

# Welcome to the *Databricks Financial Services Industry Skills Badge*



# Financial Services Industry Badge: **Agenda**



1

***Why***

Partner Together

2

***What***

Databricks Financial Services Industry POV

3

***What's Next***

Key Resources & Next Steps



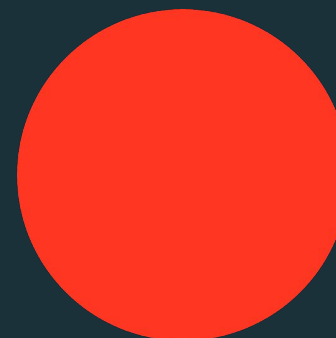
# Why Partner with **Databricks**

Financial Services



**Kristy Foote**

*Financial Services Partner Sales Leader*





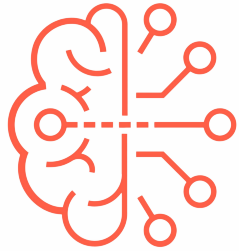
databricks

+ partner first

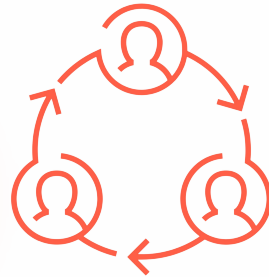
= customer value



# Why Partner with **Databricks**



**Knowledge Parity**



**Unified Motion**



**The Databricks  
Advantage**



# Why Partner with **Databricks**



## Customer-Readiness



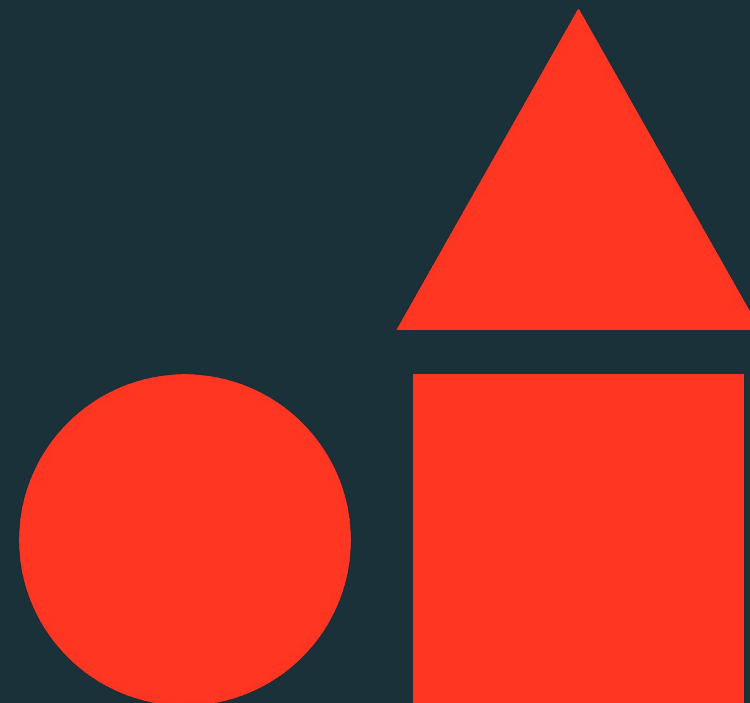
## Earn Accreditations





# Data Intelligence Platform

Financial Services





# databricks

The data and AI company



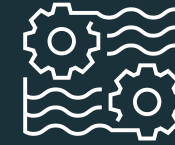
**20,000+**  
global customers



**\$134B+**  
recent valuation



**4.8B+**  
run rate revenue



Inventor of the  
**lakehouse**  
and pioneer of  
**generative AI**



## Analyst-recognized leader

Gartner MQ Data Science and Machine Learning Platforms  
Forrester Wave for Data Management for Analytics  
IDC MarketScape for Analytic Stream Processing Software  
ISG Agentic and Generative AI Buyers Guide



Creator of:



1500+

FSI clients

250

ISV and SI partners

500+

Data listings on marketplace

Goldman Sachs

STATE STREET

block



HSBC

BARCLAYS



databricks

Financial Services

intuit

bradesco



nab

experian

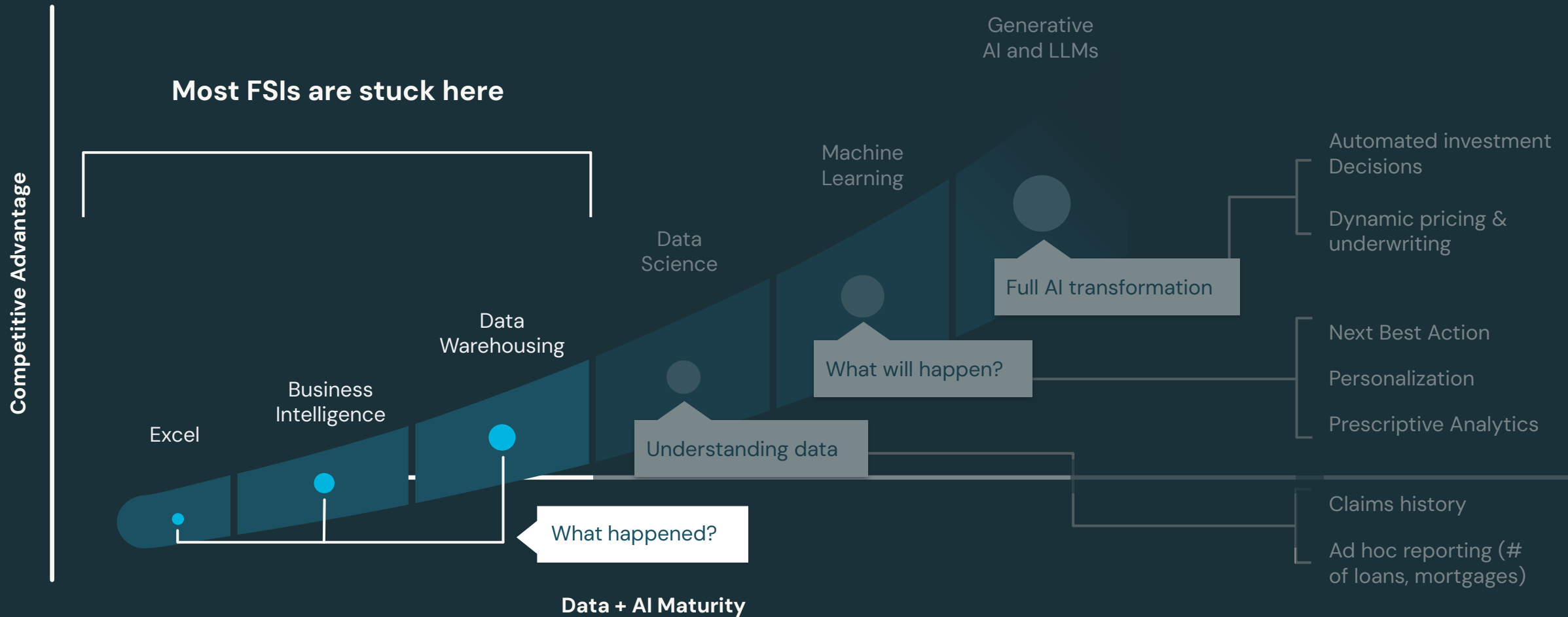
Allianz DIRECT



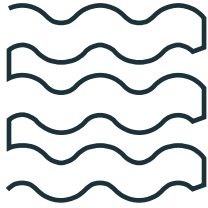
**The winners in every industry will be  
data + AI companies**



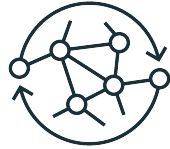
# Data and AI maturity curve



Data Lake



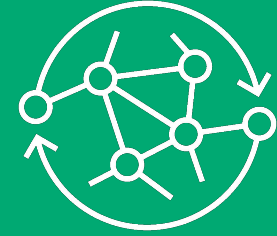
Machine Learning



Streaming



AI + AI Agents



Data Science

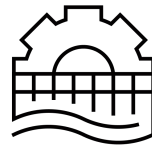


**Most organizations struggle to realize this vision**

Governance



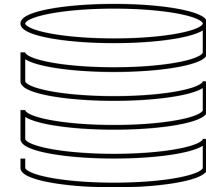
Orchestration & ETL



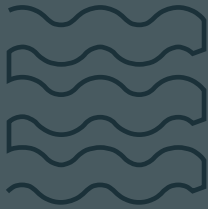
BI



Data Warehouse



Data Lake



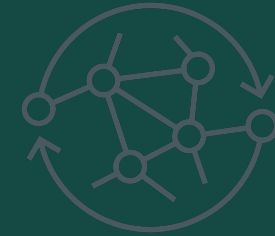
Machine Learning



Streaming



AI + AI Agents



**Data and AI  
are siloed**

**Data privacy  
& control are  
challenged**

**Dependent on highly  
technical staff**

Data S



Governance



Orchestration  
& ETL



BI



Warehouse



# Data Intelligence

**DATA**

Data democratized  
through AI



**AI**

AI democratized  
through your data



**Composable Agents**

**Unified Governance**

**Open Formats**



**Composable Agents**

**Unified Governance**

 DELTA LAKE   **ICEBERG**    Postgres



## Composable Agents

 Unity Catalog

 DELTA LAKE    ICEBERG     Postgres



 **Agent Bricks**  
Agentic AI & Machine Learning **Unity Catalog** **DELTA LAKE**   **ICEBERG**    **Postgres**



**Lakeflow**  
Ingest, ETL, streaming



**Agent Bricks**  
Agentic AI & Machine Learning



**Unity Catalog**



**DELTA LAKE**

**ICEBERG**



**Postgres**





**Lakeflow**  
Ingest, ETL, streaming



**DBSQL**  
Data warehousing



**Agent Bricks**  
Agentic AI & Machine Learning



**Unity Catalog**



**DELTA LAKE**

**ICEBERG**



**Postgres**





**Lakeflow**  
Ingest, ETL, streaming



**DBSQL**  
Data warehousing



**Lakebase**  
Serverless Postgres



**Agent Bricks**  
Agentic AI & Machine Learning



**Unity Catalog**





**DELTA LAKE**

**ICEBERG**



**Postgres**



 **Custom Apps**  
Secure data and AI apps **AI/BI**  
Agentic business intelligence

And more...

 **Lakeflow**  
Ingest, ETL, streaming **DBSQL**  
Data warehousing **Lakebase**  
Serverless Postgres **Agent Bricks**  
Agentic AI & Machine Learning **Unity Catalog** **DELTA LAKE**   **ICEBERG**    **Postgres**

# Every financial services firm benefits from AI



## Banking & Payments

Personalized Offers for Cross-sell / Up-sell

Financial Crime Detection & Remediation for decreasing loss ratios

Financial Projections & Reporting to Improve Efficiency Ratios



## Capital Markets

Market Intelligence for Alpha Generation

AI for Detecting Market Abuse and Surveillance

Broker Decision Support to Optimize Premiums

Operational Dashboarding for office of the CFO



FRANKLIN TEMPLETON



## Insurance

Hyper-Personalized Insurance to Improve Retention Rate

Smart Underwriting for Triage Reporting

AI for Churn Prediction

Anomaly Detection to Prevent Fraud



## Consulting & Auditing

RFP Response and Pricing Automation

Workforce Telemetry and Utilization Insights

Smart Project-Skill Matching

Capacity Planning and Forecasting



CliftonLarsonAllen



# Key takeaways

1

Data Intelligence  
Transforms FSIs

2

Industry Trends  
Demand Action

3

Real Results,  
Real Impact





# Databricks Pitch



**Jeff Kendall**

Enterprise Account Executive,  
Financial Services



# Democratizing Data Intelligence

---

**Jeff Kendall**

Enterprise Account Executive, Financial Services



**8000+**  
global employees

Inventor of the **lakehouse**  
&  
Pioneer of **generative AI**

Creator of



**\$4B+**  
in revenue



**databricks**  
The data and AI  
company



**\$20B**  
in investment

**Gartner-recognized Leader**  
Database Management Systems  
Data Science and Machine Learning Platforms



1700+

FSI clients

250

ISV and SI partners

500+

Data listings on marketplace



S&P Global



FACTSET

SEQUOIA

TIGERGLOBAL



Schroders

T.RowePrice



J.P.Morgan



Morgan Stanley



databricks

Financial Services

S&P Global

Bloomberg

dun & bradstreet  
GROWING RELATIONSHIPS THROUGH DATA

LSEG



precisely

# Navigating **three** generational macro shifts in <15yrs

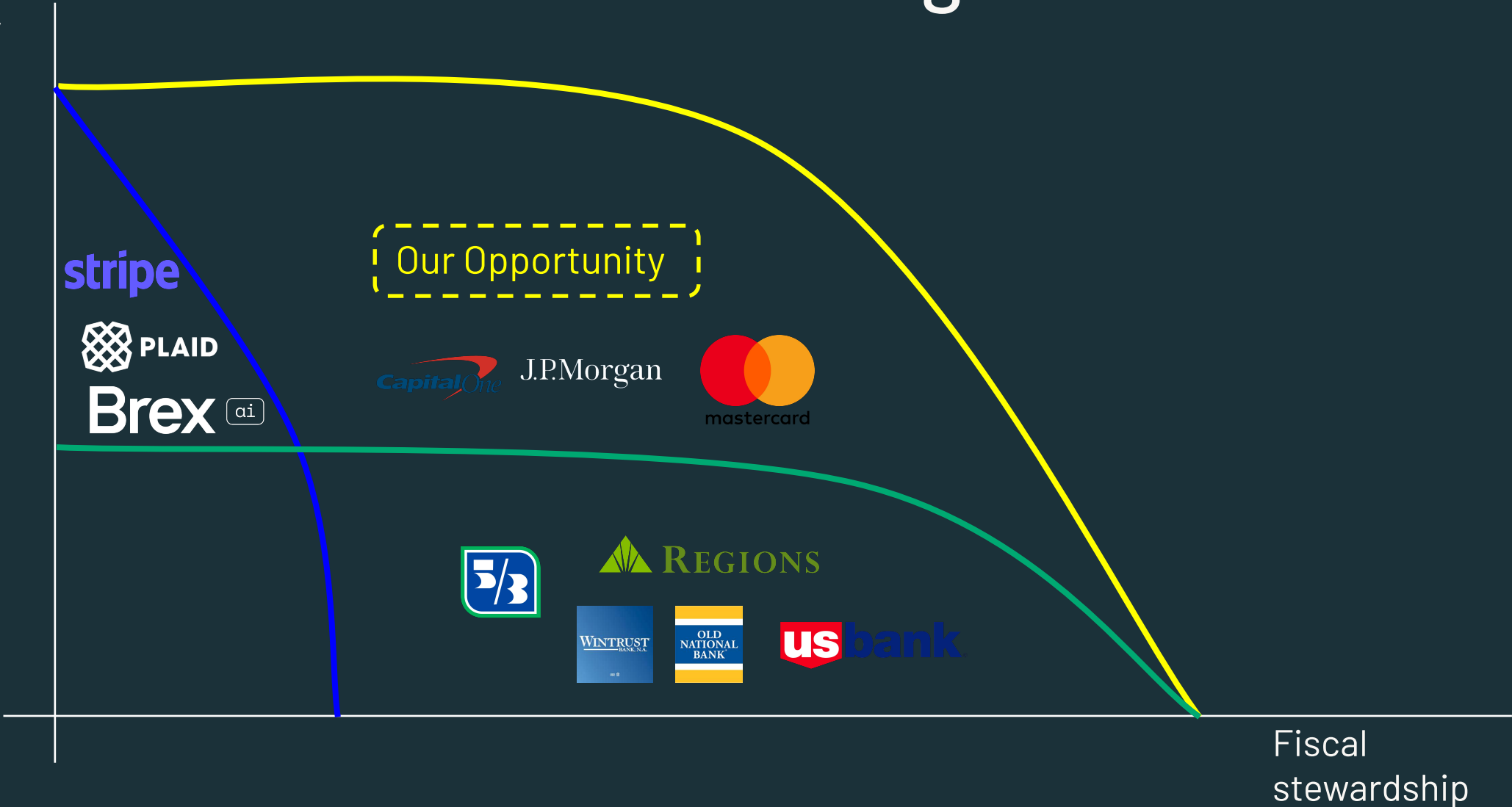
Post-GFC /  
Pre-COVID (ZIRP)

Post-COVID /  
pre-Fed intervention

Post-Fed / pre-macro  
resolution

# The Banking SOTU in 2025

Technology innovation



# Our mission is to democratize



# Every industry will benefit from AI



## Financial Services

- Market Intelligence for Alpha Generation
- Personalized Offers for Cross-sell / Up-sell
- Financial Crime Detection & Remediation
- Broker Decision Support to Optimize Premiums
- Customer-facing Support Agent



## Healthcare & Life Sciences

- Single Cell Models to Identify Drug Targets
- Next-Best-Action to Optimize Provider Engagement
- Clinical Data Abstraction to Accelerate Research
- Member Conversation Analytics & Insights
- Claims Denial Appeals to Increase Reimbursement



## Media & Entertainment

- Conversational AI for Consumer Engagement
- Contextualized Ad Targeting to Improve ROAS
- Auto-Generate Localized Content
- Autonomous Network Operations
- Anomaly Detection to Prevent Fraud



## Retail & Consumer Goods

- Optimized Store Level Product Ordering
- Agentic Commerce Search
- Visual Concept Design
- Hyper-Personalized Offers at Scale
- Smart Inventory Optimization



## Manufacturing & Auto

- Imaging Defect Detection
- Proactive Maintenance to Increase Uptime
- Prescriptive Field Support
- Process Optimization to Reduce Energy Use
- Supply Chain Simulator to Mitigate Risks (e.g., tariffs)



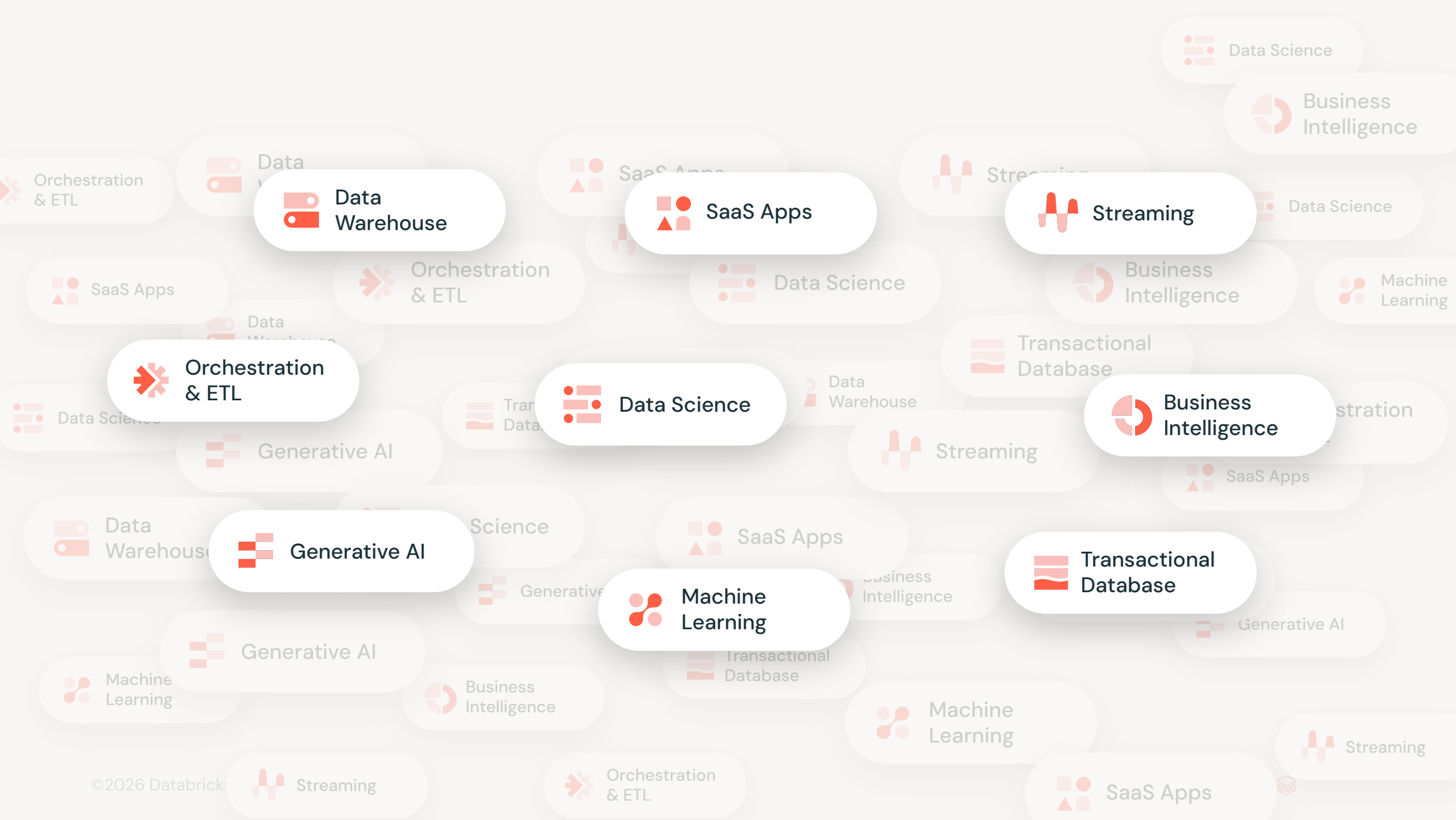
## Energy & Utilities

- Predictive Power Outage Prevention
- Asset Reliability to Reduce Disruption
- Wildfire Risk Prevention
- Hyper-personalized Energy Savings Recommendations
- Regulatory Compliance Co-pilot





But most **organizations**  
continue to **struggle**






 **Data Warehouse**


 **SaaS Apps**


 **Streaming**


 **Orchestration & ETL**

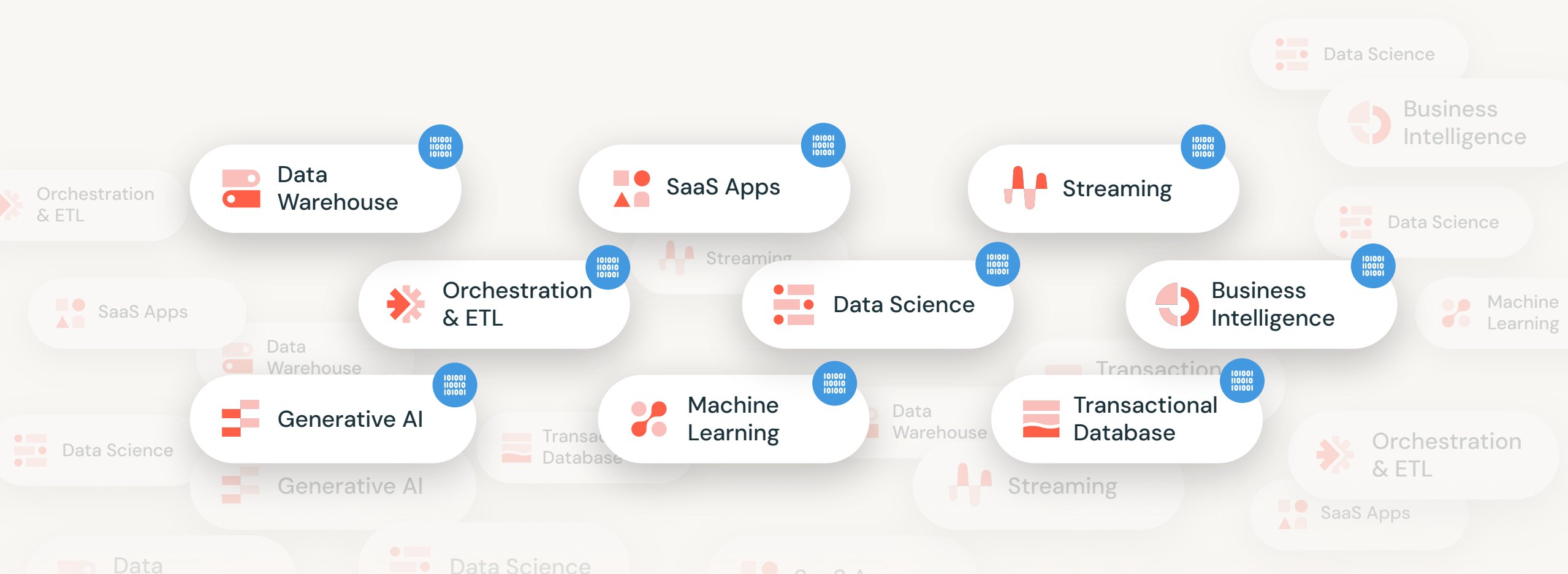
 **Data Science**

 **Business Intelligence**

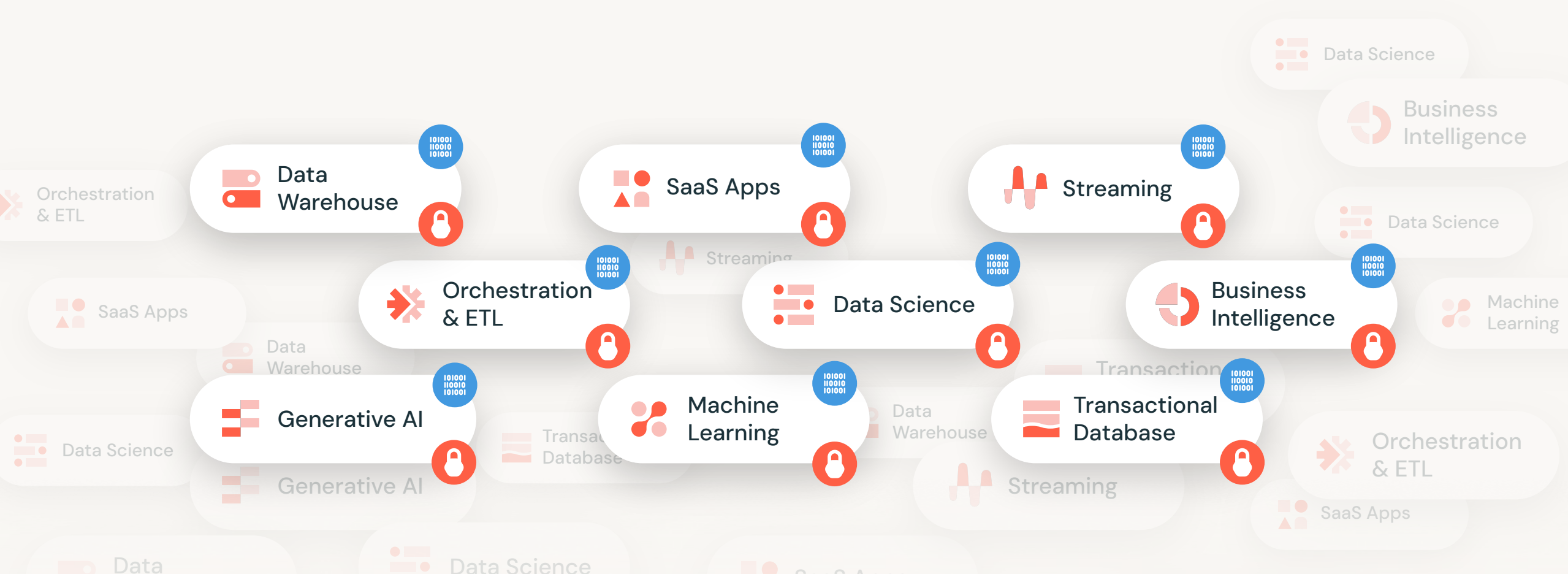
 **Generative AI**

 **Machine Learning**

 **Transactional Database**

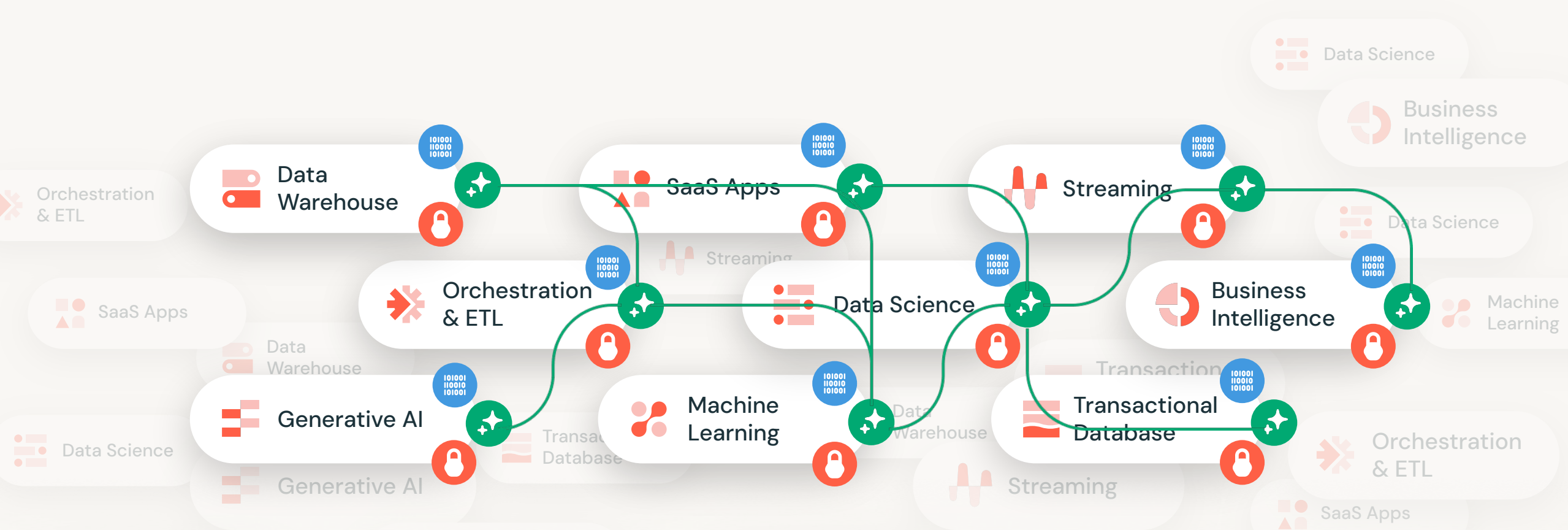


# Proprietary lock-in of data



# Proprietary lock-in of data

## Siloed security policies

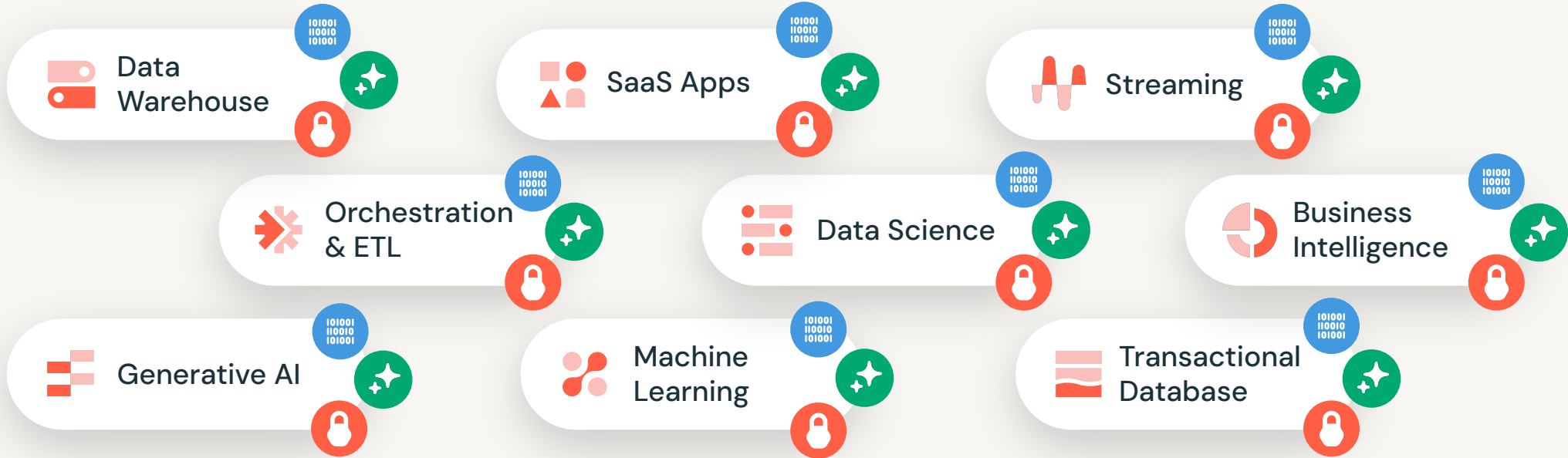


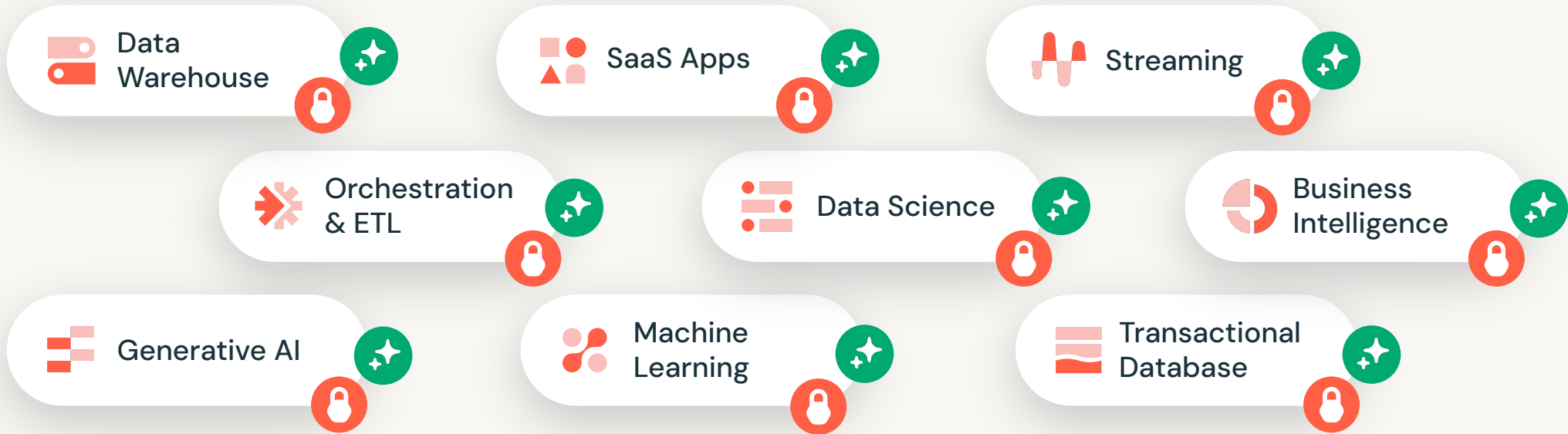
**Proprietary lock-in of data**  
**Siloed security policies**  
**Hard to automate**

We pioneered  
a different approach

**The Lakehouse**

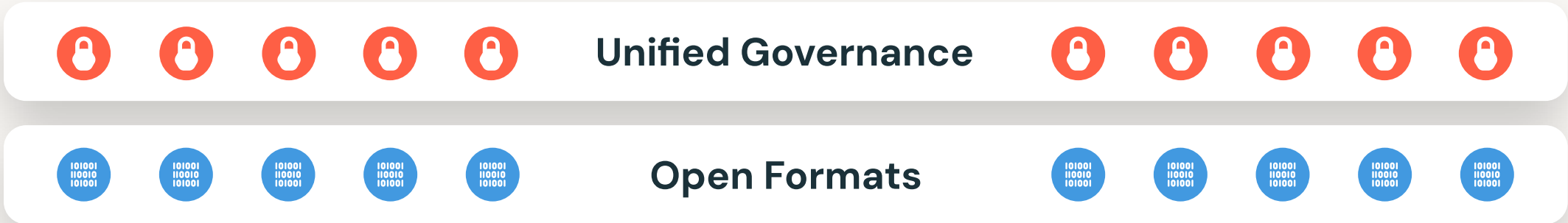
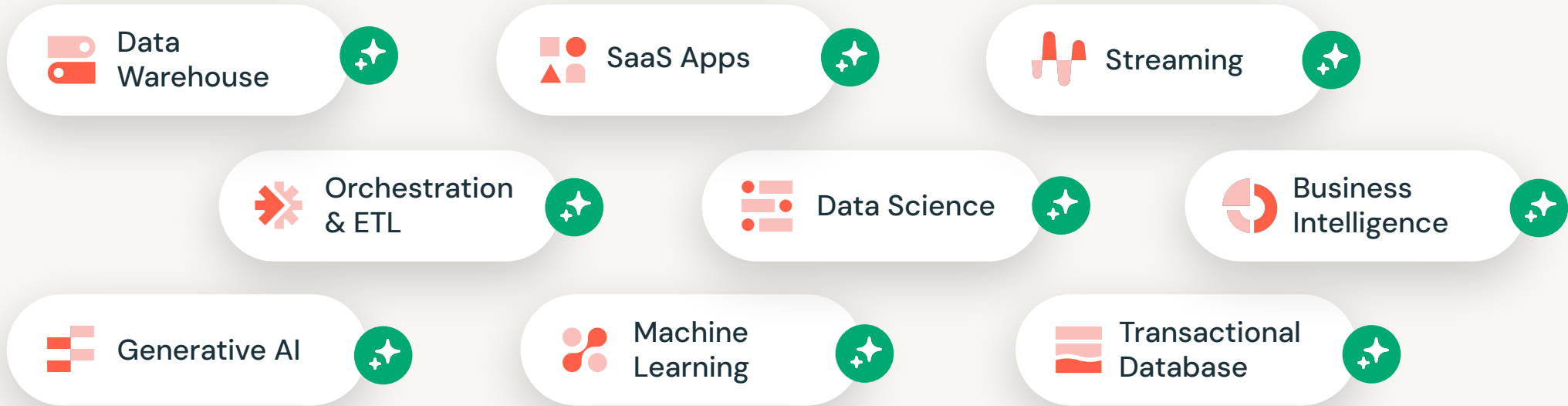


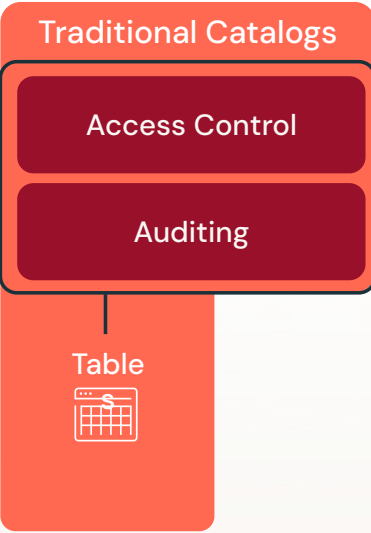





Open Formats





**Unified Governance**

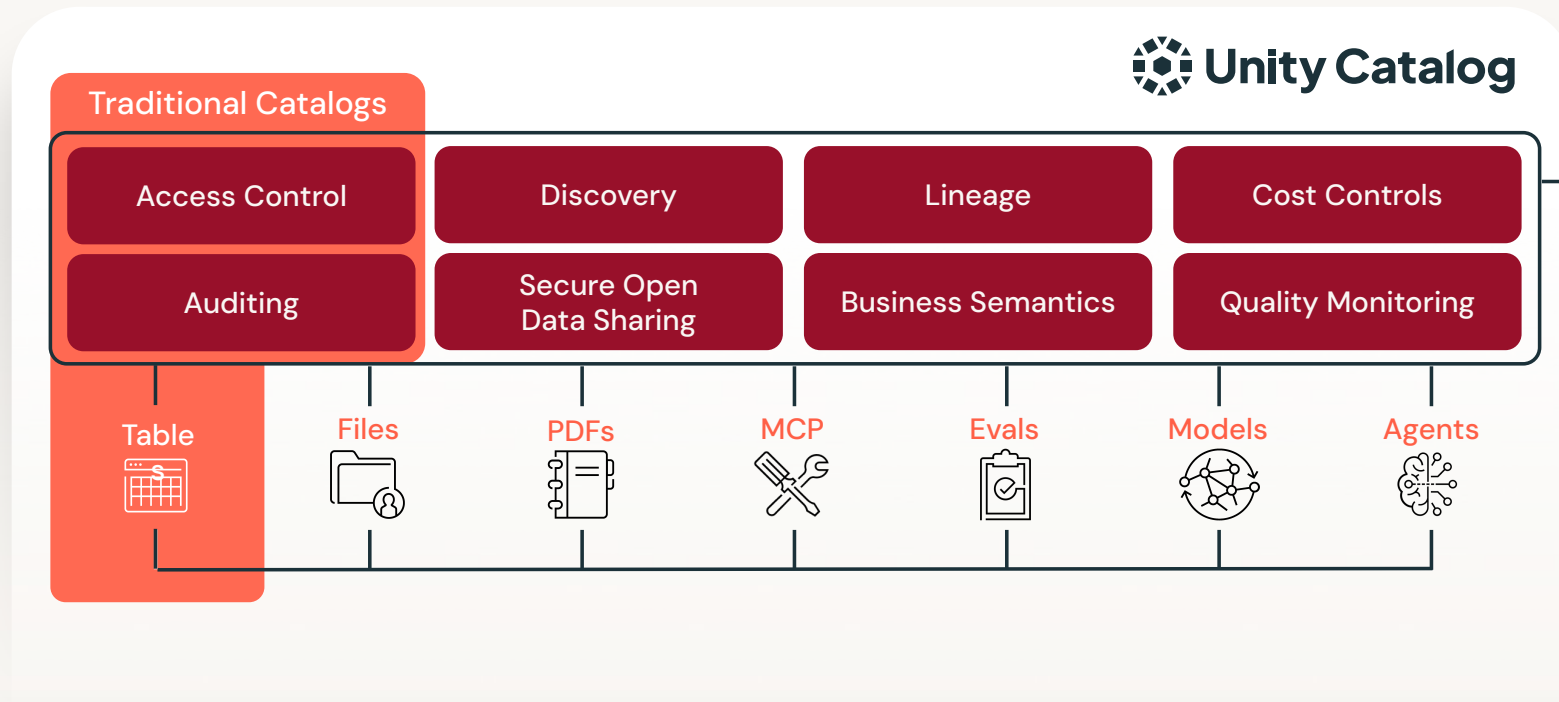


**Open Formats**

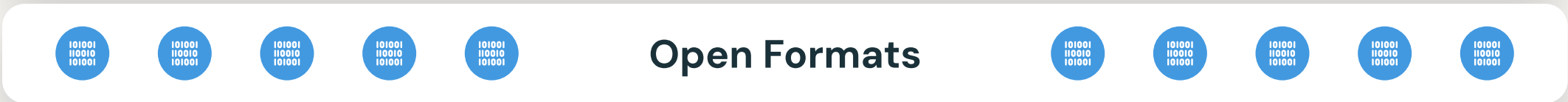
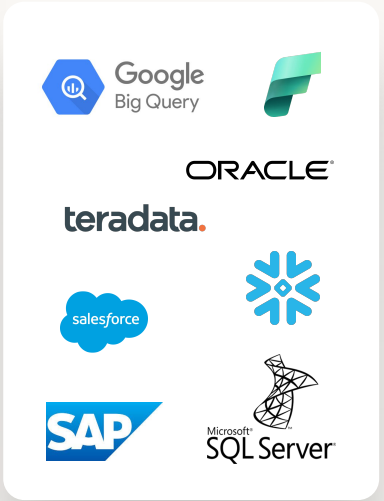


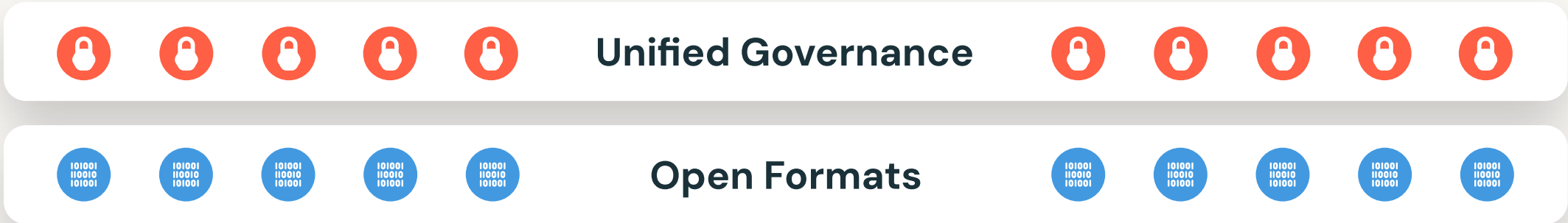
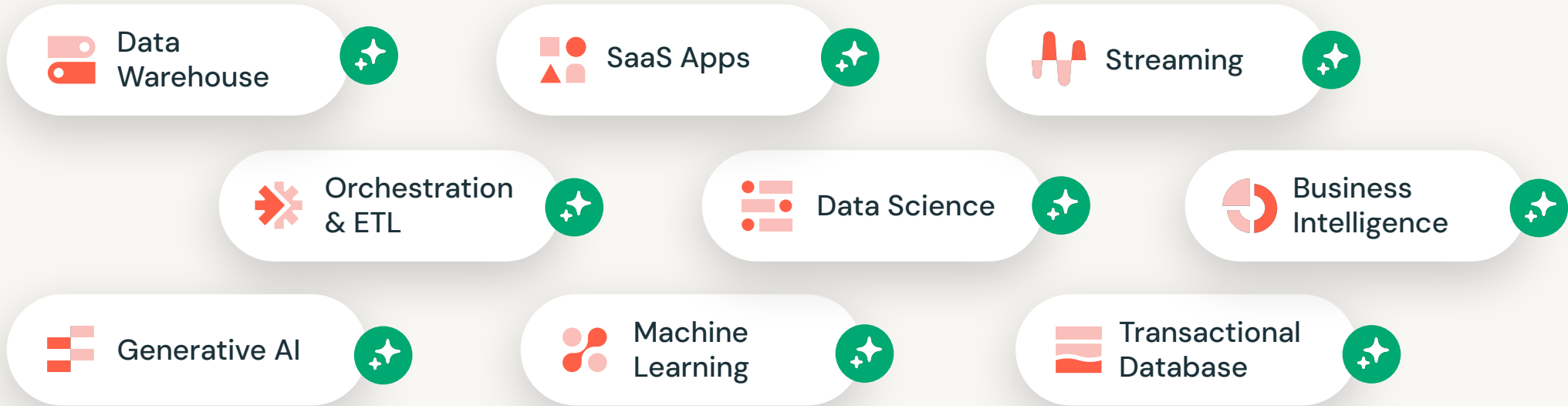
Unified capabilities for every use case

Unified governance for all assets



Federate other data platforms





 Data Warehouse

 SaaS Apps

 Streaming


 Orchestration & ETL

 Data Science

 Business Intelligence

 Generative AI

 Machine Learning

 Transactional Database



**Composable Agents**



**Unified Governance**



**Open Formats**



## Multi-agent Supervisor

### Pre-built Agents

Data Analyst Agent

Data Science Agent

Data Engineering Agent

Data Ops Agent

### Custom Agents

Knowledge Assistant

Document Processing

Entity Resolution

Compliance Oversight

### Classical AI Agents

Demand Forecasting

Fraud Detection

Image Classification

Churn Prediction



**Composable Agents**



**Unified Governance**



**Open Formats**



**Composable Agents**

**Unified Governance**

**Open Formats**

**Composable Agents**

**Unified Governance**



**DELTA LAKE**

**ICEBERG**



**Postgres**



## Composable Agents

 Unity Catalog

 DELTA LAKE    ICEBERG     Postgres

 **Agent Bricks**  
Agentic AI & Machine Learning **Unity Catalog** **DELTA LAKE**   **ICEBERG**    **Postgres**



**Lakeflow**  
Ingest, ETL, streaming



**Agent Bricks**  
Agentic AI & Machine Learning



**Unity Catalog**



**DELTA LAKE**

**ICEBERG**



**Postgres**





**Lakeflow**  
Ingest, ETL, streaming



**DBSQL**  
Data warehousing



**Agent Bricks**  
Agentic AI & Machine Learning



**Unity Catalog**



**DELTA LAKE**



**ICEBERG**



**Postgres**



 **Lakeflow**  
Ingest, ETL, streaming **DBSQL**  
Data warehousing **Lakebase**  
Serverless Postgres **Agent Bricks**  
Agentic AI & Machine Learning **Unity Catalog** **DELTA LAKE**   **ICEBERG**    **Postgres**

 **Custom Apps**  
Secure data and AI apps **AI/BI**  
Agentic business intelligence

And more...

 **Lakeflow**  
Ingest, ETL, streaming **DBSQL**  
Data warehousing **Lakebase**  
Serverless Postgres **Agent Bricks**  
Agentic AI & Machine Learning **Unity Catalog** **DELTA LAKE**   **ICEBERG**    **Postgres**

# Open by design

## Open Formats

100% compatibility  
with open lakehouse  
file formats



ICEBERG

## Open Catalog

Read and write  
from any engine



## Open Ecosystem

200+ integrations and  
Delta Sharing



# Industry trends

## How capital markets and wealth mgmt firms are investing with Databricks



### Contact center agent assistance

Provide personalized product/content recommendation based on customer behavior, complaints and preferences



### Modern investment analytic platform

Build investment data platforms to access financial and alternative data, and leverage analytics and AI/ML to deliver use cases such as financial product volatility forecasting and market surveillance



### Risk management

Unlock insights from tick data to reduce market manipulation, increase transparency, and enforce baseline rules for various assets classes



### Data-driven market intelligence

Gen AI enhances employee productivity by processing vast data and generating insights. Serving as a knowledgeable virtual assistant, it can analyze regulations, craft reports, and gauge customer sentiment



### Coding and software

Gen AI code assistants accelerate software delivery, addressing tech debt by translating legacy code to newer languages, debugging, creating tests, and prioritizing interventions for legacy systems in capital markets firms

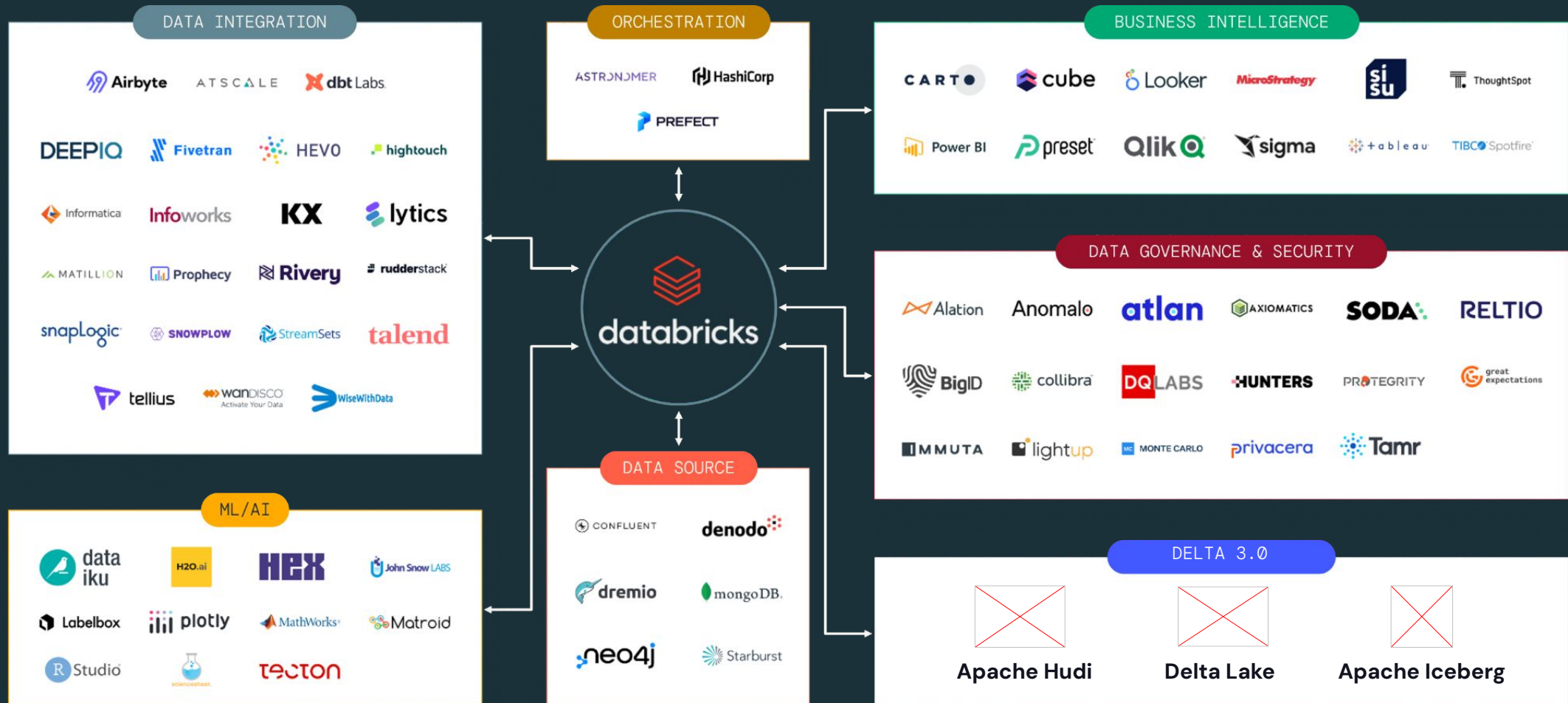


### Investment analytics for sustainability

Provide asset managers with a holistic and objective view of a company's ESG strategies to make sound, sustainable investment decisions

# Built on an open foundation

Easily integrate with the entire data and AI ecosystem



# Collaborate with your data ecosystem

## Financial Services data providers on Databricks Marketplace

**S&P Global**  
Market Intelligence

 **Nasdaq**

**MORNINGSTAR**

 **LSEG**

 **experian™**

**cfpb** Consumer Financial  
Protection Bureau

 **AccuWeather**

  
**CoreLogic®**

The GDELT Project




 **SAFEGRAPH**

**yipitDATA**

  
John Snow LABS

NW Mutual uses Databricks to achieve digital transformation at scale, enabling millions of customers to have holistic, personalized experiences.

## Use Cases

-  Customer 360
-  Underwriting processing
-  Legacy infrastructure unable to manage scale and complexity

## Why Databricks?

-  Lakehouse architecture provides a unified platform for batch and streaming data ingestion
-  Supports developers and business users to perform analysis using SQL
-  Role-based security and support for ACID transactions

## Impact

**50-75%**

faster time to market, from 4-6 weeks to 1-2 weeks

**10,000**

users performing ad-hoc analysis with Databricks SQL



 databricks × JPMorganChase





**databricks**

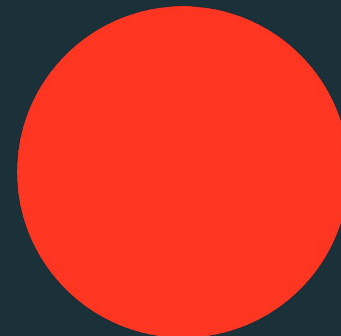
# *How Does Databricks Go To Market?*

Financial Services



**Raj Suresh**

Industry GTM Leader, Financial Services



# Trends that are shaping the FSI industry

1

## Efficiency & Capital optimization

High capital costs demand improved ROE. Institutions must consolidate redundant systems and automate manual processes to ensure disciplined profitability.

2

## Need for greater decision velocity

Digital attackers win on faster but more targeted value propositions – directly driven by their ability to make fast/real-time decisions

3

## Agentic Readiness

Success with autonomous AI agents requires a dual focus: a trusted data foundation and a workforce prepared for oversight.

4

## Real-time Risk Management

Instant payments render retrospective reporting obsolete. Institutions must pivot to streaming intelligence for immediate fraud detection and compliance.

5

## Ecosystem Co-opetition

As value shifts to open finance, monetization requires secure, interoperable frameworks for frictionless data sharing and co-innovation.



# Data Intelligence Outcome Map



## Banking & Payments

### Drive Growth

Hyper Personalization  
& Lead Mgmt

Loans & Personal Investment -  
Upsell & Cross sell

Card & Payments Innovation

### Protect the Firm

Risk Management

Regulatory Compliance

Fraud Prevention

Cybersecurity

### Drive Efficiency

CFO & Treasury

Call Center & Channel  
Optimization

Back / Middle office  
Automation

# Data Intelligence Outcome Map



## Capital Markets

### Drive Growth

Investment Analytics & Alpha Generation

Investment Advisory

Trading Analytics

### Protect the Firm

Risk Management

Regulatory Compliance

Fraud Prevention

Cybersecurity

### Drive Efficiency

CFO & Treasury

Back / Middle office Automation

# Data Intelligence Outcome Map



## Insurance

### Drive Growth

Distribution Optimization

Underwriting & Actuarial

Hyper Personalization  
& Lead Mgmt

Product Innovation

### Protect the Firm

Risk Management

Regulatory Compliance

Claims & Fraud Prevention

Cybersecurity

### Drive Efficiency

CFO & Treasury

Call Center & Channel  
Optimization

Back / Middle office  
Automation



OUTCOME MAP OVERVIEW

# Zoom in: Banking, Payments & Lending



## Drive Growth

### Hyper Personalization & Lead Management

Prospecting campaigns development

Hyper-personalization

Cross sell & up sell

Churn prediction & segmentation



### Card & Payments Innovation

Open Banking Integration

Partners offers & rewards

Transaction Enrichment

Data monetization

### Loans & Personal Investment

Mortgage/loan origination

SMB & Corporate Banking inno

M&A evaluation & integration

## Protect the Firm

### Fraud Prevention

Transaction Fraud

Application Fraud

Identity Theft

### Regulatory Compliance

AML / KYC

IFRS 9 / CECL

Model Risk Management

ESG / CSRD

CCAR

### Cybersecurity

User & Entity Behavior Analytics

Threat Hunting & Advanced Detection

Network Analysis & Inventory

Phishing & Email Security

### Risk Management

Dynamic pricing

Credit decisioning

Credit line increase

Debt collection optimization

## Be More Efficient

### CFO & Treasury

Financial Projections & Reporting

Operational dashboarding

ALM

FP&A

### Back- Middle Office Automation

Documents Analysis

Customer onboarding (AML/KYC)

Workforce Analytics

### Call Center & Channel Optimization

Branch network optimization

Complaint management

Intelligent IVR / Chatbots

# Zoom in: Hyper Personalization & Lead Management

Banking & Payments → Drive Growth → Hyperpersonalization

## Why Change, Why Now

Banks face competition from neo banks and fintechs, with high customer expectations and low satisfaction. Fragmented data and compliance issues hinder seamless experiences. Implementing composable customer data architectures with Databricks helps consolidate data, integrate AI for behavior analysis, and enhance competitiveness by meeting evolving customer needs.

## Use cases

- Prospecting campaigns development
- Hyper personalized banking
- Cross sell & up sell
- Churn prediction & segmentation

## Impact Potential

- \$40-65M uplift thru higher sales w/personalization (↑ 10-20% Cust Acq rate)
- \$50M+ revenue lift thru higher cross-sell rates by 20-30%

## Personas

- Head of Consumer Banking
- Head of Marketing Strategy
- Head of Customer Experience

## Customer Case Studies

### Navy Federal Credit Union

Leveraging Delta Live Tables to drive real-time omnichannel app monitoring for 13 million members  
[story](#)

### ABN Amro

Deployed a group wide data mesh strategy in order to power each line of business with AI capabilities  
[story](#)

### Siam Commercial Bank

Making real time recommendations (next best actions) for their 17 million customers  
[story](#)



## Databricks Technical Advantage

Unity Catalog — Lakeflow — Mosaic AI — *Top differentiators*

- **Governance:** Unity Catalog brings lineage to govern and protect highly sensitive customer data from code, models and dashboards.
- **Lakeflow:** MLFlow + Lakeflow brings AI to online applications for real time recommendations and A/B testing.
- **Collaboration:** Enforce highest security standards through cleanroom to enable data collaboration with 3rd parties and adtech providers.

# Zoom out: Where do we see demand?

Results of the 'DAIS Survey 2025' to FS Executives & Practitioners

## Drive Growth

Banking	Capital Markets	Insurance
56% Personalization & Lead Mgmt	70% Investment Analytics & Alpha Gen	40% Distribution Optimization
42% Loans & Personal Investment	37% Investment Advisory	79% Underwriting & Actuarial
51% Card & Payments Innovation	41% Trading Analytics	29% Personalization & Lead Mgmt
		31% Product Innovation

## Protect the Firm

Banking	Capital Markets	Insurance
73% Risk Management	42% Risk Management	61% Risk Management
60% Regulatory Compliance	58% Regulatory Compliance	75% Regulatory Compliance
52% Fraud Prevention	77% Fraud Prevention	27% Claims & Fraud Prevention
31% Cybersecurity	42% Cybersecurity	24% Cybersecurity

## Drive Efficiency

Banking	Capital Markets	Insurance
60% CFO & Treasury	82% CFO & Treasury	62% CFO & Treasury
35% Middle office Automation	27% Middle office Automation	49% Middle office Automation
47% Center & Channel Optimization		27% Center & Channel Optimization

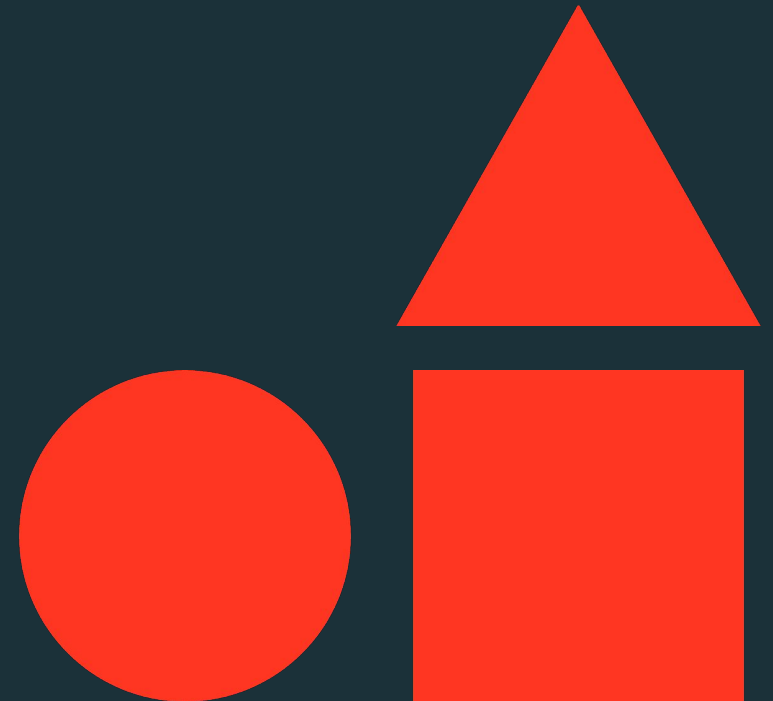


# How do you get *Badged?*

Financial Services



**Whitney Newman**  
Partner Enablement



# Let's talk about how the AI Role Play will work to receive your *Financial Services Industry Badge*



# AI Role Play– User Experience



My Courses

- NOVEMBER 3, 2025  
Uplimit Design and Delivery Guide  
Continue Course →
- SELF-PACED  
Financial Services Role Plays (Partners)  
Continue Course →
- SELF-PACED  
Healthcare & Life Sciences: Payer & Provider Role Plays (Partners)  
Continue Course →

## SCORING

75/100 = passing score to receive your badge!

You are a Databricks Partner leading an outbound discovery call with Keith Oliver a VP Revenue at a major bank.

Your objectives in this exercise are to:

- Uncover Keith's priorities, challenges, and desired outcomes related to protecting the firm.
- Connect Databricks' capabilities to Keith's strategic business goals in a clear, non-technical way.
- Handle objections thoughtfully and build credibility throughout the discussion.
- Work toward agreement on one or two priority use cases and propose practical next steps by the end of the call.

Approach the conversation as if it were a real discovery call: ask open-ended questions, listen actively, and adapt your responses to Keith's input.

## Financial Services Industry Badge Partner Role Play



### Welcome to the Databricks Financial Services Industry Badge!

Get ready to take your Financial Services industry expertise to the next level! These interactive, real-world simulations are designed to help you — our valued Databricks partners — sharpen your consultative sales skills and deepen your knowledge of the Financial Services industry.

In this course, you'll have the opportunity to tackle real-world scenarios across **Banking, Insurance, and Capital Markets** to strengthen your Financial Services expertise. You'll learn to uncover customer needs, connect them to Databricks solutions, and confidently lead high-value conversations that drive business growth.

#### How to earn your badge:

Complete at least one scenario below with a score of 75/100 or higher to earn your Financial Services Industry Badge.

### Ready to get started? Links to the role play scenarios below:

#### Scenario #1

[Banking - Protect the Firm](#): This link will bring you directly to the "Banking: Protect the Firm" role play.

#### Scenario #2

[Banking - Drive Growth](#): This link will bring you directly to the "Banking: Drive Growth" role play.

#### Scenario #3

[Insurance - Drive Growth](#): This link will bring you directly to the "Insurance: Drive Growth" role play.

#### Scenario #4

[Capital Markets - Drive Growth](#): This link will bring you directly to the "Capital Markets: Drive Growth" role play.

**KEY RESOURCES & TIPS**

**Here are key resources to leverage for your role play:**

📄 Partner Value Guide - click here to download

📄 Databricks Pitch Deck FY26 - click here to download

📄 Industry Outcome Maps - click here to download

# Key Resources



The learner is a Databricks Partner on a first discovery call with Keith Oliver, a VP Revenue at a major bank. Keith has shown initial interest in Databricks as a potential enabler of his priorities, but his understanding of the platform is limited.



**You**

The Learner is the Databricks Partner conducting the discovery call with Keith Oliver.



**Keith Oliver**

Keith Oliver, VP Revenue, is a c-level business executive who is focused on driving business outcomes. He knows the business imperatives related to driving revenue, reducing cost, and minimizing risk that are most critical to the company he works for. He knows what the strategic priorities and initiatives are that align to those business imperatives. His focus is on

🗨️ Start text chat

📞 Start in-call conversation

- **15-30 mins**
- **75/100** Passing score
- **Unlimited** attempts



Protect the Firm: Banking Roleplay

100 PTS

### Ready to begin your roleplay?

The learner is a Databricks Partner on a first discovery call with Keith Oliver, a VP Revenue at a major bank. Keith has shown initial interest in Databricks as a potential enabler of his priorities, but his understanding of the platform is limited.



You



Keith Oliver

Start text chat

Start in-call conversation

Submit

# Resources to help you in the role play

Empower your journey.



## VALUE GUIDE



A practical guide to help you position and win with the Databricks Data Intelligence Platform, using a simple customer-focused framework.

## OUTCOME MAPS



Clearly connect industry use cases, customer impact, and Databricks' technical strengths—empowering sellers and partners across our ecosystem.

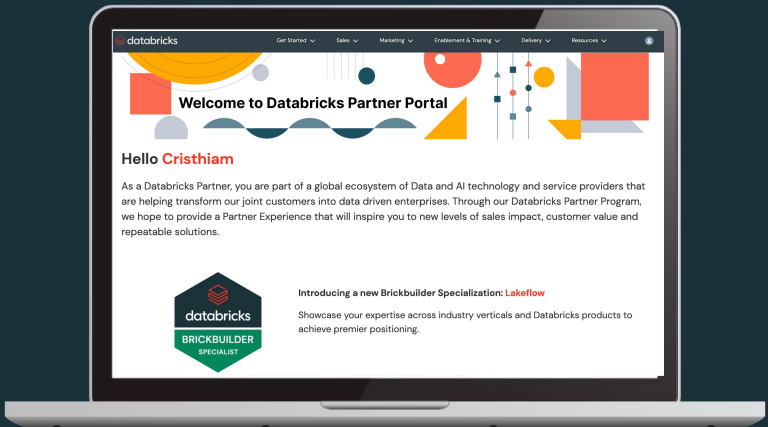
## INDUSTRY PITCH DECK



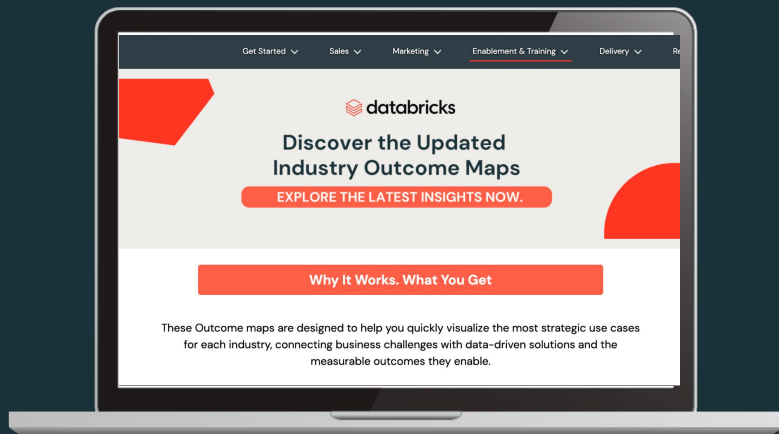
The FSI pitch deck will tell the Databricks story and share the value proposition of the Data Intelligence Platform.

Explore more resources to empower your journey on Partner Portal.

# How to access Outcome Maps



Log in to the Partner Portal and explore the 'Enablement & Training' tab.



Select the 'Industry Outcome Maps' page.

# What's Next?

Follow the link in the next section to complete the AI Role Play & earn your badge!

1 *Complete AI Role Play*

2 *Earn Your Accreditation*

3 *Apply to partner for Q2, Q3, Q4 Industry Programs*



# Thank you!

