

Banking



Customer intelligence

Senseta analyzes and consolidates your data to create a thorough understanding of customer likes, dislikes and needs. This provides you with the ability to personalize customer interactions in real time, across all your channels, so you can build stronger customer relationships that net more products per customer. We deliver proven solutions for:

- ⌚ Marketing automation. Develop more campaigns faster – and get superior results.
- ⌚ Marketing optimization. Create the best offers for individual customers, and get optimal returns on your marketing investments.
- ⌚ Real-time decision management. Get more value from your real-time customer interactions.
- ⌚ Social media analytics. Bring context to the conversations your customers are having about your brand from every available source including social media.

Risk

Senseta's pattern recognition tools for Risk provide holistic, aggregated view of risks and exposures providing better capital management and faster, easier compliance. We deliver comprehensive solutions for:

- ⌚ Asset and liability management. Visualize aggregated market risk across asset classes and portfolios – on demand, intraday.
- ⌚ Credit risk. Manage counterparty exposures and CVA to achieve Basel compliance.
- ⌚ Liquidity risk. Optimize capital and funding, perform FTP and analyze hedging strategies with efficiency and accuracy.
- ⌚ Operational risk. Manage and value operational and compliance risk.



Fraud

Enhanced fraud detection. Highly efficient, effective investigations. Consolidated suspicious activity monitoring and reporting. Our pattern recognition tools can help you stop fraud and financial crimes in their tracks with proven solutions for:

- ⌚ Enterprise fraud and financial crimes. Avoid fines and threats to your brand reputation by detecting and preventing illicit activity – including application, bust out and employee fraud – and meeting the stringent compliance requirements set by government and regulatory organizations.
- ⌚ Enterprise payments fraud. Find payments fraud faster by scoring 100 percent of all transaction types in real time, for all your lines of business.
- ⌚ Regulatory compliance. Fulfill your compliance obligations for FATCA and any other regulatory mandates while managing costs.
- ⌚ Rogue trading and market abuse. Monitor more transactions and risks in less time – while reducing associated costs and effort – with a system that integrates anti-fraud and anti-money laundering processes.



Data Analytics done with a purpose

"Data has no agenda. It's incorruptible, it has no boss, it doesn't want to be promoted, and it doesn't quit."

Senseta's solid expertise on Hadoop, Solr, Spark and R tools will empower your organization to create timely insights with faster implementation than ever before. Our approach will extract the real value from all your data.

Banking



Grow revenues. Increase efficiency. Redefine your bank's future.

Senseta's tools provide fast answers to your most complex questions while you gain in-depth knowledge of every aspect of your business, competitors and customers. Our analytics will increase your ability to drive revenue, control costs and mitigate risks with confidence expanding your foresight to identify and capitalize on every opportunity to gain an edge in the cutthroat world of banking. We provide unrivaled advanced analytic capabilities for:

- ⊖ Predictive analytics and data mining. Empower users to analyze complex data, find useful insights and act on those insights to make fact-based decisions.
- ⊖ Visual analytics. Spot trends, patterns and hidden insights by visually exploring data sets of any size. Uncover unexpected insights, find answers to complex problems and quickly identify new and better courses of action by visually exploring your data.
- ⊖ Forecasting and econometrics. Plan more strategically and effectively for the future by generating large quantities of high-quality forecasts quickly and automatically.
- ⊖ Mathematical optimization and simulations. Get more accurate results and respond more decisively to changing market dynamics by analyzing numerous scenarios simultaneously.
- ⊖ Video, audio, and text analytics. Extract valuable insights and glean knowledge for confident action from unstructured data sources.

Data Management

Handle Big data, small data, all data. Get a complete, integrated view.

Get a single, unified data management framework. Automate you data processes – from data collection and aggregation to data validation and cleansing. Our pattern recognition tools offer the most complete, sophisticated data management capabilities, including:

- ⊖ Data quality and integration. Consolidate data from internal and external sources, and reduce errors and inconsistencies with embedded data quality tools.
- ⊖ Data governance. Spend less time managing data with a consistent set of policies and processes that ensures your data's conformity with established policies and regulatory standards.
- ⊖ Master data management. Unify your core data assets into a single, trusted view of the entire firm.
- ⊖ Data federation and stewardship. Eliminate the complexities of data integration with a virtual data environment that simplifies administration and security while delivering a complete data picture in a business-friendly format.
- ⊖ Metadata management. Deliver consistent information with an open, centralized repository for storing and managing metadata.

