

Safely navigating the journey to the Cloud

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Business context - A 'community' Bank

- ✓ Indigenous Irish retail bank
- ✓ Focus on Personal and SME
- ✓ Business growth;
 - Market share increasing e.g. mortgages @ c18%
 - Memo of Understanding signed with NatWest to acquire part of the Ulster Bank business

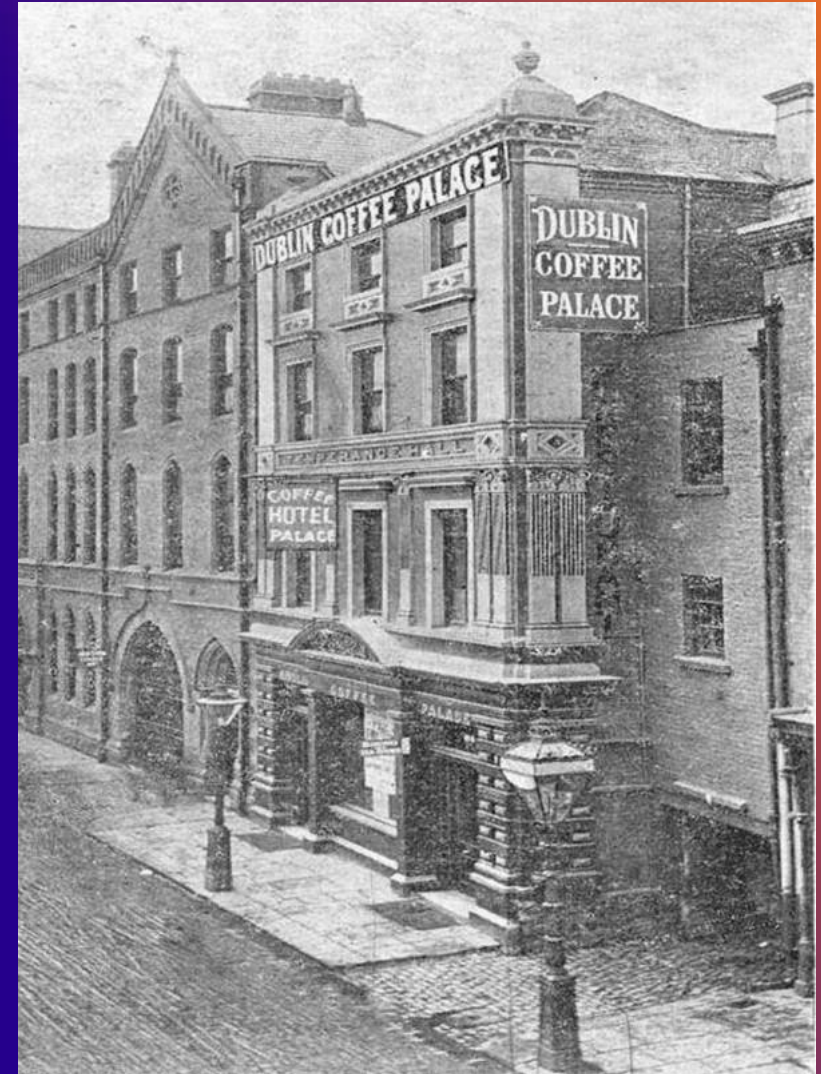


Our Purpose; To work hard every day to build trust with our customers. We are a community serving the community.

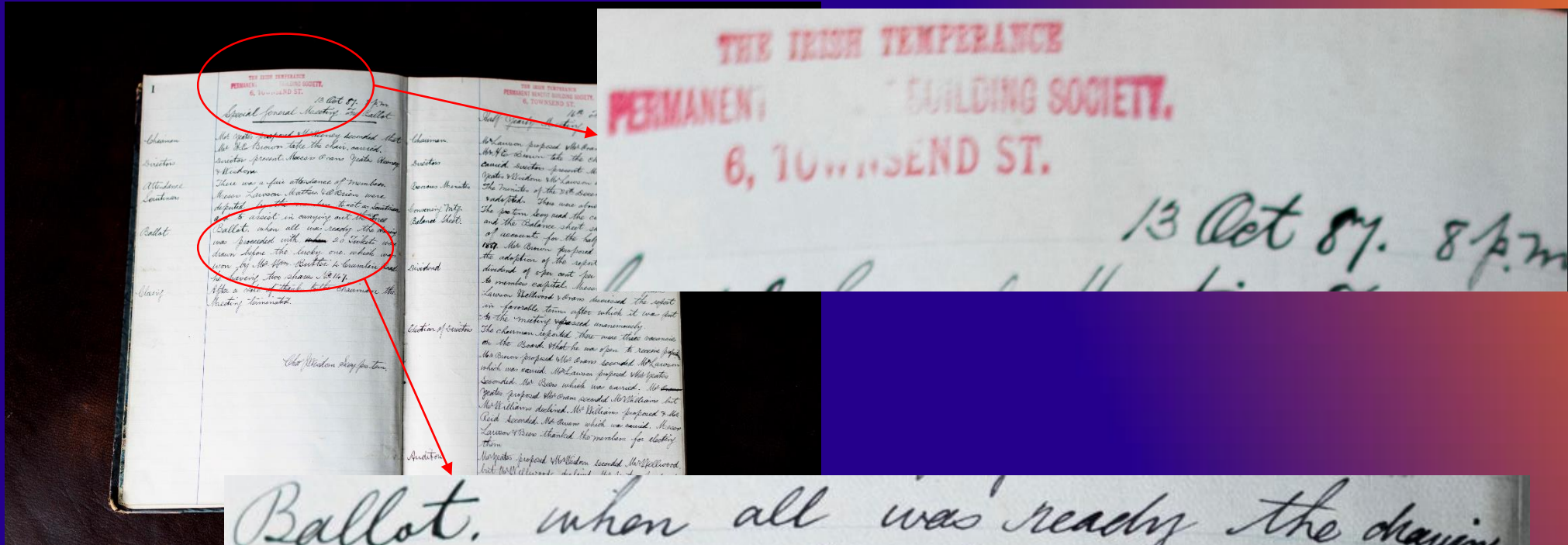


Business context - A 'community' Bank

- ✓ Steep history, born out of 19th Century savings banks & building societies
- ✓ Customer is at the heart of what we do
 - Trust is vital
 - Low risk appetite
- ✓ Digital transformation and innovation
 - Focus on customer journeys
 - Cloud is a key enabler
 - ...(and so is Cyber)



Customer Journey, 1887



THE IRISH TEMPERANCE
PERMANENT BUILDING SOCIETY,
6, TOWNSEND ST.

13 Oct 87. 8 p.m.

Ballot, when all was ready the drawing was proceeded with, ~~when~~ 20 Tickets were drawn before the lucky one, which was won by Mr Wm Butler 14 Crumlin Road he having two shares No 147.



Cloud and Financial Services at a tipping point



Historically

- ✓ Opportunity to use cloud but business case unclear
- ✓ Is it secure?
- ✓ What does the regulator say?
- ✓ Limited traction in Banking (except BBVA)

Recently

- ✓ Some landmark 'deals' – HSBC, Lloyds, Deutsche Bank
- ✓ CSPs stepping up
- ✓ Integration challenges
- ✓ Growing acceptance implicit in regulatory guidance
- ✓ No industry voice

Now

- ✓ Vendors leading us all into the cloud either way
 - SaaS, MS Teams etc.
- ✓ Growth of Fintech/ SaaS consumption enabling business outcomes
- ✓ Imperative that Banks have a cloud strategy
- ✓ @PTSB, innovation and digital agenda



Use case – Loan decisioning

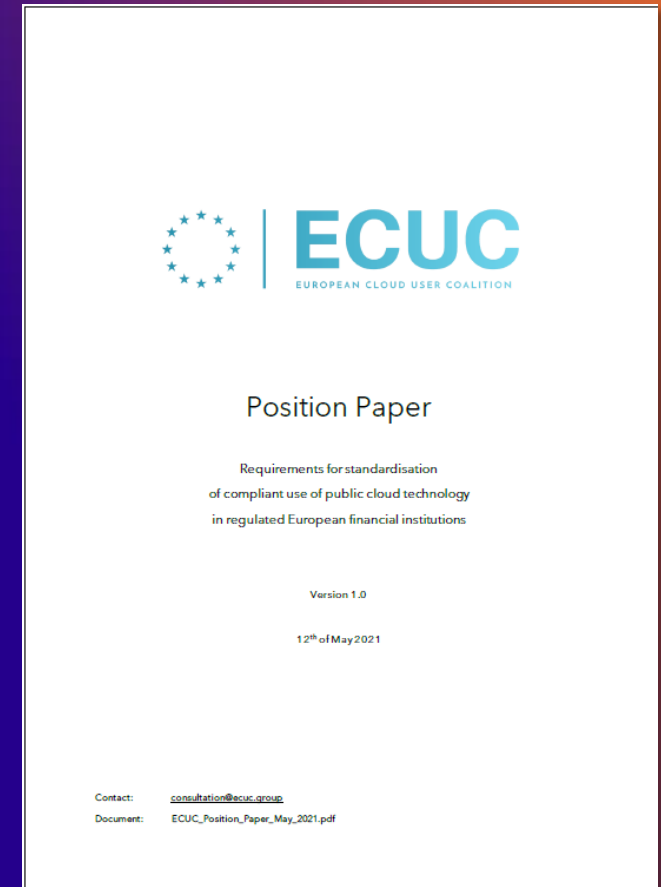
- ✓ **Requirement**; accelerate and automate term loan decisioning to reduce high volume of referrals and improve customer experience
- ✓ **'Categorization as a service'**; existing partner via Amazon marketplace.
- ✓ **Customer applies online**; Transaction data is anonymized and sent to Cloud for analysis and categorization (155 income & spending categories).
- ✓ **Speed to deliver**; 20 weeks vs target of 16
- ✓ IT Architects and cyber teams 'front and center' in supporting and enabling
 - Established governance processes
 - Integration work time consuming but will be leveraged for future
 - Cloud Centre of Excellence



- ✓ Conceived in 2019, launched in 2020
- ✓ Brain child of Commerzbank
- ✓ 20 member banks, 14 countries
- ✓ ECUC membership is governed by a signed agreement e.g. Data protection, competitions rights, intellectual property, membership, moderator election.
- ✓ Ambition is to gradually address common challenges through engagement with CSPs and regulators



- ✓ Primary objective is a joint position on common challenges and solutions for compliant public cloud adoption.
- ✓ Challenges are related to data privacy & data protection, information security, contractual matters (contractual clauses), regulation, supervision, and oversight.
- ✓ The ECUC Position Paper provides solutions as requirements which are consolidated as an open standard for compliant public cloud adoption.
- ✓ The Position Paper addresses Cloud Service Providers (CSPs), the European Central Bank (ECB), the European Banking Authority (EBA) and the European Commission.
- ✓ The ECUC Position Paper is an aggregated view of all ECUC members and subject to regular updates and new releases.





Thank you