The Future of Data Management in Financial Services

How Can You Take Advantage of the Emerging Trends?

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The Data Challenge

Explosive data growth in financial services

Financial data is projected to reach **175 zettabytes** globally by 2025[1], with **90%** of it being unstructured[2] (e-mails, documents, IoT data, etc.).

Urgent need to modernize data management

The volume, velocity, and variety of data are overwhelming traditional data management approaches, requiring financial institutions to rethink their data strategies and architectures.

Challenges with data access, quality, and integration

"**60%** of a data scientist's time is spent waiting for data"— Chief Data Officer

Less than one-third of expected digital transformation value is being realized, with only **16%** of executives reporting sustained performance improvements.[3]

1. IDC white paper. Data Age 2025: The Digitization of the World from Edge to Core (2025)
2. BCG Executive Perspectives. The Future of Data Management with AI (2024)
3. McKinsey white paper. Unlocking Success in Digital Transformations (2022)

A New Landscape Emerges

Cloud-First Reality

88% of FS companies using cloud services by 2025, with **60%+** of corporate data now cloud-based.[1]

Regulatory Scrutinity

Over **$1B** in recent fines for data management failures[2] — regulators demand granular, traceable, frequent reporting.

Rising Expectations

Customers expect personalized, tech-like experiences from their financial institutions.

Strategic Imperative

CDOs evolving from compliance enforcers to business strategists[3] driving innovation and revenue.

1. Exploding Topics report. **Corporate Cloud Data Storage** (2024)
2. SEC press release. **SEC Charges 11 Wall Street Firms with Widespread Recordkeeping Failure** (2023)
3. McKinsey report. **Unlocking the Next Frontier of Personalized Marketing** (2025)

Five Emerging Trends Reshaping Data Management

01

AI and Augmented Data Management

Leveraging artificial intelligence to automate and enhance data operations

02

Modern Data Architectures

From cloud platforms to data fabric — building flexible, scalable foundations

03

Governance and Trust by Design

Embedding security, privacy, and compliance into every data process

04

Data Democratization

Empowering every employee to access and leverage data effectively

05

Data Monetization

Transforming data assets into new revenue streams and competitive advantages

Trend 1: AI-Powered Transformation

The AI Revolution in Data Management

Financial institutions are seeing **20%** average productivity gains[1] from AI deployment, with large firms investing in average **$22M+** in generative AIs projects.

Key Impact Areas:[2]

- **70%+** accuracy in automated PII tagging and data lineage capture.
- **50%** reduction in metadata labeling effort.
- **90%+** productivity boost in expanding data coverage.
- **50%** faster compliance report compilation.

1. Bain survey. AI in Financial Services Survey Shows Productivity Gains Across the Board (2024)
2. BCG client case. The Future of Data Management with AI (2024)

AI Use Cases Accelerating

58%

Finance Functions Using AI[1]

Jumped from 37% in 2023, with two-thirds of leaders growing more optimistic.

39%

Anomaly Detection[2]

Finance departments using AI for error detection in bookkeeping and auditing.

26%

Productivity Increase[3]

Developers completing more tasks with generative AI coding assistants, although gains seem to be stalling

Yet challenges remain: poor data quality is the #1 barrier to AI adoption, requiring organizations to pursue "sufficient versions of truth" rather than perfect golden sources.

1. Gartner CFO survey. Garney Survey Shows 58% of Finance Functions Using AI in 2024 (2024)
2. Gartner CFO survey. Garney Survey Shows 58% of Finance Functions Using AI in 2024 (2024)
3. Bain report. Technology Report 2025: AI Leaders are Extending their Edge (2025)

Trend 2: Modern Architecture Evolution

Data Warehouses

Traditional structured analytics with strict schemas and reliability

Data Lakes

Raw data storage for discovery and exploratory analytics

Data Lakehouse

Hybrid approach merging warehouse reliability with lake flexibility

Data Mesh

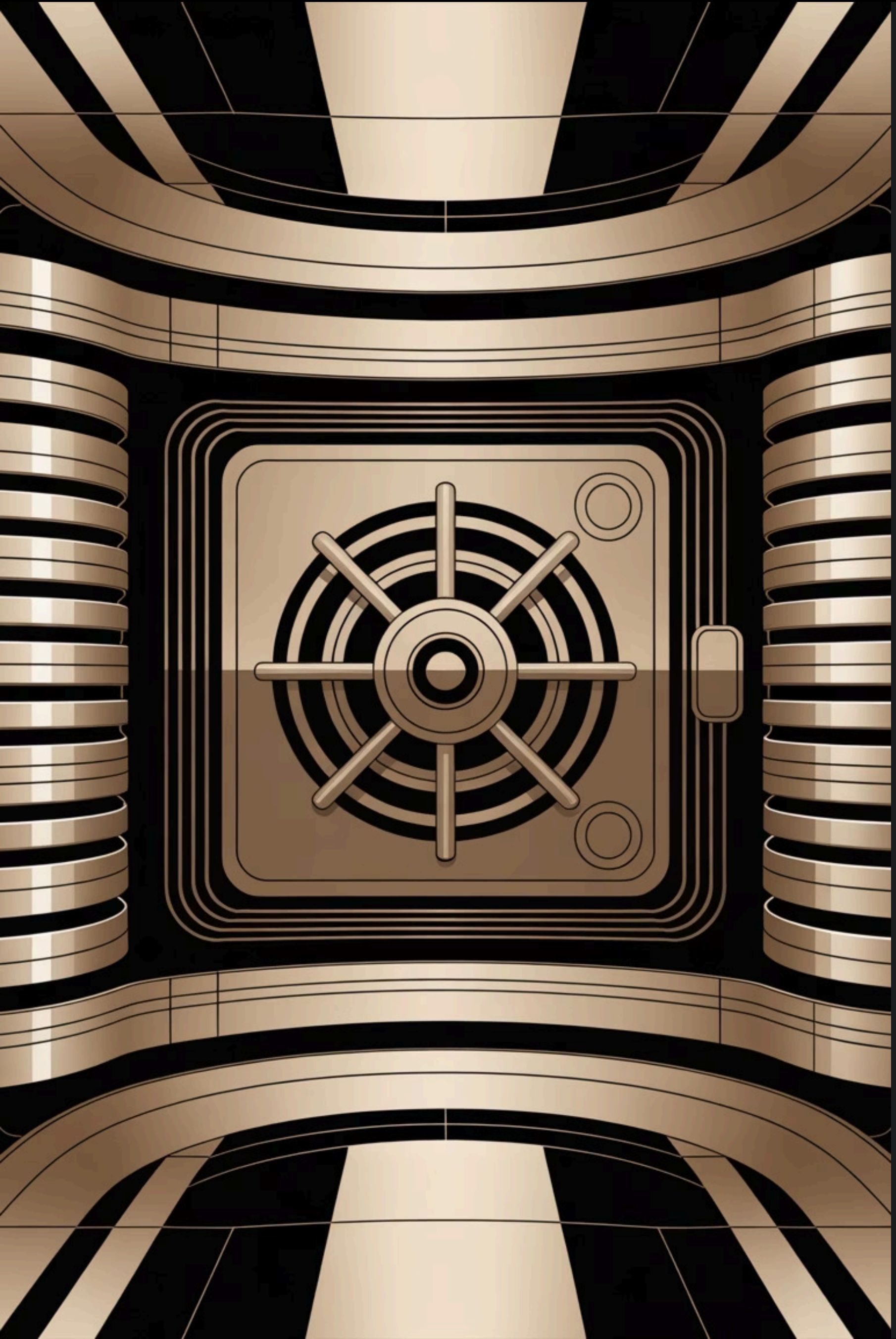
Decentralized ownership with domain teams treating data as products

Data Fabric

Intelligent layer connecting heterogeneous sources via AI agents and metadata

Organizations are moving beyond single approaches — **89%** now employ multi-cloud strategies[1] for resilience and flexibility.

1. Flexera analyst report. 2024 State of the Cloud Report (2024)



Trend 3: Data Governance, Security and Trust by Design

The Stakes Are High

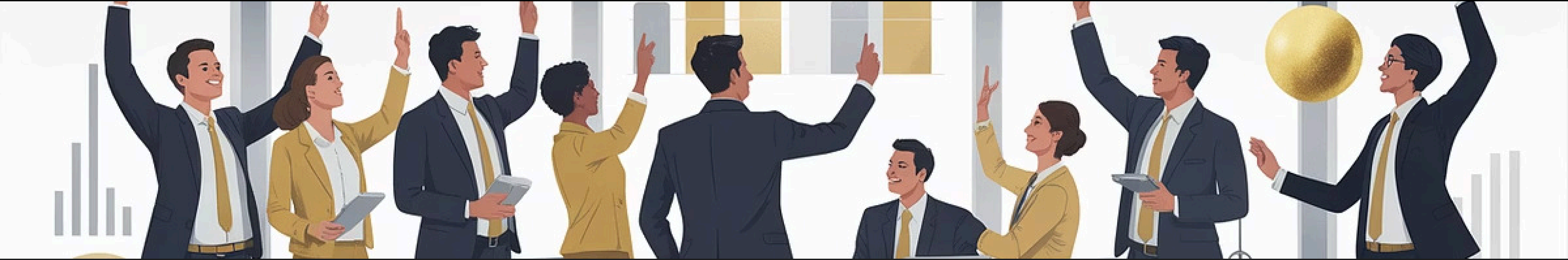
- **$60M** fine for improper server decommissioning.[1]
- **$1B+** in penalties for inadequate data retention.[2]
- **70%** of breaches preventable with proper encryption.[3]

"If data is not trusted, it may not be used correctly to make decisions"[4] — Gartner

Building Trust Through Technology

- AI-powered governance with **70%+** automated accuracy.
- Privacy-enhancing technologies: homomorphic encryption, federated learning.
- Adaptive governance balancing control with innovation.
- Data literacy programs for responsible usage.

1. OCC press release. **OCC Assesses $60M Civil Money Penalty Against MS** (2020)
2. Fintech Futures. **SEC Fines 11 Wall Street Firms $1.1B for Recordkeeping Failures** (2022)
3. IBM report. **Cost of a Data Breach Report** (2024)
4. Gartner report. **Gartner Identifies the Top trends in Data & Analytics for 2024** (2024)



Trend 4: Data Democratization and the Human Side of Data

Data Democratization

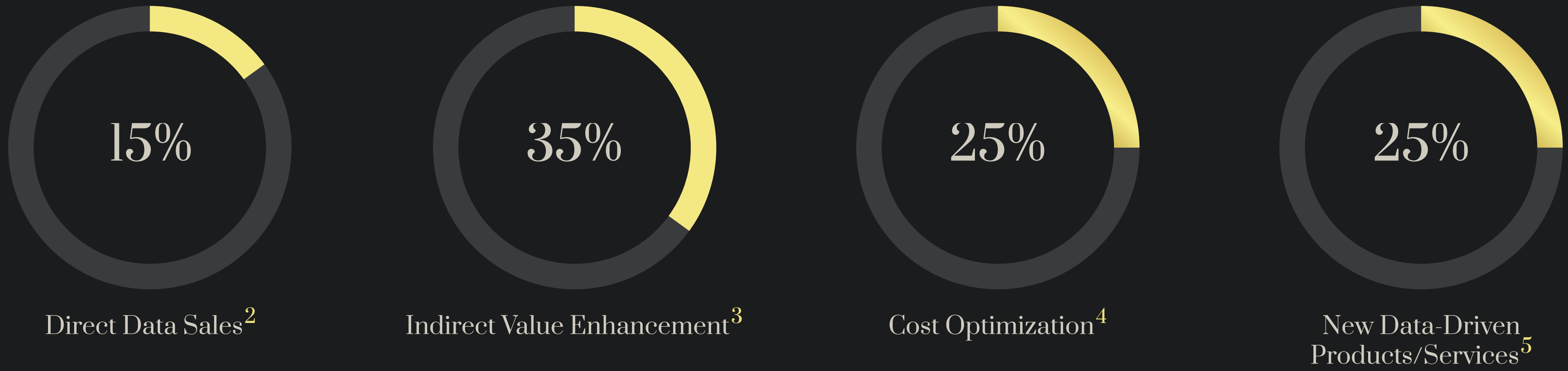
Empowering every employee with self-service analytics and data literacy training. Over **50%** of CDAOs will fund education programs by 2027.[1]

Results: Organizations become **23x** more likely to acquire customers[2] and **6x** more likely to retain them[3] when data-driven.

1. Gartner report. **Gartner Identifies the Top Trends in Data & Analytics for 2024** (2024)
2. McKinsey report. **How Customer Analytics Boosts Corporate Performance** (2024)
3. McKinsey report. **How Customer Analytics Boosts Corporate Performance** (2024)

Trend 5: Data Monetization and New Value Propositions

Transforming data assets into new revenue streams - the financial data and analytics market reaches **$35B**, growing **6.5% annually** through 2030[1]. Banks transform data from cost center to revenue driver.



1. Bain report. **The Next Growth Horizon in Financial Market Infrastructure: Advanced Data & Analytics** (2021)

2-5. McKinsey article. **Intelligence at Scale: Data Monetization in the Age of Generative AI** (2025)

Your Path Forward

Assess & Strategize

Identify limitations in your current architecture and prioritize modernization initiatives.

Pilot & Scale AI

Start with focused AI use cases in data management, then expand proven solutions.

Strengthen Governance

Build trust through robust security, quality controls, and transparent data practices.

Invest in People

Launch literacy programs and create a data-driven culture across all levels.

Unlock Value

Explore monetization opportunities that turn data assets into competitive advantages.

Data management excellence translates directly into business performance. The financial institutions that thrive will be those that transform raw data into actionable intelligence, innovative services, and sustained customer trust.

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