



Delphix for Financial Services

Enhance agility, control risk, and improve regulatory compliance

As disruptive fintech enters the market, established banks and financial institutions have become increasingly vulnerable to new competition.

It's easier than ever for disruptive market entrants to introduce fintech applications and new features, such as PayPal's introduction of Venmo. Plus, non-financial companies are adding fintech offerings, for example Uber launched a full-service banking app for drivers.

Added to the threat of disruptive fintech, customer expectations continue to rise. They want easy to use, personalized online and mobile services with all the features one would expect when walking into the institution, but faster and more convenient.

Incumbent banks and financial institutions have the advantage of vast amounts of transaction, market, and customer data that can be used for developing innovative fintech solutions, but the data is often siloed in disparate systems and difficult to access. In order to effectively compete with disruptive fintech, they need fast access to data for accelerating application development cycles, expanding financial product offerings, and personalizing customer experiences, while protecting client PII, PCI, and confidential financial data.

Delphix unlocks enterprise data and enables fast, API access to virtualized data while protecting personal client information through masking of sensitive data. Having the right data available in minutes instead of days or weeks, creates an agile environment for:

- » Developing client-centric fintech products and solutions
- » Creating differentiated customer experiences
- » Embracing transformative technologies, such as AI and cloud
- » Securely sharing data with partners
- » Expanding the fintech ecosystem and reaching new markets
- » Complying with data privacy laws

Fast Delivery of Secure, Personalized, Data Environments

Sample Data Sources

SAP ERP



Payment App



ATM Application

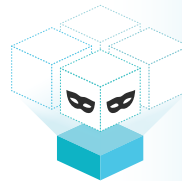


Mortgage/Loan App



Trading Platform

SQL Server



D E L P H I X

Data Environments



Systems Architect

Consolidate digital platform to manage and deliver the full range of financial services



Security and Compliance

Mask personal and financial information



Developers and Testers

Accelerate real-time transaction processing



Quantitative Analysts

Leverage advance analytics for trading algorithms

Challenges

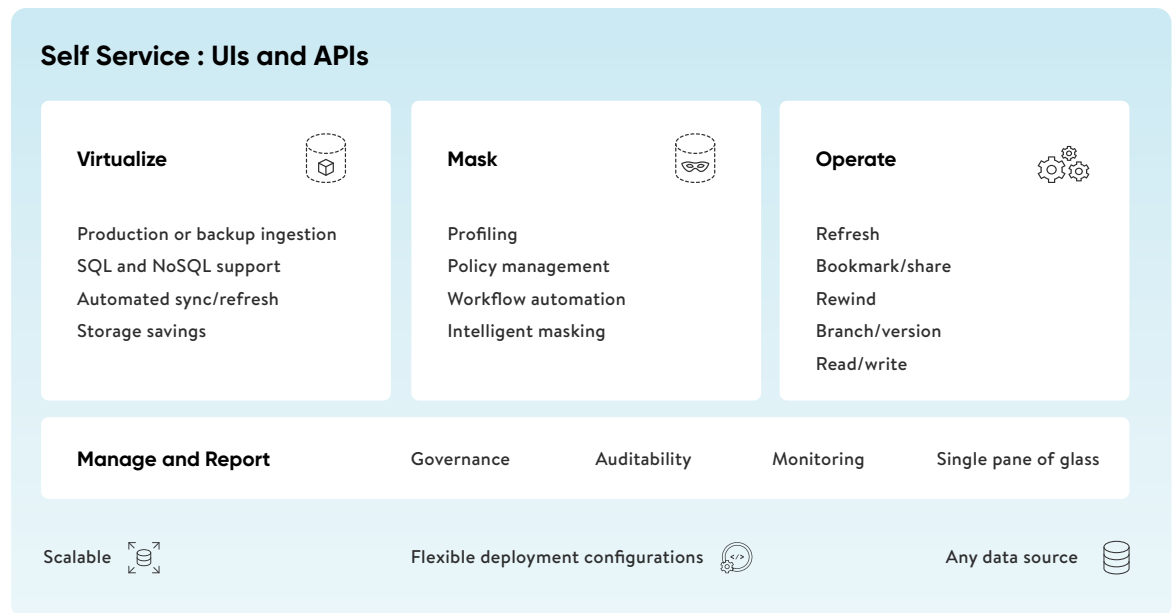
In many large banks and financial services organizations, digital transformation is difficult to achieve due to outdated infrastructure and processes. Legacy, monolithic systems are the norm in established banks, slowing adoption of new technologies and cloud. Data exists throughout siloed, disparate systems, making it hard to access and provision.

In addition, adopting digitally transforming fintech is often impeded by rigorous data privacy regulations and frequent audits. Every industry feels the pinch of data privacy and security, but banks have been dealing with it for decades. Customers expect invulnerable security and protection of their financial assets and their personal information, but keeping data safe in compliance with regulations can delay time-to-market with new products and features.

The Delphix DevOps Data Platform

The DevOps Data Platform transforms data management by enabling banks and financial services organizations to collect, virtualize, manage, and provision terabytes of data.

Delphix provides API access to data environments that are available in minutes with full control over bookmarking, branching, sharing, refreshing, and restoring data. Integrated masking capabilities help identify sensitive information, such as names, addresses, and credit card numbers contained in the data and automatically mask the information according to security policies and data privacy regulations. Data masked with the platform is production-like in quality and remains fully functional and realistic for accurate development, testing, and analysis.



Deployable Anywhere

On-premises

Public cloud

Hybrid cloud

Delphix enables the provisioning of virtualized data with intelligent masking of sensitive information and the ability for data users to bookmark, branch, rewind, and refresh their personal data environments.

With Delphix, banks and financial institutions can innovate faster and accelerate development and testing of disruptive fintech with fast API access to production-quality data. Data can quickly be provisioned to sandbox environments for piloting new applications, infrastructure, and regulatory compliance. In addition, self-serve data is available for analysis and faster adoption of data-driven technologies including cloud and AI/ML.

Key Capabilities

Accelerate application development cycles to compete with disruptive fintech

The banking industry is digitally transforming to provide differentiated customer experiences, while delivering services more cost-effectively. As disruptive fintech solutions enter the market, established banks and financial services organizations are under pressure to deliver innovative applications faster. Delphix enables development teams to reduce time-to-market for updating legacy applications and introducing new fintech with API-first features for end users, such as the ability to refresh, reset, bookmark, and branch high-fidelity virtual data copies.

Speed up cloud adoption and ease the management of data in the cloud

Digital transformation strategies leverage the flexibility and efficiencies gained from the cloud, whether private, public, hybrid, or multi-cloud. Cloud helps banks and financial services organizations reduce operational costs, increase agility, and utilize the latest digital technologies. Delphix transforms how data is managed for testing applications in the cloud, which helps companies accelerate and simplify cloud migration and run more efficiently in the cloud. Delphix delivers terabytes of production-quality test data in minutes for cloud-based application development while ensuring security and governance of sensitive data with integrated masking.

Expand financial product offerings by safely sharing data with the partner ecosystem

Banks and Financial services organizations are more and more often relying on partners to extend their offerings and reach. They need a way to securely share data with integrators, payment processors, fintech providers, and new distribution channel partners. Delphix provides the means to share virtualized, production-quality data with ecosystem partners while ensuring that PII and PCI information securely masked.

Minimize outages and downtime

The Delphix DevOps Data Platform maintains ongoing records of application data states, and its virtual data delivery enables rapid recovery. Production support teams can deploy the latest known good data state in minutes, dramatically shortening outage recovery timelines. This allows the business to minimize losses, reputation impacts, or regulatory penalties.

Achieve regulatory compliance

Firms in financial services today face a growing regulatory burden, with new laws, agreements, and programs such as GDPR, PCI, CCPA, Dodd Frank, SoX, SFTR. Disclosure regulations require frequent copy and transfer of sensitive data to regulators, while privacy regulations such mandate that sensitive data be strictly controlled. The growing risk of data breach provides additional motivation to secure key data. Delphix's single-pane management of data, and integrated masking capabilities, make it easy to deliver high-value data where needed, secure data elsewhere, and audit every stage of the data management process.

Reduce infrastructure requirements by 90%

Delphix drastically reduces the amount of storage and other hardware resources needed to maintain the non-production data footprint of a financial services organization.

J.P.Morgan

J.P. Morgan Transitions to Agile DevOps

"The Delphix platform allows us to virtualize and mask data enabling our development teams to securely provision, refresh or rewind their data to any point-in-time, more efficiently through automation and developer self-service."

Michael Urciuoli, Chief Information Officer, J.P. Morgan Asset Management



Boeing Employee Credit Union Achieved Faster, More Secure Digital Enhancements in Online Banking

"We reduced data risk and provided production-like data environments for developers."

Kyle Welsh, CISO, BECU



Gain Capital Accelerates Application Releases

“With Delphix, Gain has decreased development time by 75% and increased output to the business by 20%, leaving more time for innovation.”

Anup Anand, Database Director, Gain Capital



Fannie Mae Dramatically Sped Up Application Development

“Shortened delivery cycles give us the agility and flexibility we need.”

Jason Anders, Technology Director, Fannie Mae



PayBay Delivers Better Software, Faster

“Our goal is to be a digital business, run by data-driven services. Delphix gets us there faster.”

Claudio Buoninconti, Head of Engineering and Development, PayBay



Metro Bank Accelerates Project Delivery

“We trimmed months off development and reduced data provisioning time by 80%.”

Luis Aguiar, Head of Engineering and Development, Metro Bank



Fast, Secure Access to Transform Development and Testing at ANZ Bank

“We can accurately identify who has access to what data and when for any audit items that come up.”

Alex Braunegg, Solution Architect, ANZ Bank

Delphix for Financial Services

D E L P H I X

Delphix is the industry leading data company for DevOps.

Data is critical for testing application releases, modernization, cloud adoption, and AI/ML programs. We provide an automated DevOps data platform for all enterprise applications. Delphix masks data for privacy compliance, secures data from ransomware, and delivers efficient, virtualized data for CI/CD.

Our platform includes essential DevOps APIs for data provisioning, refresh, rewind, integration, and version control. Leading companies, including UKG, Choice Hotels, J.B. Hunt, and Fannie Mae, use Delphix to accelerate digital transformation. For more information, visit www.delphix.com or follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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