

How HSBC Is Maximizing The Value of Its Data With Decision Intelligence

HSBC is using new Entity Resolution technology to build a strong data foundation that delivers data at scale to get the most out of its data pool, grow its business safely, and enhance customer service.

Challenge

HSBC needed a scalable solution to use its data effectively to grow its business safely, protect its resources, ensure compliance, and better serve its customers. HSBC required a single view of data to deliver insights across the entire supply chain.

Solution

HSBC uses Quantexa's Decision Intelligence Platform and its AI-enabled Entity Resolution technology to connect disparate global datasets in a trusted way to build a single, meaningful view of data across the enterprise that reflects real-world people, places, and organizations—and the relationships between them.

Business Impact

With the ability to converge data using a single solution allows HSBC to:

- Combine four existing tools into one using Quantexa by reducing duplicative technology capabilities, lowering costs, and improving efficiency and productivity
- Provide a much richer dataset that supports more opportunities and diverse use cases from a single instance across all its lines of business
- Empower its teams across the enterprise with a tool to automate and augment decision-making
- Better serve its customers by enabling a better understanding of its clients, their counterparties, and the entire supply chain

Summary

As a global innovation leader, HSBC was seeking a solution with advanced capabilities to build a strong data foundation by connecting billions of data points spread across multiple systems into a trusted, accurate, single view of its customers to understand their connections and better serve their needs. Entity Resolution technology allowed HSBC to converge its many datasets, which opened the door to discovering new ways to grow its business and broaden its services to customers.

HSBC's Global Data CIO, Kai Yang, explains "HSBC is uniquely placed where we have presence across global locations...and we should be able to help using the Entity Resolution capability [and] a single customer view to better support our multinational clients and customers."

The solution

Working in close collaboration, HSBC deployed Quantexa's Decision Intelligence (DI) Platform to build a strong data foundation that provides a rich and contextual picture of customers, prospects, and counterparties.

By harnessing the power of Entity Resolution, HSBC was able to connect billions of data points across internal and external data sources to achieve a trusted and reusable data hub that is enriched with vital intelligence about the graph of relationships between real-world entities (people, organizations, events, and places).

Quantexa's DI Platform uses advanced AI and Machine Learning techniques to automate or augment processes, empowering operational teams to make faster and more accurate decisions from a single set of governed data.



Entity resolution allows HSBC to stitch datasets together in a trusted way and highly visual way. Having a single solution also allows HSBC to build a deeper, richer set of data and provide much more breadth in terms of opportunities and the diversity of use cases."

Kai Yang,
Global Data CIO,
HSBC

Key outcomes

HSBC has embraced technology to drive a number of new solutions designed to thwart financial crime. With the help of Quantexa, HSBC has been able to:

- ✓ Eliminate duplicative technology to lower costs, increase productivity and efficiency, and help to detect risk and drive growth more effectively
- ✓ Unify data by integrating any source at scale to build a trusted data foundation that supports multiple diverse use cases across the bank
- ✓ Deliver stronger analytics by creating context that reveals deeper insights into customer relationships and connections
- ✓ Grow the core business by providing consistency in its customer base and by building a foundational capability that can be used across all business services

Looking ahead

In the years ahead, sharing the derived outputs from Quantexa between lines of business and front-line coverage teams will help identify opportunities for HSBC to follow up with current customers or approach potential customers.

HSBC's Global Data CIO, Kai Yang explains, "We are looking at a very broad range of use cases that [Quantexa's DI platform] can be applied to. Now, if I pare it back into the foundational capabilities—such as matching rule consistency, having a single set of governed approvals that we can trust and use to solve our datasets—it's highly, highly valuable across all our important business services and our customer journeys."



Sharing the derived outputs from Quantexa between lines of business and front-line coverage teams...will help identify opportunities to follow up with our customers or approach potential customers."

Kai Yang,
CIO Global Data,
HSBC

360

The full view of customers possible through Entity Resolution

39m

Number of HSBC customers operating in 62 countries and territories worldwide

£4m

Potential savings to HSBC by replacing an existing solution with Quantexa

Why Quantexa

Quantexa's Decision Intelligence Platform lets you create a single view of data—helping you to build a culture of confidence around decision-making, increase efficiency, and protect, optimize, and grow your organization.

[Discover more](#)

