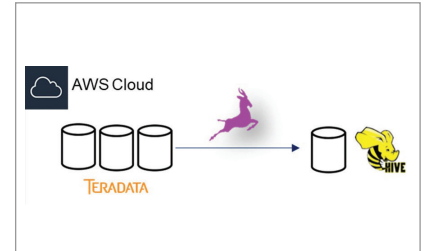


# KYC Through Better KYD (Data)

## Customer: Financial Services

A multinational bank that had grown through acquisitions, operates in 10 countries, with different country-specific regulations, different reporting formats within their own bank and many different systems. Country specific Data was stored on the AWS Cloud in Teradata and were moved into Hadoop for processing. The data from Hadoop propagates downstream through other systems and consumed by the business users. They were detecting many errors and did not trust the data as accurate and reliable to support their decision making for strategic imperatives and day to day Operations.



## Challenges

Country users and central users often had mismatched views of the multi country banking data flowing into the data lake daily. There was no unified understanding of the definitions of the data elements. Their KYC initiative was stalling as invalid or nonstandard contact information made the customers unreachable. They also could not cross sell or upsell new services to customers who would have bought them readily. The bank was worried that missing, invalid or default entries in mandatory customer KYC data was a regulatory compliance risk.

## Outcomes

DataBuck was configured for autonomously validating technical and historical consistency checks at ingestion, including for completeness, uniqueness and conformity of all data that comes to the Hadoop lake. Without any human inputs DataBuck auto discovered relationships between different columns, for e.g., customer's Gender and customer salutation to alert against potentially mismatched data.

Invalid data in KYC and contact-ability attributes of customer data were identified by applying advanced pattern matching rules. DataBuck also discovered unexpected findings which even the bank Analysts were not aware of, for e.g., "First Name" was not a mandatory field for some of their LOB's. In less than 4 person-week effort, DataBuck was up and running to generate role specific daily extracts of Customer KYC exceptions.



Valid and Contactable Customer Data means Improved productivity of bank personnel at a lower cost.



Improved completeness and accuracy of KYC data reduces regulatory compliance risk.



AI and ML based rules discovery ensures better coverage and faster results with a smaller and more empowered Data Quality team.

## DataBuck – Benefits

People Productivity Boost >80%

Reduction in Unexpected Errors: 70%

Cost Reduction >50%

Time Reduction to Onboard data set ~90%

Increase in processing speed >10x

Cloud Native