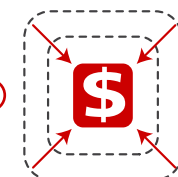


Why DBS' New Cloud-Based Data Centre matters



DBS - First Bank in Singapore to launch new cloud-based data centre

1/4 the size
of existing data centre



75% cheaper
than a traditional data centre

Preparing for **growing business volumes, digitalisation** and increasing compute workloads



Improves **energy efficiency** by at least **10 times**



DBS is an early adopter of cloud technology

The bank announced in 2016 that it would shift **50%** of its compute workload to the **public cloud** by 2018

Why is DBS doing this?



Enables the bank to **better serve its customers** who increasingly prefer to transact digitally.

• **More than 60% of SME customers** in Singapore start their relationships with the bank digitally, opening their accounts online.

• **More than 70% of DBS' wealth management clients** are also online and mobile banking users.

Reaping the benefits of cloud optimised technology



Retail Customers

DBS Car Marketplace

Reimagining banking with Singapore's largest direct **buyer-to-seller car marketplace**

iWealth app

Giving our wealth management customers **full control** - banking, trading and transacting, all at their fingertips

Digibank India and Indonesia

All the convenience of a bank in the mobile phone for our customers



Employees

Office 365

Leveraging Microsoft's **cloud-based productivity technology**, empowering employees to change the way they work



Institutional customers

Treasury Prism

World's first **online simulation tool** to help CFOs and Corporate Treasurers design and derive optimised cash management solutions



Partnership ecosystems

Partnerships with **Amazon web services** and **Pivotal Cloud Foundry** for greater operational efficiency and productivity

Empowering the bank to innovate

Operating at start-up speeds

Tapping into **Application Programming Interface (API)** solutions to deliver better customer experiences

Powering the **world's largest** banking API developer platform



Result:

DBS' leadership in cloud technologies enables the bank to **develop and deliver the best financial solutions**, all while adhering to the highest standards of security and resiliency.