

AI is here.



# How Deep Learning is Unlocking a \$326B Value Creation Opportunity in Financial Services

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*Leveraging AI's NexGen Models*



# The \$360 Billion Deep Learning Opportunity in Banking<sup>1</sup>

81%

of financial industry respondents plan to significantly increase their investments in AI/ML<sup>2</sup>

75%

of respondents say **improving access to deep learning** is very important for fostering competition and innovation in their industry<sup>2</sup>

1: The Executives AI Playbook from McKinsey and Company

2. 2022 Research Report commissioned by SambaNova, "How to scale AI/ML ahead of your competition"

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## For customers

- A massive industry shift is underway.
- AI adoption and deployment at scale is accelerating.
- AI technology is outpacing enterprises' ability to keep up.

**By 2025**

every connected person will have a digital interaction every 18 seconds



**63%**

of CEOs believe AI will have a larger impact than the internet



**\$15T**

the amount AI is projected to add to the global economy in the next decade



**28%**

of enterprises have high AI deployment and outcomes, a 7x increase over the last three years



**10x**

the annual growth in model size and compute requirements



Data Sources:

- IDC, The Digitization of the World
- PwC's Annual Global CEO Survey
- McKinsey Report: The Executive's AI Playbook
- Deloitte State of AI in the enterprise, Fourth Edition,
- Based on datapoint that compute demands of top models doubled every 3.4 months between 2012-2018 from AI and Computer research paper from Georgetown Center for Security and Emerging Technology, January 2022
- Based on the increase of the number of parameters of large language models, which have increased at a pace of roughly 10X per year

# Which of the Following Are your Biggest Challenges in **ML Initiatives**?

71%

Overcoming ML engineering and ML operations talent scarcity

67%

Keeping up with ML innovations and technology

58%

Paying high upfront costs of model development long before realizing any return

27%

Addressing the limitations of a do it yourself (DIY) infrastructure such as memory latency

With an **AI-first approach to customer engagement**, banks have the opportunity to reap gains in crucial areas

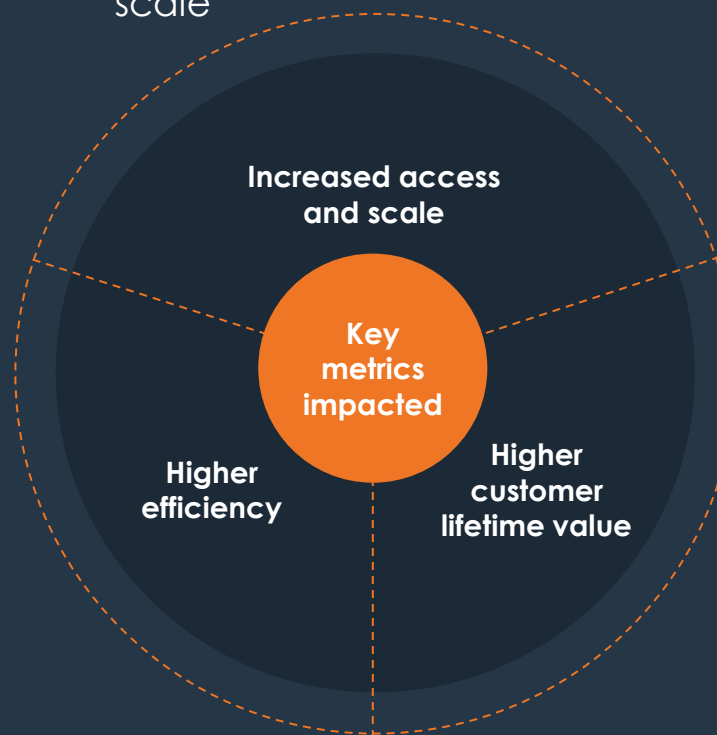
# 1 Innovation

# 2 Reduced Client Churn

# 3 Improved Revenue

- Access to **newer, previously untapped customer segments**
- **Higher speed** to reach critical scale

- Reduced **cost of acquisition** (more cross-sell, partner platform-led growth)
- **Lower cost to serve** (less or “zero” operations)
- **Lower risk** (better data, early warnings, proactive nudging)



- Stronger **activation and usage of existing products**
- Higher **engagement** (e.g., monthly usage), **satisfaction** (e.g., NPS<sup>1</sup>, lower TAT) and **reduced churn**
- **Higher cross-sell** of new products

# AI Impact on the Enterprise



## Profitability & Efficiency

- 85% of advanced adopters are reducing operating costs with AI



## Compliance, Manual Exceptions

- 70% drop in false positives
- Legacy rule-based systems / exceptions



## Customer Experience, Targeted Marketing

- 52% customer satisfaction rating improvement
- 43% incremental revenue and reduction of abandoned online inquiries

## Chart 2: Top 5 KPIs for measuring success of AI/ML initiatives

Which KPIs does your organization use to measure the success of your AI/ML initiatives?

 <b>Cost savings</b>	<b>72%</b>
 <b>Revenue growth</b>	<b>67%</b>
 <b>Time savings</b>	<b>60%</b>
 <b>New product development</b>	<b>56%</b>
 <b>Time to insight</b>	<b>52%</b>

# Algorithms Pervasive in Finance



## RISK

- Counter Party Risk
- Cyber
- Threat Analysis
- Fraud
- Authentication
- Model Risk



## Customer Experience

- Personalization
- Recommendation
- Translation
- Predict Turnover
- Payments
- Customer Service claims processing



## Capital Markets Wealth Management

- Prediction
- Alpha Discovery
- Asset pricing
- Portfolio Optimization
- Returns Forecasting
- Model Risk/ Return
- Transaction Cost Optimization



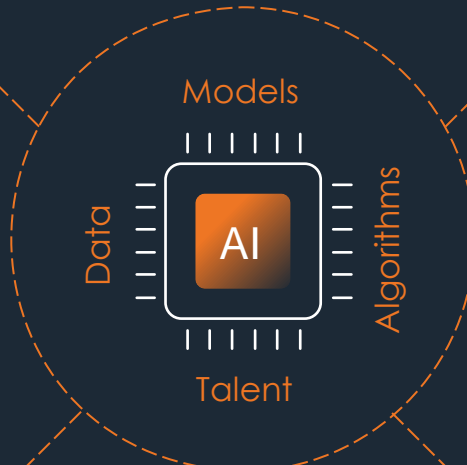
## Compliance

- AML
- KYC
- Trade Surveillance
- Document Classification
- Semantic Search



## Credit

- Scoring
- Decisioning
- Predict defaults
- Underwriting



# NLP Drives Compliance



Transaction Monitoring

Know Your Customer

Data Privacy  
PII, GDPR

Destruction

Semantic Search

NAMED ENTITY RECOGNITION

DOCUMENT CLASSIFICATION

CONTENT SUMMARIZATION

Enhanced Due Diligence (EDD)

Anti-Money Laundering (AML)

Combating Financing Terrorism (CFT)

Multi-Jurisdiction Overlap

- **90%** faster multi-jurisdiction client searches
- **80%** faster investigation reviews
- **200-300%** Productivity Enhancement



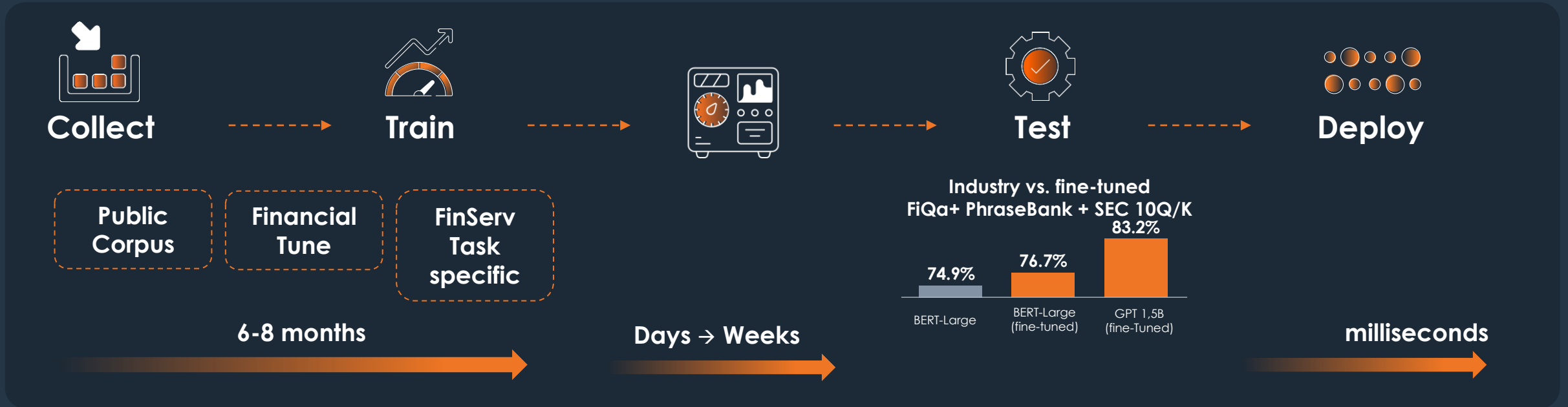


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# SambaNova Difference



# Jump Start Your AI Deployment Process



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Thank you. Visit us at the show!



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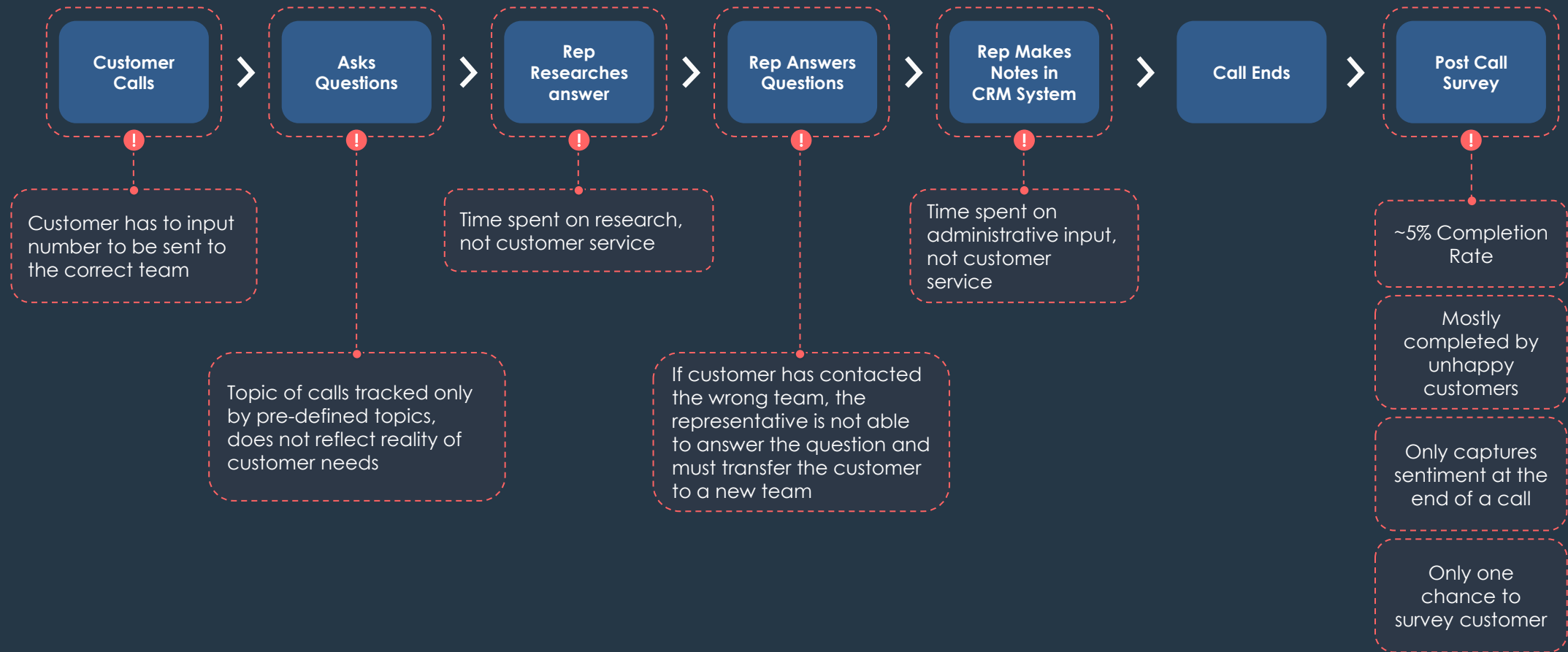


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# Appendix I The Call Center Journey



# The Call Center Customer Journey



# Optimizes the Call Center Customer Journey with **GPT Banking**

Enable your customer service representatives to focus on customer service, not administrative and research tasks

