NTT DATA
Trusted Global Innovator

Success Stories
AI Labs

Client	Industry	Country	**AI & ML Services**
Top #3 Spanish Banking	Banking	Spain	

TECHNOLOGIES LEVERAGED

- AWS with Sagemaker   - GCP with Vertex

HISTORY OF TRANSFORMATION

The AI Cloud market is characterized by a set of big actors mobilizing massive investment in order to continuously extend their service catalog for AI development.

Financial and banking institutions, such as our client, need to leverage the ever-increasing technological capabilities and avoid in-house research & development when there are market-ready solutions that can be integrated into the organization's workflows seamlessly and at a smaller cost.

CLIENT CHALLENGE

Our banking client looks to concentrate its talent and funding on the quest for the most adequate ways to solve the business challenges they face by leveraging Cloud market-ready solutions. However, in order to take advantage of the AI Cloud market, our client needed:

• **In-depth understanding of available services,** capabilities, tools, and techniques across the different Cloud providers.
• **Identification of specific ways** to integrate all relevant elements into their experimentation cycle.

SOLUTION OVERVIEW

By leveraging the AI Labs methodology, different Cloud capabilities (AWS – Sage Maker / Google Cloud Platform – Vertex AI) are continuously explored for specific business purposes of our banking client. This exploration would shape the overall understanding of the AI Cloud market, allowing our client to leverage state-of-the-art tools and techniques that Cloud providers are continuously incorporating into their portfolios.

On top of that, our service extended to supporting the banking client to launch their own AI Labs with which to innovate and scale AI-based solutions in an agile way.

BUSINESS VALUE & KPIS

The evaluation results of:
1. Journey:
• A summary of the platform's scores on the seven main stages of the AI Journey implementation.
• A detailed score of the capacities corresponding to each stage.
2. The APIs:
• A summary of the platform's scores on the two use cases: NLP and Documents.
• A detailed score of the specific capacities corresponding to each use case.
3. Implemented Use Cases:
• A summary of the platform's scores on the two use cases: NLP and Documents.
• A detailed score of the specific capacities corresponding to each implemented use case.

⚙ TECHNICAL SPECIFICATIONS

METHODOLOGY
We have established a methodological approach that includes the definition of an operational model, identification of key use cases for the financial sector, the evaluation of the behavior of internal developments versus hyperscalers analytical services and finally some conclusions.

1. AI Journey: AI Operating Model
To promote agile and continuous innovation that identifies business value in the AI initiatives developed in the BBVA AI Lab, it is necessary to:

• Establish an AI operating model that involves the different participating roles and responsibilities under a common work methodology

• Define the phases of the AI production cycle that allow to orchestrate, accelerate and scale the value generated by AI, unifying the development and industrialization of AI.

2. Key Use Cases
We define several use cases that will allow for the evaluation of the platforms and place focus on the most relevant topics. These use cases will be implemented in both platforms, gaining the necessary experience and knowledge to create the benchmark.
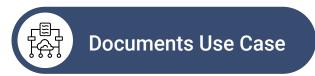
3. Evalution Map
The main capacities for a ML project in both platforms will be identified and placed in an evaluation map. Finally, the capacities will be evaluated based on the knowledge obtained during the implementation and the evaluation criteria.

4. Conclusion
Discussion and insights of the different pros and cons of in-house AI developments when leveraging hyperscalers AI capabilities.

Journey

aws **APIs** Google Cloud

Implemented Use Cases

NLP Use Case

Documents Use Case

We support our financial clients' to become truly AI-driven Banks, making the company more mature in the AI field by managing huge volumes of data and market-ready Cloud solutions at their disposal to create advanced state-of-the-art use cases that deliver differential customer experiences and drive decision-making processes.
Marc Sangüesa Puigventos, Data & AI CoE Manager