytical prototypes

Data Usage

Outputs are utilised via computation engines or reporting tools.

Computation Engines

Analytics Applications

Reporting Platforms

A Day in the Life of 'Data'

1 **Customers (Utilise Credit Card)**

9 Enriched Customer Insights

8

Meaningful Customer Engagements (Bill Reminder)

2 Core Banking Systems

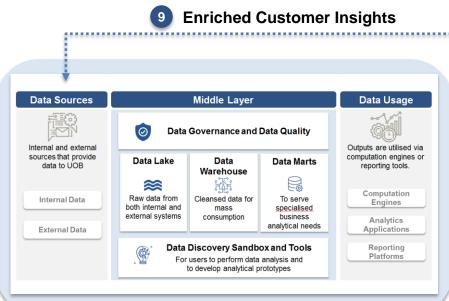| Data Sources	Middle Layer	Data Usage
Internal and external sources that provide data to UOB	**Data Governance and Data Quality**	Outputs are utilised via computation engines or reporting tools.
Internal Data	**Data Lake** — Raw data from both internal and external systems / **Data Warehouse** — Cleansed data for mass consumption / **Data Marts** — To serve specialised business analytical needs	Computation Engines
External Data	**Data Discovery Sandbox and Tools** — For users to perform data analysis and to develop analytical prototypes	Analytics Applications
		Reporting Platforms

7 **AI Decisioning Engine (Bill Repayments)**

3 Customer Data

4 Big Data

5 Engagement Lab

6 Customer Insights

Industry Recognition

Cloudera Data Impact

- One of the first integrated enterprise-wide banking data lakes in the world.

IDC Digital Transformation

- Implementation of an integrated enterprise banking data lake to enable big data analytics across businesses and regions.

- Harness emerging technologies such as AI and Machine Learning to enable business and to drive innovation.

- Champion data literacy and develop analytics culture through training of hundreds of internal staff.

2018
cloudera
data impact awards
WINNER

Cloudera Data Impact Awards 2018
1st bank in Asia and Singapore to win the award

Business Transformation

IDC Digital Transformation Awards 2018 – Singapore

DX Leader   Information Visionary   Talent Accelerator

IDC Digital Transformation Awards 2018 – Regional

Asia/Pacific Information Visionary of the Year

Thank You