



LEADING GLOBAL FINANCIAL INSTITUTION MODERNIZES, EXPANDS GLOBAL PRESENCE

Background

The Client is a leading financial institution operating in the United States with a significant presence in the international arena.

NPD Global partnered with the client in 2012 and helped bring together major marketplaces across Europe and the United States. This partnership was by far the largest of its kind, and marked the first ever truly global marketplace group.

NPD Global Solutions

NPD Global's engagement was very aggressive and dynamic, helping the client leverage varying consumer preferences across geographic, price, and product markets. The engagement helped the client assess and optimize various operational parameters such as performance, cost savings, efficiency and availability.

NPD Global gave the client the following capabilities:

- Device inter-connectivity
 - Visualization
 - Reporting
 - Change management
 - Integration
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Customer Benefits

Enabled with data capture, analytics and planning capabilities, the client can now quickly determine where assets are located and see how their various solutions are interconnected, resulting in the following business benefits:

- Connected global markets
- Provided new solutions to other markets
- Created more financial products for different markets
- Modernized the business using the latest technology
- Improved efficiency using Best Practices.



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