

Financial Services Firms Can Drive Customer Success Using High-performance Data Lakes



In the financial services industry, the ability to compete with finserv upstarts rests on adopting high-performance solutions for accessing and analyzing data at market speed. But financial services organizations struggle with managing massive quantities of unstructured data and siloed data sources. Without modern data infrastructure, data lakes don't deliver on their promise.

And when the [data lake is nothing but a data mosh pit](#), it affects every aspect of the financial services experience, especially the impact on customers. Data holds the insights on customer needs, such as which new lines of business to launch and where new marketing campaigns can succeed.

These are challenges we relish at Pure. Pure Storage FlashBlade® is the perfect pairing for unstructured data, and it is built for modern workloads. The simplicity of the FlashBlade platform enables unification of structured and unstructured data at scale and supports the high-performance data analysis pipelines needed for data-driven products and experiences.

Wealth Management Firm Turns Data into a Strategic Asset

For [KGI Asia](#), a wealth management company based in Taiwan, seeing rapid technological change in the industry and wanting to prepare for future success led the business to upgrade its data storage model and unify previously siloed data sets.

“In the era of intelligence, data is our most critical asset, providing us with a competitive edge. With Pure Storage FlashBlade, we have a reliable and fast storage system that is easy to manage.” —Calvin Cheng, Head of Information Technology, KGI Asia Limited

KGI Asia chose Dremio as the data lake engine and built the open data lake on FlashBlade. The siloed-data problem was quickly solved: All data silos were consolidated in just three months, far faster than the industry average of six to nine months.

Data Analysts Generate Insights Faster

After bringing together the disconnected sources of unstructured data, KGI Asia IT employees could begin gleaning insights. [Pure1](#)® gave KGI Asia users a single view to monitor, analyze, and optimize all storage infrastructure.

A key result: The organization’s analytics team can complete SQL level requests in hours and days instead of weeks and months. That means analysts quickly get an understanding of customer profiles, directly impacting the company’s ability to get new and relevant products into its markets.

[Read the KGI Asia customer story for more detail about the company’s FlashBlade adoption.](#)

