

# Striim Solutions for Financial Services

Striim’s unified data integration and data streaming platform connects clouds, data, and applications with unprecedented speed and simplicity to deliver the right data at the right time.

As financial services companies strive to keep pace with changing consumer preferences, technology advancements, and regulatory requirements, they also need to address concerns related to data privacy and security, operational efficiency, and risk management. These challenges are further compounded by the sheer volume of data generated by various sources, making it critical for companies to have access to real-time, actionable insights to stay competitive.

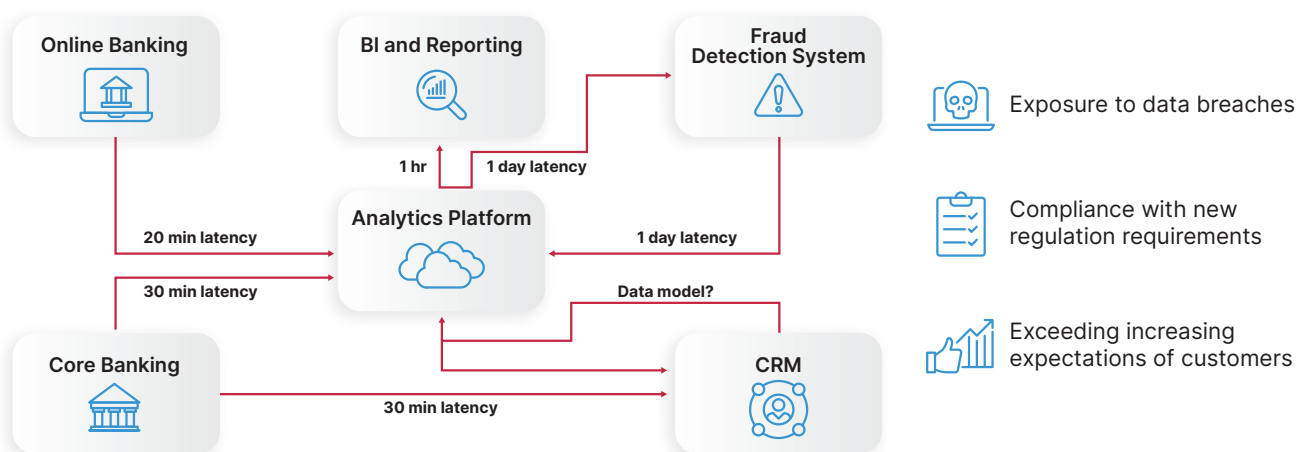
Striim is a unified data integration and streaming platform that addresses the industry’s pain points, enabling financial services companies to make data-driven decisions, enhance security, and improve customer experiences.

*“We are already seeing the benefits of faster and more flexible development of new data-driven services, and our capabilities increase with each new data set that we migrate. The cloud transformation allows us to innovate more rapidly and at lower cost in response to customer demands and changing regulations.”*

**Spokesperson**  
Global financial data provider



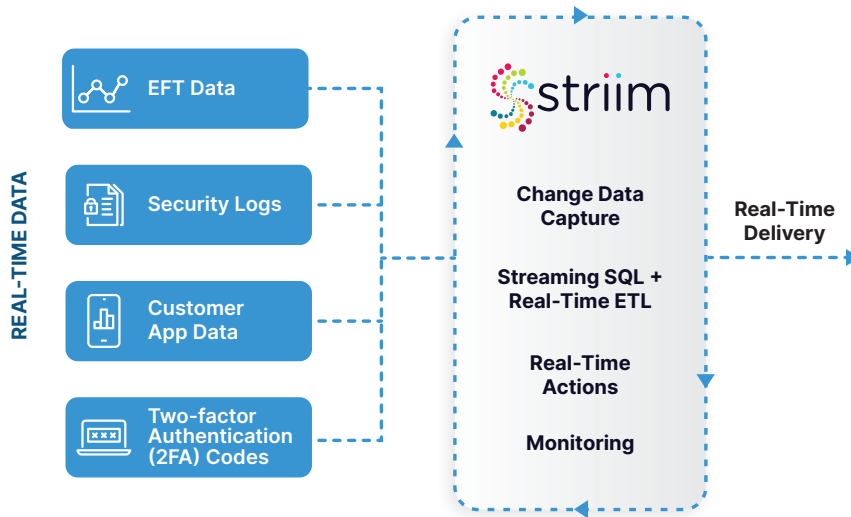
## Siloed Data Negatively Impacts Operations



This graphic is for illustrative purposes only. Actual time delays and dependencies may vary.

# Innovation With Real-Time Data

## Operational Data



## Data Products

### DATA-DRIVEN CUSTOMER EXPERIENCE

- Personalized services and offers
- Advisory and wealth management
- More secure customer authentication

### REAL-TIME BACKEND OPERATIONS

- Identify potential risks or compliance issues
- Minimize network latency and system errors
- Compliance data always up to date

## How Striim with Google Cloud Supports Financial Services Use Cases

Financial services companies can use Striim to leverage the benefits of real-time data analysis and to maximize Google Cloud technologies to solve a variety of use cases such as:

### USE CASE 1: REAL-TIME FRAUD DETECTION

**Challenge:** Lack of real-time data to detect potentially fraudulent transactions.

**Solution:** Striim ingests data from multiple sources, including transactional data, customer data, and social media feeds, and applies real-time analytics to detect anomalies and potential fraud. Google Cloud helps mitigate fraud, protect customer data, efficiently analyze and simulate risk, and predict credit risk and customer life cycle value.

**Business Value:** Striim enables companies to respond in real time, reducing potential losses and reputational damage.

### USE CASE 2: COMPLIANCE MONITORING IN REAL TIME

**Challenge:** Need to monitor and ensure compliance with Know Your Customer (KYC) and Anti-Money Laundering (AML) regulations.

**Solution:** Striim ingests data from multiple sources, including customer data, transactional data, and watchlists, and applies real-time analytics to detect potential compliance breaches. Google Cloud leverages granular data and cloud-based architectures to reimagine and scale your regulatory, finance, and risk reporting.

**Business Value:** Striim enables financial institutions to respond in real time, avoid penalties, and to effectively implement AML compliance programs.

### USE CASE 3: RISK MANAGEMENT

**Challenge:** Need to monitor potential risks, including cybersecurity threats and market volatility.

**Solution:** Striim's real-time monitoring and alerting capabilities enable companies to detect potential risks and respond in real time. Google Cloud's wide array of AI/ML technologies helps enable faster decisions related to interconnected risk and capital allocation.

**Business Value:** Striim enables the company to improve risk management and reduce potential losses.

**Learn more:** [www.striim.com/google](http://www.striim.com/google)

**Try for yourself:** [go2.striim.com/trial-google-cloud](http://go2.striim.com/trial-google-cloud)



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