



## RWS Solutions for Financial Services

Control content, build trust  
and remain competitive



**“If banks can’t offer something more valuable than Amazon Prime, then we’re probably in the wrong business.”**

**Bradley Leimer,**  
Head of Innovation, Santander



## Control content

Content is the driver for customer acquisition, service and satisfaction and helps set you apart from other providers.

For global organizations, the sheer volume of content that needs to be managed is a significant challenge. Customer expectations of content quality are higher than ever and the content needs to be provided in the format that customers want, on any device, in their chosen language, personalized to their precise needs and on demand – whenever the customer wants.

And it's not just external customers who are more and more demanding – your internal customers want to see the efficiency and productivity gains that accrue from accurate, complete, up-to-date and easy to find content. For enterprises competing on innovation and service, making the best use of their content is now an imperative.

**Organizations must strive to provide the very best digital experience, both inside and outside their organizations, to deliver greater efficiency, improved growth and increased global revenues.**

### **The Financial Services landscape is constantly changing.**

Intense competition from both new and established rivals, evolving expectations from an increasingly diverse consumer base, new technologies disrupting the way that products are sold, and the challenge of globalization, all demand that providers transform faster than ever.



## Build trust

Organizations need to deliver secure, timely, relevant customer experiences.



### Channels

With increasing pressure to maximize revenues, the answer lies in delivering personalized experiences that meet the individual demands of each customer at scale.



### Compliant

With multi-million dollar fines and the risk of reputational damage, privacy compliance is critical in a regulatory landscape that continues to move towards greater consumer protection.



### Secure

Customers demand the highest levels of security for their sensitive personal data. Providers need to be transparent and give demonstrable protection that inspires confidence.



### Personal

Established financial services providers need to meet agile fintechs on their own ground with dynamic, customer-centric experiences tailored to each individual.



## Remain competitive

As competition intensifies from established providers, new market entrants and global expansion from overseas players, institutions need to respond with greater efficiency and faster speed-to-market.

Even though customer acquisition and retention is so challenging, using technology to become both customer-centric and context-centric – delivering experiences that are not only shaped to the individual but also to what they need in a precise moment – will help you build brand loyalty.

**“We expect that the ‘new normal’ operating model will be customer- and context-centered. Companies will change the way they interact with their customers based on the context of the exchange. They will offer a seamless omnichannel experience, through a smart balance of human and machines.”**

PWC report “Financial services technology 2020 and beyond: Embracing disruption. ”

Automating content processes to enhance authoring, approval, translation and delivery will help you drive innovation, optimize service and improve customer satisfaction.

Leveraging AI to upgrade translation workflows, content findability and employee productivity further enriches the process of digital transformation.



## Solutions for Financial Services

Our solutions support the specific needs of financial service organizations.

We combine the best of digital content management, machine translation, language technology and services delivery so you can capitalize on global market opportunities faster than ever before.

We combine secure, agile, modular solutions with more than 25 years of experience. We work with the world's leading financial services companies to:

- Mitigate risk better with greater control over content management and translation.
- Accelerate content workflows to optimize creation, collaboration, approval and delivery of critical information to global audiences.
- Augment existing fraud detection and prevention with enhanced support for eDiscovery and eSurveillance.



## Risk management

RWS's solution for risk management provides a framework for controlling movement of data, content and personally identifiable information (PII).

It limits the exposure of the organization from employees deliberately or inadvertently transmitting sensitive data outside the company by using freely-available translation tools, while providing full auditability of content creation, translation and movement.

### It provides:

- A secure content creation and translation workflow which allows organizations to control their most sensitive, confidential or personal data, including when they are using agencies and third-parties for the content process.
- Comprehensive management, monitoring and auditability of the content process while limiting the use of translation tools to a single, secure, enterprise-wide on-premise platform.
- Content management that centrally updates and reuses approved content as well as translation that adheres to the defined policies and terminology of the organization – improving quality in marketing materials.

### It offers:

- A reduction in data leakage from employees allowing sensitive data to inadvertently leave the organization.
- A single version of the truth for policies, procedures and guidelines, with easy propagation of changes across documents wherever they exist.
- An audit trail of translations – enabling full visibility and traceability, as well as usage monitoring across the enterprise.

### In action...

A major European bank encountered a significant risk of data leakage from the use of free translation tools – employees were making some 2½ million requests per month to insecure online services.

By deploying a solution for on-premise machine translation, they have eradicated this risk and are able to translate content securely from across the business in 40 language combinations.

## Content acceleration

RWS's solution for content acceleration optimizes an organization's processes for creating, sharing and updating content to all audiences wherever they may be in the world. It enables the delivery of accurate, consistent and complete content to customers and also ensures that internal consumers of information have everything they need for efficient and productive performance of their jobs.

### It provides:

- A platform to enable a 'single version of the truth' for both structured and unstructured content wherever it resides within the enterprise.
- Automation of the content creation, searchability and delivery of content to all internal and external audiences.
- Enhanced workflows to improve collaboration across internal Lines of Business (LOBs) and external agencies for content creation and translation.
- A streamlined process for translating content by accelerating translations and creating more efficient workflows.

### It offers:

- An AI-ready model for business content management that accelerates content into market and delivers rapid ROI:
- **80% content reduction across the organization**
- **75% productivity gain for internal teams managing information**
- **Improved customer satisfaction from better user experience.**
- Complete flexibility in delivery regardless of format, structure, channel or device through componentised content.
- Personalization that enhances customer loyalty or provides roles-based employee experiences.
- A flexible solution that enables process integration with existing investments in legacy systems like CMS, ECM and DAM platforms.

### In action...

A top four global audit firm joined up content creation, translation and delivery with a knowledge management platform for the use of their tens of thousands of international auditors.

The initiative transformed information usage, reporting and regulatory compliance while improving efficiency, quality and productivity.



## Fraud prevention

RWS's solution for fraud prevention adds a new dimension to the process of detection and mitigation – that of rapid and scalable translation of key documents that help in understanding the paper trail that can lead to fraud. It enables data processing of vast quantities of multi-language documentation, supporting risk reduction in fraud prevention, as well as accelerating cross-border investigations when fraud succeeds.

### It provides:

- Translation at scale, as it arrives in the organization, helping to mitigate against fraud risk as well as improving the customer experience.
- The ability to use AI and NLP (Natural Language Processing) to identify, translate, monitor and share key documents faster for more effective eSurveillance and eDiscovery.
- Connections with existing fraud detection and prevention applications to create a comprehensive, streamlined approach to mitigating the risk of fraud.

### It offers:

- Help in fraud investigations through the ability to conduct data processing and analysis rapidly and at scale.
- A 'single version of the truth' through content control across lines of business, territories and languages, enabling greater transparency over all points of risk in potentially fraudulent activity.

### In action...

A global bank conducted a rapid and effective response to a wide-ranging regulatory investigation with a scalable, integrated solution for translation and eDiscovery.

This blend of human and machine translation capabilities, combined with connectivity to their existing eDiscovery platform, delivered accurate translation of a high volume of sensitive data for multiple European languages.

## RWS Solutions

### Translation Management

Streamline your localization processes with automated workflow, machine translation, terminology databases, translation memory and integrations with external business systems.

### Language Services

Access language services at scale, including translation by financial services subject matter experts, quality assurance, localized media production and consulting.

### Machine Translation and Translation Productivity

Bring together automation with the human touch, improving translator efficiency while simplifying the translation process.

### Web Content and Experience Management

Deliver content across channels with the combination of web content management, digital media management, targeting, testing, personalization and localization.

### Product and Technical Content Management

Create, manage and deliver high-quality structured content for technical documentation and self-service support.



## Why RWS for Financial Services

- Trusted by 9 of the top 10 global financial organizations
- Highly secure multilingual content management offerings
- The world's largest team of dedicated, in-house translators
- Financial services subject matter experts – including knowledge of critical regulatory frameworks
- Multiple international security and quality accreditations

### Learn more about RWS Solutions for Financial Services, including information about all of the sectors we work in:

- Asset Management
- Insurance
- Investment Banking
- Retail and Commercial Banking

### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](http://www.rws.com)

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