



**Welcome to the**

# **Future of Banking & Financial Services**

Powered now by RapidCanvas, the trusted partner for transforming your business with the only hybrid enterprise AI platform that combines autonomous agents with human experts.

# How AI Can Help Financial Services Leaders



## Fraud Detection

Fraudsters are continuously evolving and thresholds-based rules no longer serve the purpose. Advanced AI and machine learning algorithms can analyze transaction patterns in real time to detect and prevent fraudulent activities. By recognizing anomalies and suspicious behaviors, these systems can instantly alert banking institutions, minimizing fraud risk and safeguarding customer accounts.



## Credit Risk Assessment

Accurately assessing credit risk is essential for sound lending decisions. AI-driven models can evaluate a wide range of data points, including credit history, employment status, and economic indicators, to predict the likelihood of default. AI enables financial institutions to strike the perfect balance between growth and managing risk.



## Customer Segmentation

With highly saturated markets, X-sell and upsell become crucial for the continuous growth of the loan books. Using AI, teams can analyze customer data to identify distinct segments based on behavior, preferences, and needs. This enables more personalized marketing strategies, improving customer satisfaction and loyalty.



## Churn Prediction

Retaining customers is as important as acquiring new ones. AI can predict which customers are likely to leave by analyzing patterns such as account activity, transaction history, and customer feedback. Early identification of at-risk customers allows banks to take proactive measures, such as personalized offers or improved services, to retain them.

## Empower Your Teams With AI



### Risk

- Fraud Detection/Transaction Monitoring
- Operational Risk Prediction
- Credit Risk Assessment



### Marketing

- Customer Segmentation
- Sentiment Analysis
- X-sell & Upsell
- Propensity to buy



### Operations

- Predicting loan default
- Generative AI data insights and knowledge management
- Financial forecasting and modeling

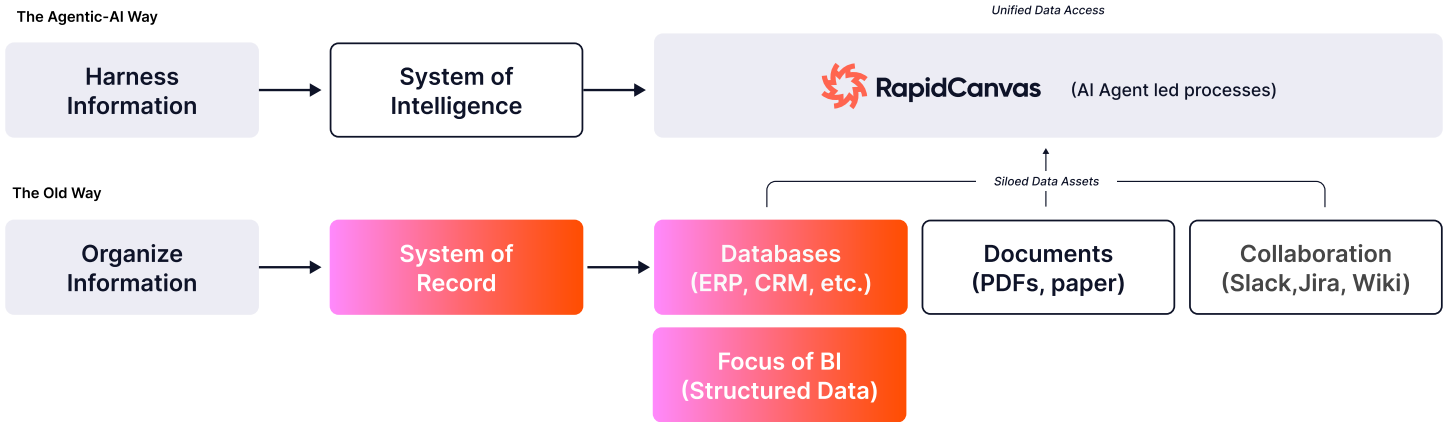


### Customer Service

- AI-Powered Chatbots
- Automated Ticket Routing
- Predictive Customer Service

# Key RapidCanvas Differentiators

## Intelligence At Your Fingertips - Any Data, Any Source, Any Format

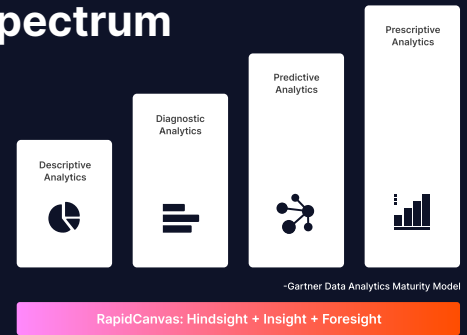


90% of organizational information resides in unstructured data sources, such as Excel files, PDFs, Word documents, Slack messages, and internal wikis—data that isn't stored in traditional data warehouses or databases. Traditional BI tools like Power BI are limited in their ability to incorporate this unstructured information into analysis, insights, and decision-making.

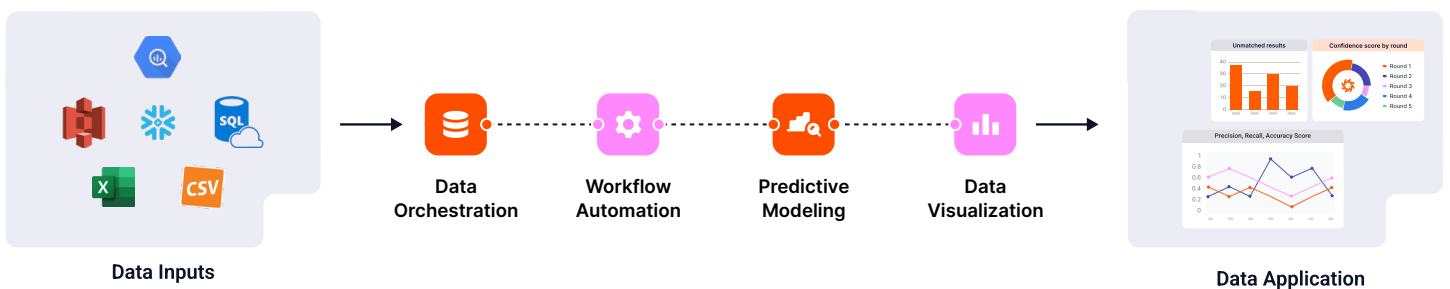
RapidCanvas is designed to bridge this gap by enabling access to both structured and unstructured data, providing a holistic view of your organization's information.

## Gain Full Coverage Of The Analytics Maturity Spectrum

Gartner outlines four stages of analytics evolution for organizations: Descriptive Analytics focuses on what happened (hindsight), Diagnostic Analytics explores why it happened (insight), and Predictive and Prescriptive Analytics focus on forecasting future outcomes and influencing them (foresight). While traditional business intelligence tools primarily deliver hindsight, RapidCanvas empowers organizations by offering a complete spectrum—hindsight, insight, and foresight.



## Manage the End-To-End Data Journey



RapidCanvas enables comprehensive, enterprise-grade solutions that cover the entire data lifecycle, enabling seamless data orchestration, workflow automation, predictive modeling, and data visualization.

# Rated highly by independent research and reviews

Ranking Amongst

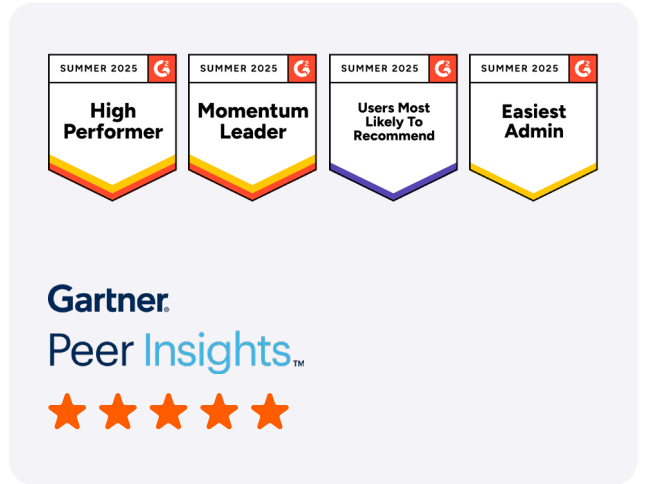
## TOP 200

Data Science and Machine Learning Companies Worldwide

### #1 in Key Categories

- ✓ Partnership excellence
- ✓ Scalability
- ✓ Application versatility
- ✓ Ease of use

### #3 in Overall Customer Satisfaction



**Gartner.**  
**Peer Insights™**  
★★★★★

From Fortune 500 companies to mid-market leaders, AI visionaries trust RapidCanvas



### Partners in Our Success



### Backed by Leading Investors



## Meet the team behind RapidCanvas

The RapidCanvas team brings together subject matter experts, researchers, engineers and operational leaders who have been part of the evolutionary journey of the AI landscape for the last 20 years.

The Leadership team brings together experience from across successful startups and technology market leaders and has been part of 5 IPOs.

Visit [rapidcanvas.ai](https://rapidcanvas.ai) for more information or follow via



Book your AI workshop

