

Why Financial Firms are Embracing the Cloud

Financial firms worldwide are increasingly recognizing the cloud as essential for achieving strategic business goals, especially amid economic and competitive disruption. With a cloud foundation, financial firms can introduce flexibility, scalability, cost-effectiveness and access to new technologies into their digital business, enabling them to stay a few steps ahead of the competition.



The right cloud strategy can accelerate the achievement of your top strategic goals

1 Personalize customer experience via data analytics



49% say they have launched initiatives to become “data-centric”; another **44%** plan to within two years

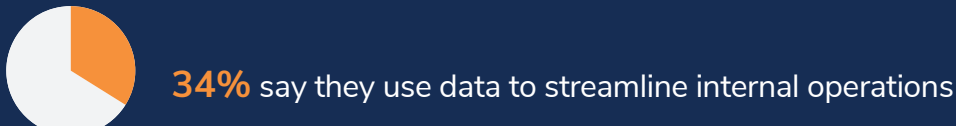
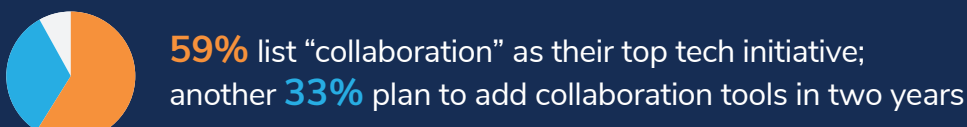
31% say they currently use data to customize products and pricing

29% say they use data to understand customers better

Cloud-based analytics tools enable your employees to offer innovative customer experiences based on data insights.



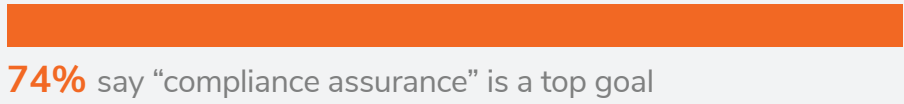
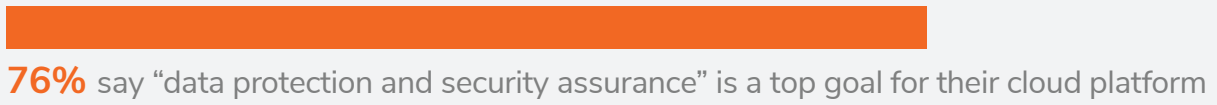
2 Increase organizational and employee productivity via collaboration



The cloud enables you to unleash developer creativity, accelerate new product development, and rapidly adopt new technologies with best-in-class tools.



3 Mitigate risk via security and compliance tools



47% say their cloud platform supports automated, policy-based security tools

The right cloud platform uses analytics and automation to help you protect your valuable data assets and remain compliant with evolving regulations.



The cloud provides access to all the essential tools you need to protect and grow your business, including data analytics, collaboration and app development capabilities. For financial firms, the cloud is the right foundation to succeed now and in the future.



Read the Frost & Sullivan report, [Cloud Drives Digital Transformation in Financial Services](#).

To learn more about how cloud technology and AI can empower you in the next era of Financial Services, watch the short [video](#). If you have additional questions, visit the [website](#) or check out the [blog](#) for more insights.

Sponsored by Microsoft Corporation
Source: 2020 Frost & Sullivan Global Cloud User Survey