DELLTechnologies

Artificial Intelligence Use Cases
Financial Services

93% of organizations say that **AI is integral to their digital transformation**[1]

- 1% Not at all important
- 5.8% Not very important
- 46.6% Somewhat important
- 46.6% Very important
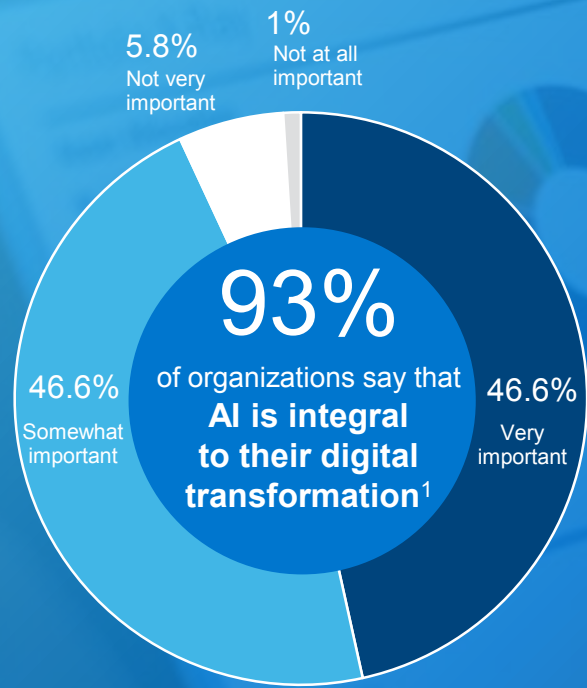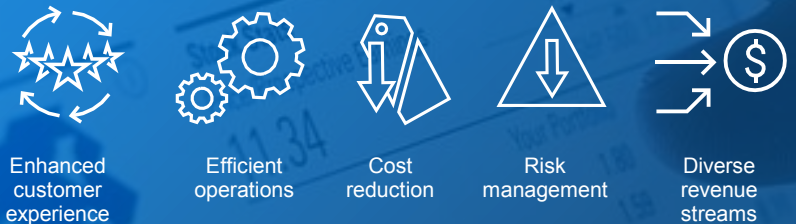
AI-driven outcomes

Powered by AI and a rapidly growing data-centric ecosystem, digital transformation is sweeping through financial services, helping commercial banks, payment processors, and investment, accounting and insurance firms to better serve their customers while lowering risk. The combination of a "data first" culture backed by AI insights and unprecedented levels of automation are changing how financial service providers engage customers, earn loyalty and create better financial outcomes for all stakeholders.

The outcomes driven by AI are extraordinary.

- Enhanced customer experience
- Efficient operations
- Cost reduction
- Risk management
- Diverse revenue streams

Who wins with AI

Enterprises, employees and customers all win with AI. These are a few examples of transformative use cases.

Enterprises

- Security
- Compliance
- Fraud prevention
- Anti-money laundering prevention
- Underwriting decisions/loss savings
- Short-term forecasting
- Strategic trading
- Personalized marketing
- Customer experience
- Document management

Employees

- Decision support
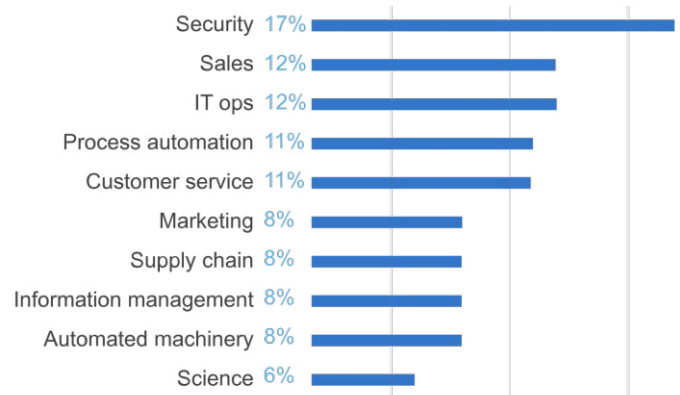- Knowledge management
- Training

Customers

- Personalized financial advice and management
- Real-time support and spending insights
- Savings assistants
- Customer support assistants 24/7
- Fraud protection

Enabling AI across the enterprise

Research shows that over 55% of organizations are on an AI journey,[2] and the average AI adopter has nine use cases that require four different data types. Across industries, AI use cases are integral to many functions—security, sales, process automation, customer services, marketing, supply chain, information management, automated machinery and science.[3] Successful AI implementations require rethinking people, processes and technology to capture and process volumes of diverse data using machine learning and deep learning models integrated into processes and applications. We can help you do that.

AI use cases by category today

Category	%
Security	17%
Sales	12%
IT ops	12%
Process automation	11%
Customer service	11%
Marketing	8%
Supply chain	8%
Information management	8%
Automated machinery	8%
Science	6%

Making transformation real with AI

With insights and automation that increase employee value, streamline processes, and drive quality and efficiency, the financial services industry is revolutionizing how institutions invest, protect assets, and deliver more financial value to their customers. And, with 28+B connected edge devices projected by 2024,[4] this revolution is poised to escalate, as enterprises take advantage of real-time intelligence to give customers the services they need just when they need them.
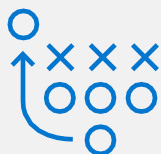
Accelerate intelligent outcomes with AI from Dell Technologies

When AI is done right, organizations can make big decisions and bold moves based on data-driven insights. Whether you're new to AI or ready to take it to the next level, accelerating intelligent outcomes requires alignment, optimization and scale. Here's how Dell Technologies can help you achieve more with AI.

Strategic elements	What our investments in people, process and technology help you achieve with AI
Align business and IT with a data first culture.	Champion an environment in which all functions think first about how data can enable new opportunities while solving high-priority challenges. Create a plan for capturing valuable data so you can seize data-driven opportunities. AI experts in our Customer Solution Centers, AI Centers of Excellence and Consulting Services can guide you in exploring AI use cases, technologies and solutions that help you use your data to strategic advantage.
Put any data to work anywhere in any way.	Fast-track innovation and efficiency with solutions designed and validated by engineers for AI workload performance. Based on the industry's broadest AI-ready infrastructure portfolio, these solutions can save you time and money and reduce risk when you're deploying and operating your AI environments. And we can help you simplify IT sourcing, deployment and management across private, public, edge and hybrid clouds—wherever your use case demands.
Achieve success at any scale as you grow.	Whether you're just getting started with AI, enriching existing use cases or expanding into entirely new ones, we can help you move forward with confidence. You can leverage our partnerships with other AI innovators and our flexible IT consumption options to deliver and scale AI use cases to drive digital transformation on your timeline.

Transforming financial services can be challenging for even the most advanced organizations, due to the shortage of skills to envision and implement new data-driven ways of solving age-old problems. But the potential rewards are tremendous—confident stakeholders, delighted customers, engaged employees, and more profitable operations.

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