Smart Mortgages, Smarter Lending with Snowflake

Snowflake Cloud Data Platform, vital for financial services, centralizes and optimizes data management. It supports structured and semi-structured data, auto-scales for performance efficiency, and is ANSI SQL compliant for broad compatibility with data tools.

How Snowflake's Unified Data Infrastructure Empowers a Data-Driven Future

Financial Analysis Acceleration
Dedicate separate storage and compute resources to each workload to ensure fast performance for all users.

Complete Customer Insight Development
Store financial and customer data together for personalized experiences, business opportunities, and customer retention.
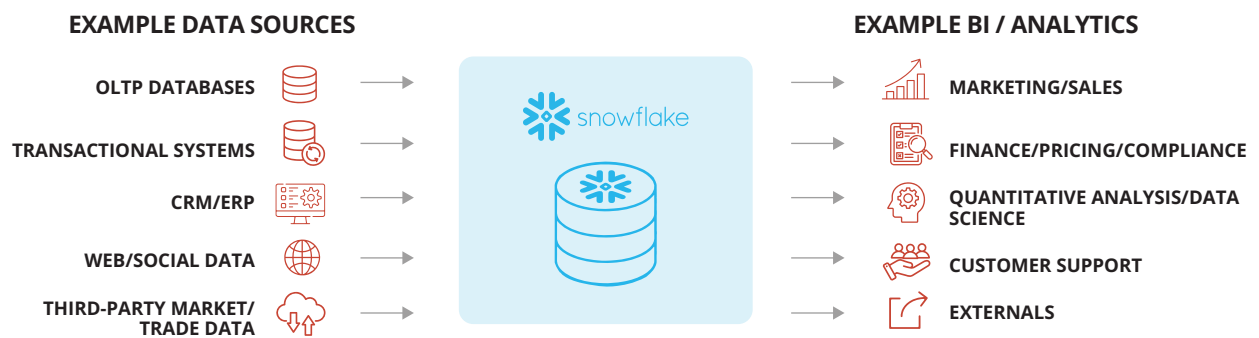
Claims Management Efficiency
Unify data from different departments for effective claims management, including triage, outlier identification, and process streamlining.

Fight Against Financial Crimes and Fraud
Minimize financial and reputational risks by detecting fraud and complying with KYC and AML regulations using data from across your businesses.

Regulatory Reporting Compliance
Fulfill regulatory reporting requirements across various business lines and regions using a unified data platform.

Advances in Insurance Underwriting
Streamline risk assessment and policy development with data science and ML, integrating critical external data via Snowflake Marketplace.

Snowflake Simplifies Mortgage Data Discovery for Every User

EXAMPLE DATA SOURCES

OLTP DATABASES →

TRANSACTIONAL SYSTEMS →

CRM/ERP →

WEB/SOCIAL DATA →

THIRD-PARTY MARKET/ TRADE DATA →

snowflake

EXAMPLE BI / ANALYTICS

→ MARKETING/SALES

→ FINANCE/PRICING/COMPLIANCE

→ QUANTITATIVE ANALYSIS/DATA SCIENCE

→ CUSTOMER SUPPORT

→ EXTERNALS

Foster a Sustainable Mortgage Landscape with Snowflake

- Determine an applicant's risk and identify customers at risk of default.
- Perform risk and compliance analysis and reporting.
- Create a unified view by consolidating data from multiple sources.
- Utilize ML for data processing and analysis to guide strategic decisions and manage risks.
- Improve collaboration between departments by providing a single source of truth for data.

DATA
Unstructured
Semi-Structured
Structured
Streaming

COLLABORATION · DATA ENGINEERING · CYBERSECURITY · DATA SCIENCE & ML · APPLICATIONS

DATA WAREHOUSE · DATA LAKE · UNISTORE

CROSS-CLOUD SNOWGRID

snowflake®

OUTCOMES
Insights
Predictions
Monetization
Data Products

From Vision to Value with Snowflake's Expertise

Enhanced Governance and Compliance Management
Securely share data while meeting regulatory demands using role-based access controls, anonymization for sensitive information, enhanced encryption, and tokenization services.

Accelerated Solutions Implementation
Accelerate the time-to-value with Snowflake's professional services expertise, open data models, and solution reference architectures, designed to streamline processes and provide ready-to-use frameworks.

Access to Premium Data Marketplaces
Access over 1,100 datasets from industry providers like Acxiom, S&P Global, and FactSet via Snowflake Marketplace to enhance your business workflows in the front, mid, and back offices.

Robust Business Continuity Strategies
Ensure operational resilience and risk reduction with cross-cloud, cross-region data replication for enhanced durability, failover, and simplified cloud-region management through server-side commands.

AppsTek CORP

Democratize Mortgage Intelligence with Snowflake

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