AI is here.

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How Deep Learning is Unlocking a $326B Value Creation Opportunity in Financial Services

KWASI ANKOMAH

Leveraging AI's NexGen Models

The $360 Billion Deep Learning Opportunity in Banking[1]

81% of financial industry respondents plan to significantly increase their investments in AI/ML[2]

75% of respondents say **improving access to deep learning** is very important for fostering competition and innovation in their industry[2]

2

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AI is here.
For customers

- A massive industry shift is underway.
- AI adoption and deployment at scale is accelerating.
- AI technology is outpacing enterprises' ability to keep up.

By 2025
every connected person will have a digital interaction every 18 seconds

63%
of CEOs believe AI will have a larger impact than the internet

$15T
the amount AI is projected to add to the global economy in the next decade

28%
of enterprises have high AI deployment and outcomes, a 7x increase over the last three years

10x
the annual growth in model size and compute requirements

Data Sources:
- IDC, The Digitization of the World
- PwC's Annual Global CEO Survey
- McKinsey Report: The Executive's AI Playbook
- Deloitte State of AI in the enterprise, Fourth Edition,
- Based on datapoint that compute demands of top models doubled every 3.4 months between 2012-2018 from AI and Computer research paper from Georgetown Center for Security and Emerging Technology, January 2022
- Based on the increase of the number of parameters of large language models, which have increased at a pace of roughly 10X per year

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① Innovation

② Reduced Client Churn

③ Improved Revenue

With an **AI-first approach to customer engagement,** banks have the opportunity to reap gains in crucial areas

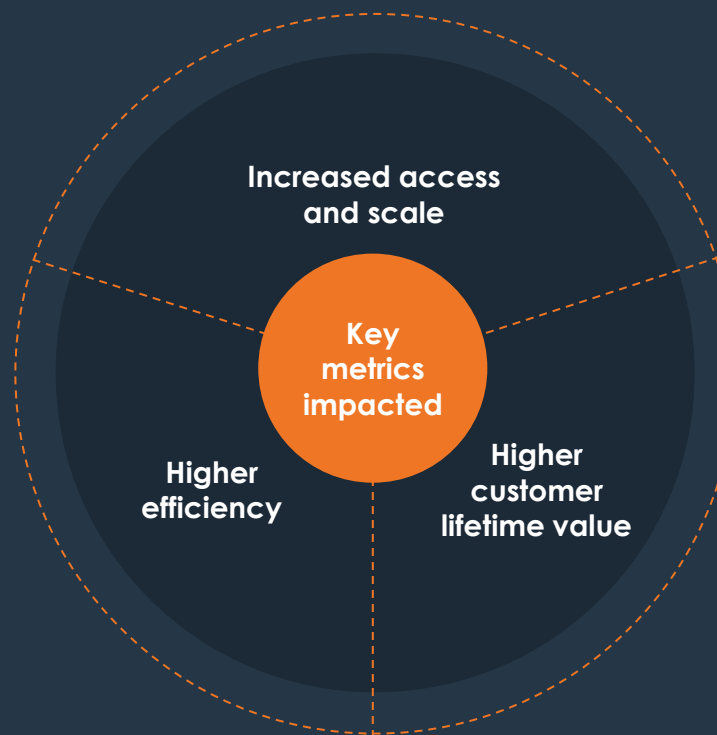- Access to **newer, previously untapped customer segments**
- **Higher speed** to reach critical scale

- Reduced **cost of acquisition** (more cross-sell, partner platform-led growth)
- **Lower cost to serve** (less or "zero" operations)
- **Lower risk** (better data, early warnings, proactive nudging)

Increased access and scale

Key metrics impacted

Higher efficiency

Higher customer lifetime value

- Stronger **activation and usage of existing products**
- Higher **engagement** (eg, monthly usage), **satisfaction** (eg, NPS[1], lower TAT) and **reduced churn**
- **Higher cross-sell** of new products

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AI Impact on the Enterprise

Profitability & Efficiency

- 85% of advanced adopters are reducing operating costs with AI

Compliance, Manual Exceptions

- 70% drop in false positives
- Legacy rule-based systems / exceptions

Customer Experience, Targeted Marketing

- 52% customer satisfaction rating improvement
- 43% incremental revenue and reduction of abandoned online inquiries

Chart 2: Top 5 KPIS for measuring success of AI/ML initiatives

Which KPIs does your organization use to measure the success of your AI/ML initiatives?

KPI	%
Cost savings	72%
Revenue growth	67%
Time savings	60%
New product development	56%
Time to insight	52%

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Algorithms Pervasive in Finance

RISK
Counter Party Risk
Cyber
Threat Analysis
Fraud
Authentication
Model Risk

Customer Experience
Personalization
Recommendation
Translation
Predict Turnover
Payments
Customer Service claims processing

Models

Data

AI

Algorithms

Talent

Capital Markets Wealth Management
Prediction
Alpha Discovery
Asset pricing
Portfolio Optimization
Returns Forecasting
Model Risk/ Return
Transaction Cost Optimization

Compliance
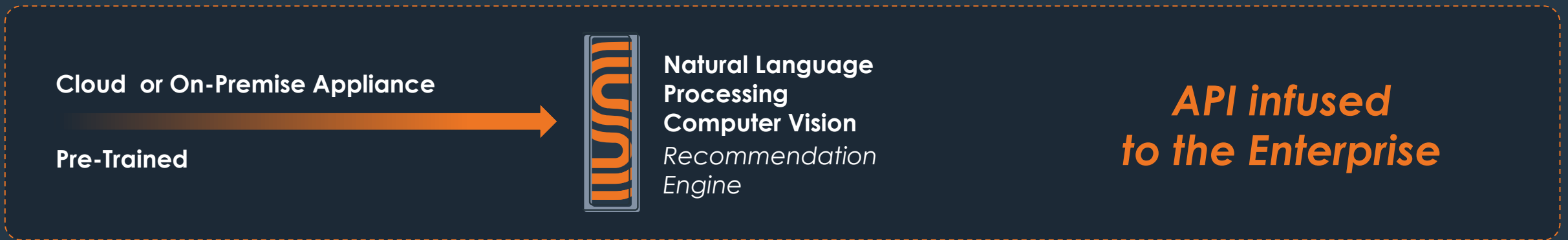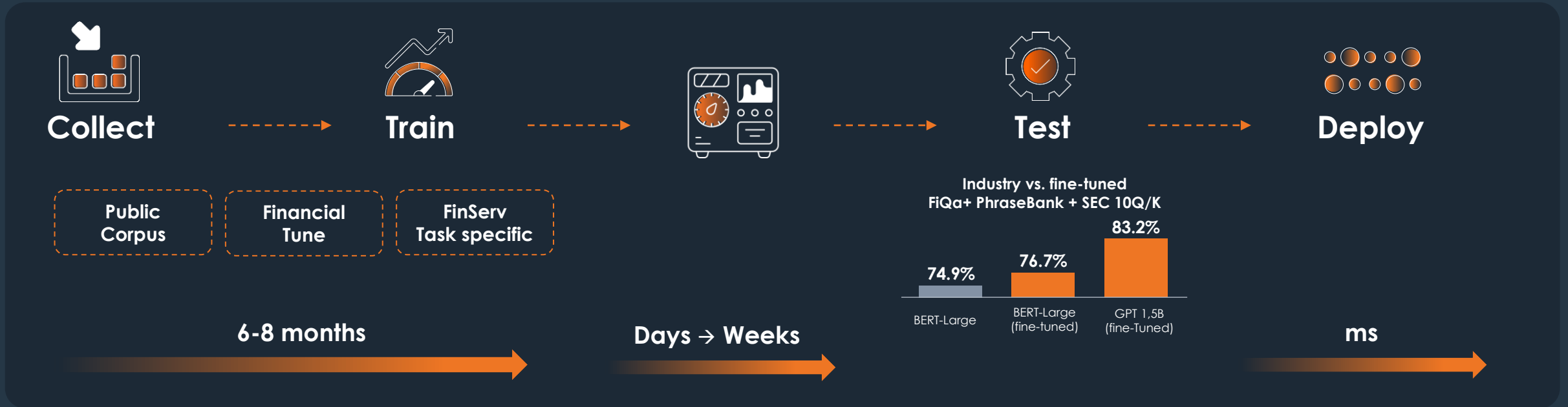AML
KYC
Trade Surveillance
Document Classification
Semantic Search

Credit
Scoring
Decisioning
Predict defaults
Underwriting
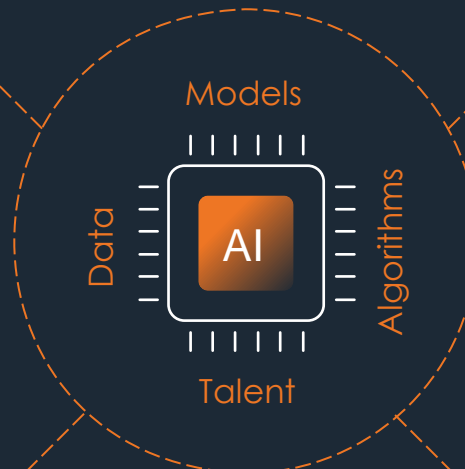
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SambaNova Difference

Jump Start Your AI Deployment Process

Collect → **Train** → → **Test** → **Deploy**

| Public Corpus | Financial Tune | FinServ Task specific |

6-8 months →

Days → Weeks →

Industry vs. fine-tuned
FiQa+ PhraseBank + SEC 10Q/K

		83.2%
74.9%	76.7%	
BERT-Large	BERT-Large (fine-tuned)	GPT 1,5B (fine-Tuned)

ms →

Cloud or On-Premise Appliance →

Pre-Trained

Natural Language Processing
Computer Vision
Recommendation Engine

API infused
to the Enterprise

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