

# TIPS TO SURVIVE THE EVER- CHANGING FINANCIAL ENVIRONMENT WITH TIMELY & ACCURATE MARKET INSIGHTS

A NEWSLETTER BY INFINITI RESEARCH

In today's highly volatile marketplace, companies in the financial services industry are under tremendous pressure to keep costs low while delivering enhanced value.

Customers of today expect quick and easy access to services, greater personalization, and value for money. To meet these demands, companies in the financial services industry must improve the quality and efficiency of their services, while managing costs. Also, there's immense pressure to improve profitability and customer experience while adapting to the disruption caused by Financial Technology or FinTech companies.

Having prior experience in working with some of the world's leading financial services providers, we can help you to overcome these constraints by tracking the trends in the financial services industry, identifying investment opportunities, and providing market and competitive intelligence solution. This newsletter offers curated insights on how the experts at Infiniti Research helped various companies in the financial services industry identify key investment opportunities and yield huge profits.

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## **Realizing Savings of Over \$8 Million for a Financial Services Provider with Market Opportunity Analysis**

With over 15 years of experience in working with leading financial institutions, including banks, insurance firms, private equity, and venture capital firms, our experts can help you in conducting financial services industry analysis and developing specific solutions to stay relevant, competitive, and compliant.

**Request a FREE proposal today!**

**REQUEST FREE PROPOSAL**

Planning a market entry can be daunting as leading businesses have failed in their attempt to enter a new market. Businesses require a thorough understanding of the prevailing market landscape, including the barriers to market entry, industry developments, and competitive landscape. Without such insights, navigating the business environment can be extremely challenging and can set the business up for failure.

Facing a similar challenge was a leading financial services provider based out of the United States. They wanted to explore and assess the Canadian financial services industry. To bolster its odds of succeeding in the new market, they were in search of a trusted market intelligence solutions provider. With our expertise in offering market opportunity analysis, we helped the client to understand the Canadian financial services industry, identify the untapped opportunities it had to offer, evaluate market entry barriers, and successfully collaborate with FinTech companies in Canada. In addition, the experts helped the client to realize savings of over \$8 million within three years of entering the new market.



## Competitive Landscape Analysis of the US Financial Services Industry

To beat the market competition, businesses must be aware of the latest market trends and analyze what their counterparts in the market are doing to stay in the game. Moreover, having a solid understanding of your competitors and how you differentiate yourself and your business paves the way to success. This is where a competitive intelligence solution helps.

In order to meet the demand for superior customer experience within the evolving financial services industry, a US-based financial services provider wanted to keep pace with the market trends and make smarter decisions through a systematic synthesis of market and competitive information.

Through a comprehensive competitive benchmarking analysis, the experts helped this client assess the competitive landscape, assess how they compare to the top companies in the US financial services industry, and evaluate untapped opportunities in the market. Also, the experts helped the client to prioritize the next steps in their international expansion, assign resources, and fine-tune their business strategy.

Want to gather more insights into trends, opportunities, and regional market developments in the financial services industry? Contact us to leverage our market intelligence solution.

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services for  
companies in the  
financial services  
industry

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## **Risk Analysis Solution Helped a Financial Services Provider to Enhance Operational Efficiency**

With the financial services industry becoming increasingly data-driven and the marketplace more competitive, new complexities arise, requiring an adjustment in risk management systems and procedures. One of our clients, a renowned financial services provider was finding difficulties in devising a sound risk management strategy to prevent market risks from impacting the security of the organization. They also needed help in developing a comprehensive and dynamic framework for monitoring, measuring and managing liquidity, foreign exchange, and commodity price risks.

The market risk analysis engagement carried out by our experts helped the client to build strategic risk management strategies that minimized the probability of the problem occurring again. Additionally, the solutions offered helped the client to curtail losses in market share, enhance operational efficiency, and achieve savings of \$4.7 million.