HEXAWARE

BANKING | **PaymatiX**
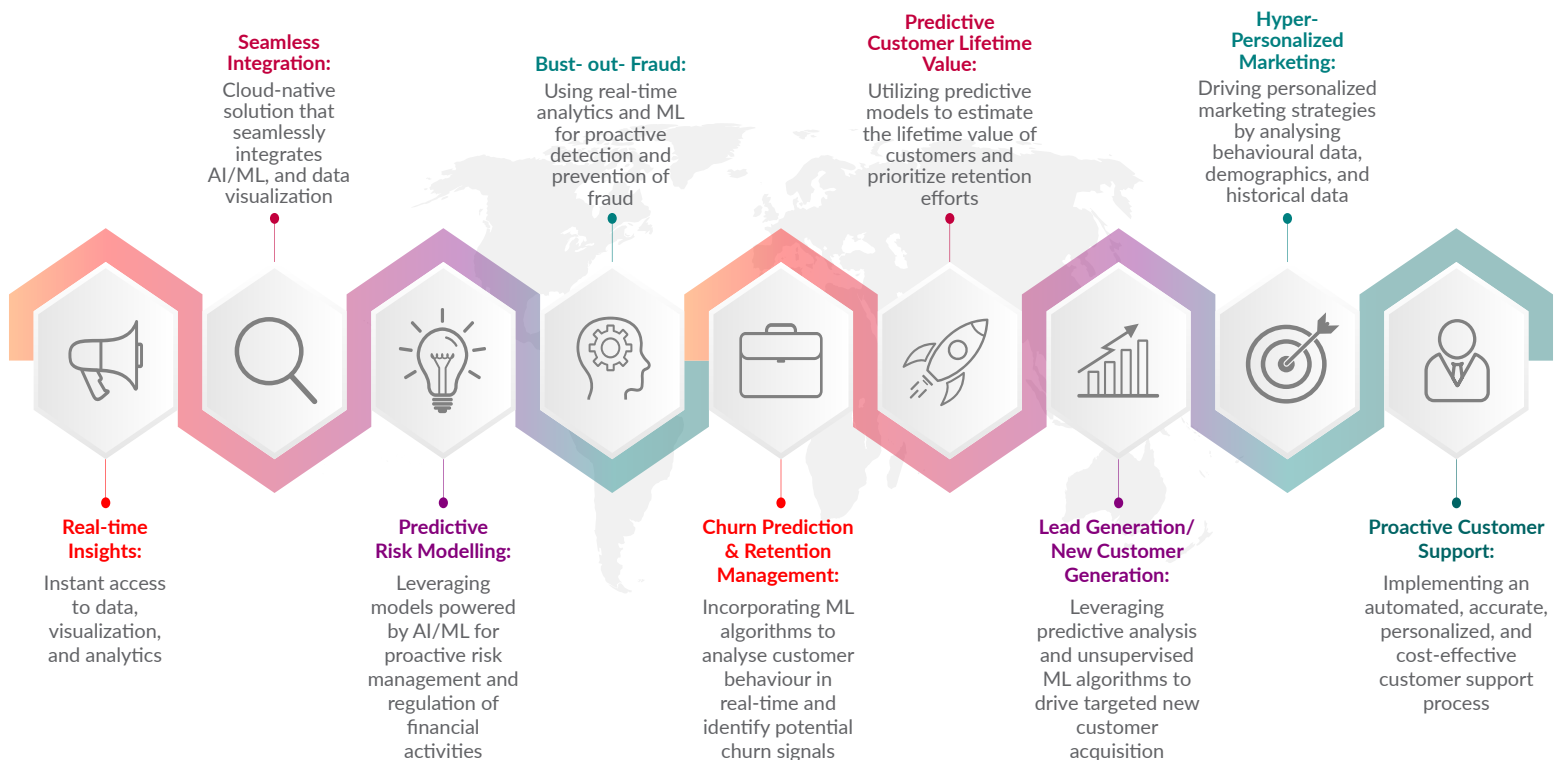Data | Analytics | Insights

Data Analytics and Visualization for Banking

Revolutionizing Banking with Data Visualization – Delivering Actionable Insights for Enriched Customer Experience
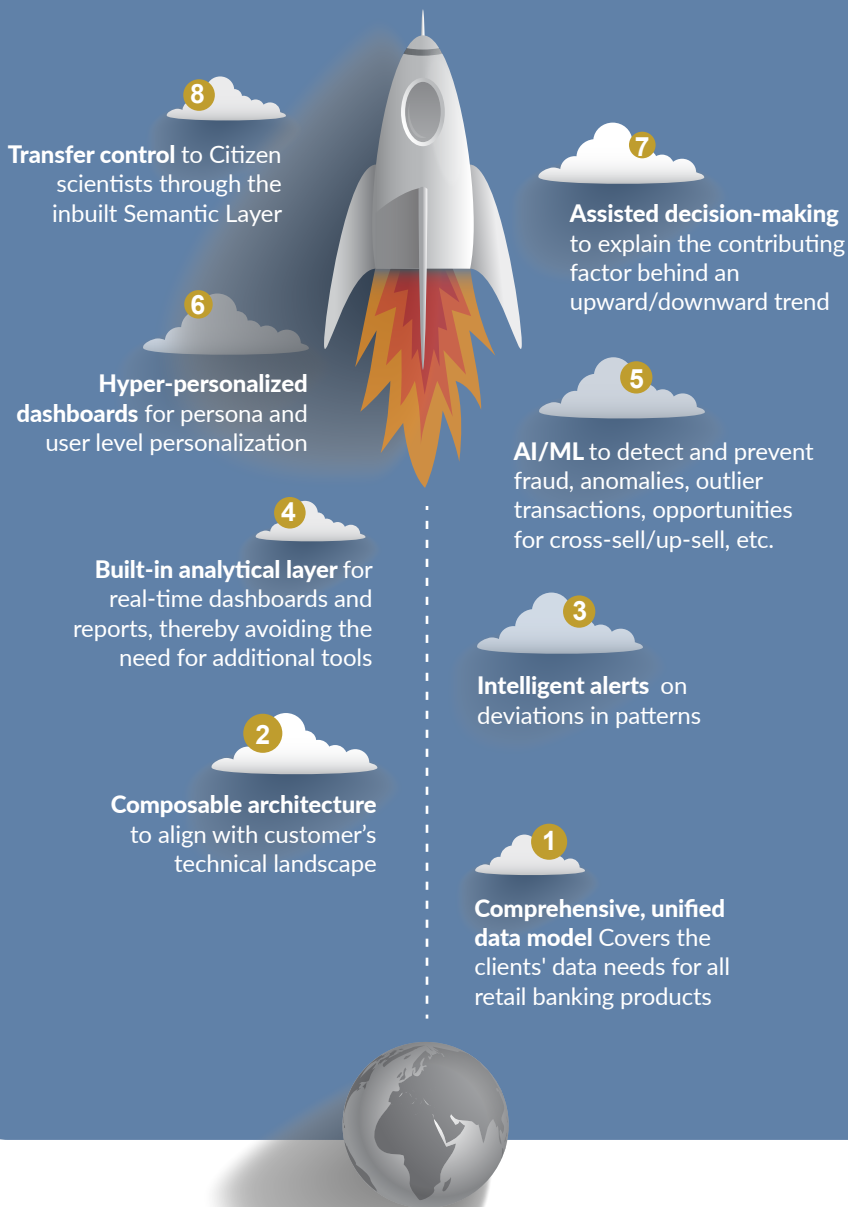
Banking has over the ages thrived on constantly reinventing itself, while this was easily achievable through tribal knowledge and experience, the sudden explosion in transaction volume in the digital age mandates the use of technology to gain insights for innovation to ensure relevance in the current competitive environment. Hexaware's PaymatiX offers a transformative data visualization platform to gain deeper insights as compared to traditional methods, thus enabling hyper-personalization to elevate customer experiences and enhance operational efficiency.

How is PaymatiX unique?

Seamless Integration:
Cloud-native solution that seamlessly integrates AI/ML, and data visualization

Bust-out-Fraud:
Using real-time analytics and ML for proactive detection and prevention of fraud

Predictive Customer Lifetime Value:
Utilizing predictive models to estimate the lifetime value of customers and prioritize retention efforts

Hyper-Personalized Marketing:
Driving personalized marketing strategies by analysing behavioural data, demographics, and historical data

Real-time Insights:
Instant access to data, visualization, and analytics

Predictive Risk Modelling:
Leveraging models powered by AI/ML for proactive risk management and regulation of financial activities

Churn Prediction & Retention Management:
Incorporating ML algorithms to analyse customer behaviour in real-time and identify potential churn signals

Lead Generation/ New Customer Generation:
Leveraging predictive analysis and unsupervised ML algorithms to drive targeted new customer acquisition

Proactive Customer Support:
Implementing an automated, accurate, personalized, and cost-effective customer support process

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PaymatiX Value Proposition:

8 Transfer control to Citizen scientists through the inbuilt Semantic Layer

6 Hyper-personalized dashboards for persona and user level personalization

4 Built-in analytical layer for real-time dashboards and reports, thereby avoiding the need for additional tools

2 Composable architecture to align with customer's technical landscape

7 Assisted decision-making to explain the contributing factor behind an upward/downward trend

5 AI/ML to detect and prevent fraud, anomalies, outlier transactions, opportunities for cross-sell/up-sell, etc.

3 Intelligent alerts on deviations in patterns

1 Comprehensive, unified data model Covers the clients' data needs for all retail banking products

Data warehouse on **Azure Managed SQL**

Data warehouse on **Azure Synapse Analytics**

PAYMATIX
Data | Analytics | Insights

Data warehouse on **Snowflake**

Lakehouse on **Databricks**

About Hexaware

Hexaware is a global technology and business process services company. Our 30,000 Hexawarians wake up every day with a singular purpose; to *create smiles through great people and technology*. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 54 offices in 19 countries, we empower enterprises across the world to realize digital transformation at scale and speed by partnering with them to build, modernize, run, and optimize their technology and business processes.

Learn more about Hexaware at **https://www.Hexaware.com**

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