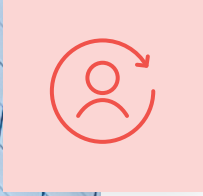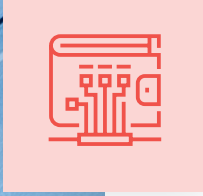# denodo

ACTIVATING
FINANCIAL SERVICES DATA

Artificial intelligence (AI) is transforming the financial services industry, but the future of AI in financial services won't be won by those who can store the most data—it'll be won by who can activate the best data.

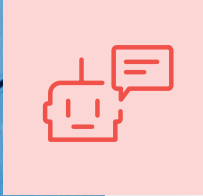**Activating financial services data means delivering value to the front lines:**

Empowering relationship managers with 360° customer views from CRM, transaction, and risk data

Enabling embedded finance with dynamic data products that securely cross organizational and regulatory boundaries

Supporting underwriters with real-time access to broker submissions, IoT risk signals, and historical claims, without duplicating pipelines

Equipping GenAI copilots with curated, explainable, and policy-compliant datasets

This demands more than just plumbing—it demands orchestration. The most forward-thinking firms are adopting logical data management platforms that integrate, govern, and virtualize data across your data lakehouse, supporting silos, cloud systems, and partner organizations—without introducing latency or risk.

Real-Time, Real-World Use Cases

By activating data, financial services organizations can enable:

Hyperpersonalized Banking
AI-driven advisors and nudges powered by real-time behavioral, transactional, and financial product data

Open Banking and Insurance Ecosystems
Secure, explainable data sharing across internal platforms and third-party partners, enabling smarter collaboration and innovation

Dynamic Underwriting and Claims
Instant insights from distributed datasets across brokers, Internet of Things (IoT) feeds, and actuarial models, without waiting for batch pipelines

Holistic Compliance
From ESG to AI ethics, new compliance demands require real-time access to auditable, traceable data products, not just PDF reports

MAKE YOUR DATA ACTIVATION-READY.

Let's set up a plan for your data strategy.

BOOK A MEETING TODAY