



Cash in on your wealth of data

Financial services priorities & challenges

Financial services organizations are experiencing tremendous growth in data volume, both within and outside their organizations. This poses key challenges and considerations, such as how to store, access, integrate, analyze, and secure this surge of data — especially as the world of payments, banking, capital markets, and insurance grows.

But this wealth of data also creates strategic opportunities to provide customers and partners with tailored client service, better product and service recommendations, and real-time insights.

Data volume is increasing — and financial services leaders estimate that it will continue to grow at an even higher rate.

37%
Data volume growth
2019–2022

62%
Projected data volume
growth 2022–2025

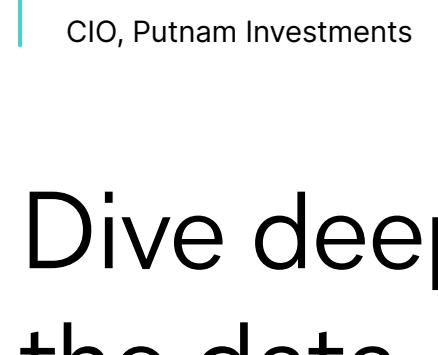
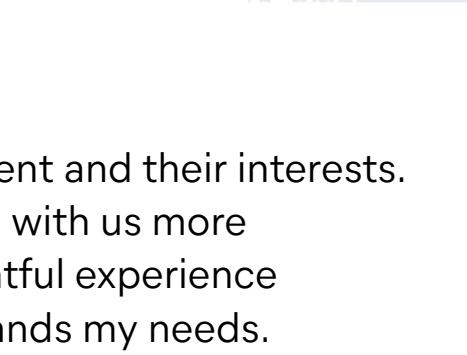
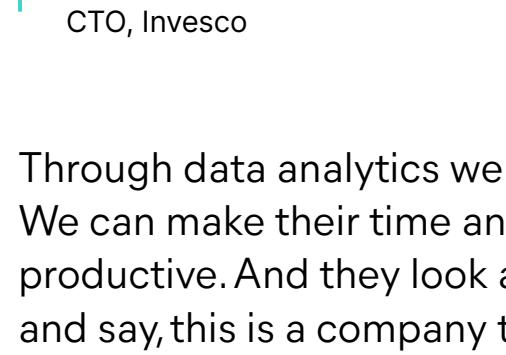
Top challenges in driving value from data

- 49%** Findability of needed data
- 44%** Provide data security
- 43%** Use data to personalize CX
- 40%** Integrate data from multiple sources
- 39%** Manage data / sync across systems
- 39%** Manage data governance
- 38%** Detect anomalies in real time

More data, more opportunities

Data-enabled leaders — organizations that fully harness data to support their strategies, processes, products, and services — can reap a multitude of financial and strategic advantages from harnessing data compared to their less-data-focused counterparts.

■ Now ■ Next two years



Moving from siloed to strategic

The top benefits financial services leaders cited from becoming more data-enabled:

[Download the full report](#)

Increased data reliability

56%

Better customer experiences

55%

Improved staff productivity

49%

Hear it from several Elastic customers:

We have a much more streamlined alignment between the tech and business teams. We can point back what we are doing to the priorities of the business.

Donie Lochran

CTO, Invesco

To learn more about how Elastic provides value to banking, capital markets, insurance, and fintech organizations, visit:

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Dive deeper into the data

For more insights from the ThoughtLab / Elastic study,

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