
AWS
re:Invent

FSI201

Financial Services: Navigating change while facing forward with HSBC

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Today’s agenda

Navigating change

Facing forward

Vision in action – HSBC

Call to action



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Navigating change



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"When something bad happens you have three choices. You can either let it define you, let it destroy you, or you can let it strengthen you."

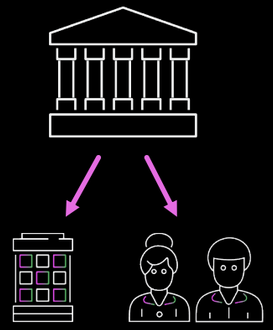
Theodor Seuss Geisel

Children’s book author

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How has the industry met today's challenges?



Scaling commercial and consumer lending



Processing extreme trading volumes



Digitally providing insurance coverage



Enabling a surge in contactless payments



Providing effective regulatory oversight

New technologies were critical to this response

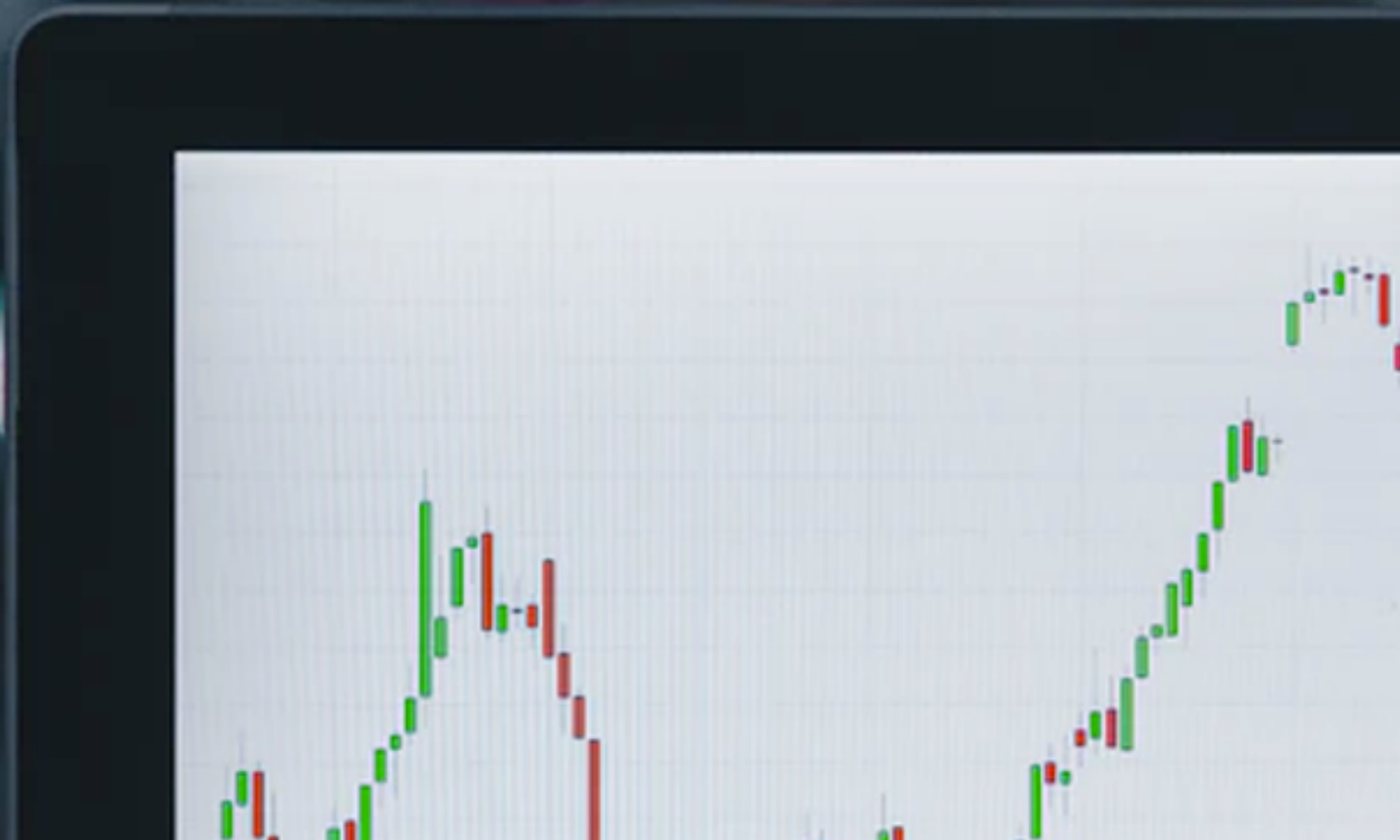
Virtual desktops

Cloud-based contact centers

High-performance compute grids

Scalable databases and data lakes

AI and machine learning



Facing forward



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Building for the future: A re:Invent roadmap

HSBC



Bring businesses and IT closer together

JPMorgan Chase



Create reusable migration patterns

AXA



Innovate with modern application development

Fidelity Investments



Maintain operational health through cloud observability

Venmo



Pilot new features quickly and confidently

Goldman Sachs



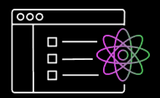
Deploy scalable security strategies

Barclays



Rapidly enhance customer experience

Fannie Mae



Implement data analytics and ML at scale

Capital One



Set a course for all-in migration

Vision in action: HSBC



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Our organization is large, diverse, and complex



40+
million
customers



64
markets
worldwide



233,000
employees



$2.72
trillion assets*

*2019 Full Year Figure

AWS use on a global scale



Making the most of our technology is no simple endeavor



Multiple
banking platforms



Geographically dispersed
people and systems



Highly regulated
operating environment



Rapidly evolving customer
needs and expectations

Governance and compliance



Regulators
Interactions with 50+ regulators worldwide



Governance
Outsourcing, data privacy, data sovereignty, cyber security, controls



Compliance
Automated, continuous, and event driven controls and configuration checking

Key to addressing our challenges is . . .

Increase our delivery velocity

Build, test, and iterate more quickly



Leverage data to deliver value and insights

Deliver more dynamic and engaging experiences

01 Simplification

02 Innovation

03 Better customer experiences

Our AWS cloud journey



2016

Committed to public cloud

2017

Security patterns, cloud guardrails

2018

HSBC Digital

2019

Machine learning serverless analytics

2020

Core apps

How we are working with AWS



Mainframe abstraction
to deliver more dynamic customer engagement components



Leveraging data
to enable personalized, real-time alerts, notifications, and reminders



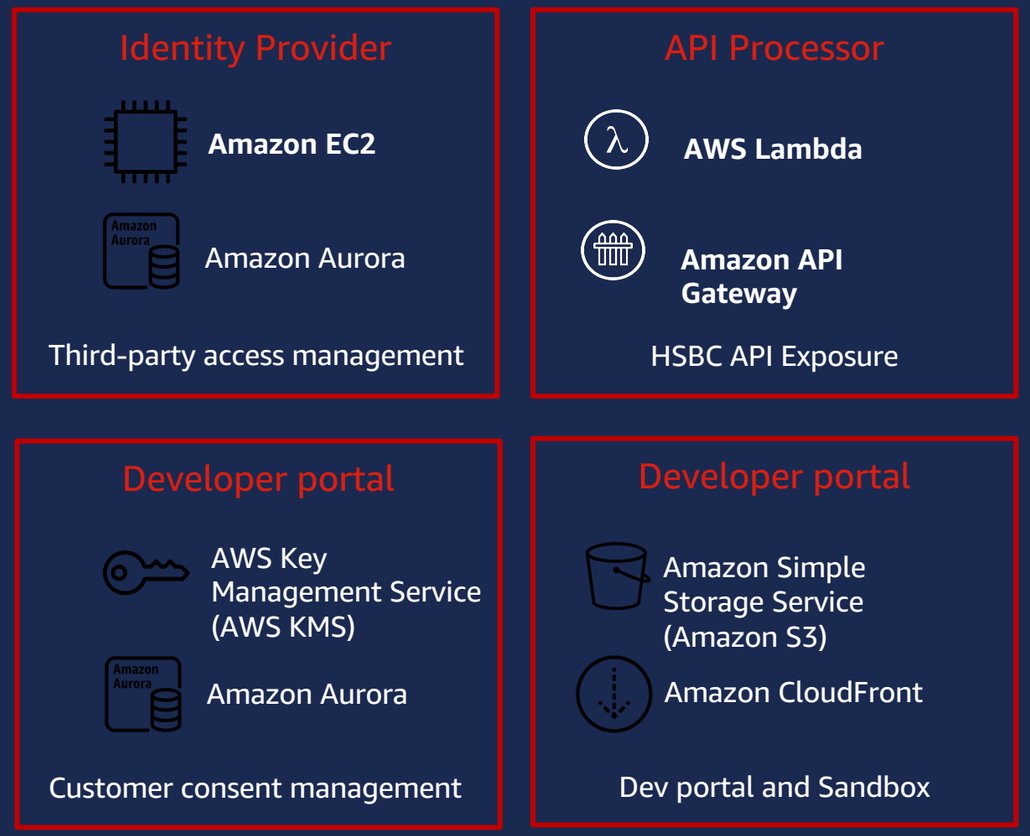
Increasing security
by building consistency and governance into our use of cloud technologies



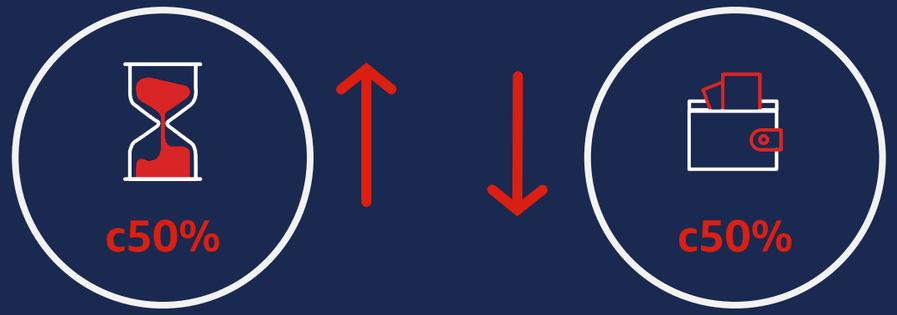
Increasing agility and scalability
through use of AWS technology services

How we are using AWS to deliver Open Banking to our customers

- Millions of customers
- Global platform
- Improved TCO



Benefits of HSBC’s Open Banking Platform

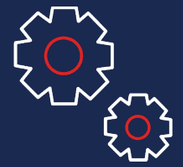


Speed of delivery increase

Costs decrease



Scalability



Agility



Security

The future: Our strategy using AWS



Building on these capabilities to give our amazing people access to the best tools and the ability to deliver quicker, helping us build better relationships with our customers

A call to action



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The time is now to move fast while thinking big



Thank you!



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