

Innovation in Financial Services – International Examples & Perspectives

Dr. Marc Pfeiffer
Global Financial Services
Head of EMEA Digital Strategy



October 14, 2021

AGENDA



Microsoft: Empowering innovation for our customers



International examples: Banking & Insurance



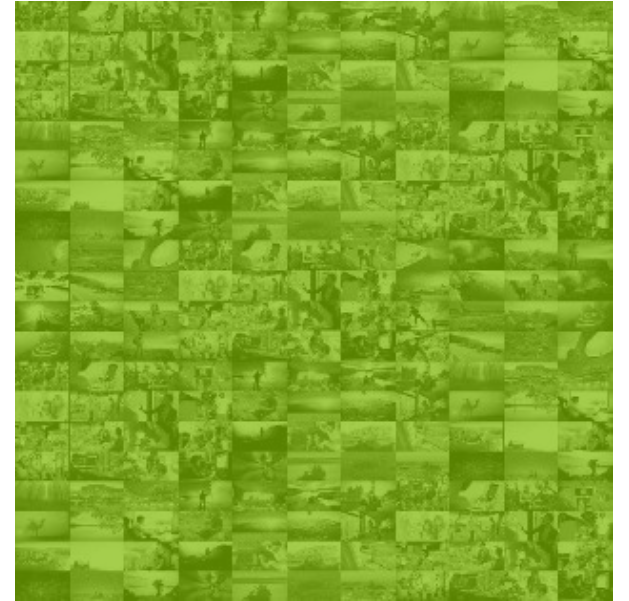
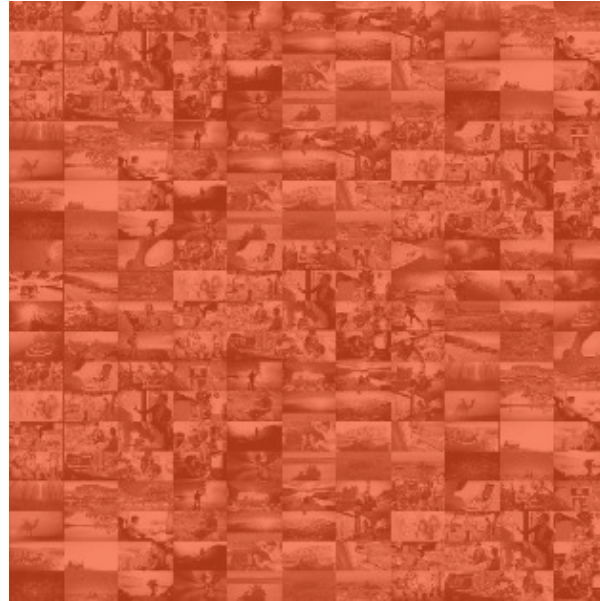
Perspectives and discussion

**Microsoft: Empowering innovation
for our customers**



Microsoft Mission

Empower every person and
every organization on the
planet to achieve more





EMPATHY



OPPORTUNITY



CULTURE



DIGITAL TRANSFORMATION

International examples: Banking & Insurance





An agroforestry-led carbon removal system for smallholder farmers

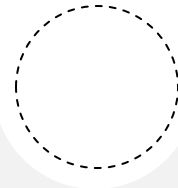


Empathy & Opportunity

Marketplace connecting corporates
& Smallholder Farmers

High-quality carbon removal

Dramatically bring down cost of biomass
monitoring, increase trust and reliability



Technology

Microsoft as technology partner
and first customer

Using remote sensing technology and AI

Carbon credit registry



Digital Market center for risk intelligence to transform how risks are predicted, managed and insured



Opportunity

Create broader understanding of risks and their ripple effects on society, governments and economies

Enable insurers to leverage data-driven insights to design innovative new insurance products (e.g., pay-as-you-drive covers, deep supply chain risk linkages)

Improve efficiency and effectiveness of internal platforms and processes



Culture

Cloud center of Excellence – shift culture to the full engineering and DevOps mindset

Microsoft supporting in developing go-to-market strategies for new risk management solutions and insurance products based on data insights



Technology

Data analytics and artificial intelligence capabilities, Internet of Things (IoT), predictive analytics, Machine Learning (ML), geospatial data, cloud computing, and common data models

Cloud-based Core Operating Platform on the Azure Cloud



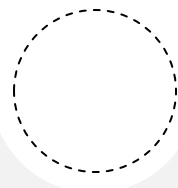
Digital healthcare platform
that simplifies healthcare
journeys and empowers
customers with access to a
fully integrated ecosystem



Empathy

Empower users with a new and
simplified e-health experience:
Seamless, integrated, and personalized

As an insurer become real partner to
customers and provide comprehensive
services



Opportunity

Health systems across the globe
fragmented resulting in inefficiencies
and higher prices for patients and
society as a whole

Provide a comprehensive and
standardized platform with quick
and easy access to healthcare services
and products – for own insurance
customers and beyond



Technology

Microsoft Cloud for Healthcare with
capabilities to manage health data
at scale, helping organizations
improve the patient experience,
coordinate care, and drive
operational efficiency



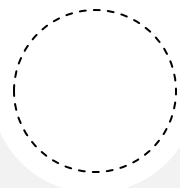
Personalized offers while protecting data privacy with Azure confidential computing



Empathy

Provide clients with real-time, personalized offers and services

Protecting client's data and confidentiality, keeping client information highly secure



Opportunity

Canadian bank has rich data on its clients' banking preferences (horizontal datasets)

Retail businesses have rich and deep data on customers' shopping preferences. (vertical datasets)

Bank safely and securely brings together horizontal and vertical datasets to gain a comprehensive understanding of its client behaviors



Technology

Virtual Clean Room (VCR) is a privacy-preserving multiparty data sharing and collective insight generation platform built on Microsoft Azure confidential computing that relies on secure enclave technology

Allows full compliance with regulatory laws and guidelines, as well as the bank's own high standards around client privacy and data protection

Perspectives



Perspectives



1 Perform while transform: Parallel management of incremental innovation and disruptive innovation, both supported by the Cloud

2 Incremental innovation: Cultural transformation, DevOps, process optimization, agility supported by Common Data Models/APIs

3 Disruptive innovation: Make it serious, separate entity, clear vision, focus on business impact & ecosystems

4 Attracting talent: Deep understanding of technology and the implications for customers and processes

5 Fight for customer interface & relevance: Trust, security, compliance