Digital Humanities with Unison pervasive computing

Solving the complex B

(The Unbankable Billions)

The look of pass, present and future

The increasing popularity of mobile computing devices has allowed for new research and application areas. Specifically, urban areas exhibit an elevated concentration of such devices enabling potential operation and sharing of resources among citizens.

People, architecture and technology together provide the infrastructure for these applications and implementation of such infrastructure is important for effective design and development. 1950s brought us credit cards to ease the burden of carrying cash and 1960s ATMs to replace tellers and branches. In the 1970s, electronic stock trading began on exchange trading floors and in 1980s we saw the rise of bank mainframe computers and more sophisticated data record-keeping systems but in the 1990s, the Internet and e-commerce business models flourished.   As of the result with the introduction of online stock brokerage websites aimed at retail investors.

These five decades of developments have created a financial technology infrastructure which most people never think about, but use almost every day.   Fintech in the last 50 year develop the necessary liquidity into the market. Sophisticated risk management, trade processing, treasury management and data analysis tools at the institutional level for banks and financial services firms. While these systems are not apparent to retail banking customers, they make up a multibillion industry aimed at supporting the needs of the financial services sector. Now, in the 21st century, retail financial services are being further digitized via mobile wallets, payment apps, robo-advisors for wealth and retirement planning, equity crowd funding platforms for access to private and alternative investment opportunities and online lending platforms. These fintech services are not simple enhancements to banking services, but rather replacing banking services completely. So, fintech can be thought of in two broad categories, consumer-facing and institutional. It is these consumer-facing fintech services which are quickly gaining customers and competing with banks.

Despite initial hurdles posed by financial regulations, fintech has revolutionized the financial world and will continue to do so long into the foreseeable future. Technology's role is to simplify lives and streamline daily operations—and that's exactly where fintech excels and delivers.
And the understanding of Digital Humanities has now gone beyond simple data mining. With Fintech developing new methodologies, and to motivate both reflections on and paradigm shift of humanities with Unison platform.

Unison platform with pervasive computing to solve the most complex issue (The Unbankable Billions)

Most of the world's 2.5 billion unbanked adults live in developing economies. According to the most recent Global Fintex data, 89 percent of adults in high-income economies report having an account at a formal financial institution; in developing economies, 41 percent of adults do.

Regionally, according to this same database, the rate of unbanked adults is highest in the Middle East and North Africa, at four out of every five adults, followed by Sub-Saharan Africa and South Asia. In several developing economies, more than 95 percent of adults do not have an account at a formal financial institution.

Disparities also exist by gender. Among adults in developing economies living below the $2-a-day poverty line, women are 28 percent less likely than men to have an account at a formal financial institution. Indeed, there is a persistent gender gap of six to nine percentage points across income groups within developing economies.

Four Important Facts:

– often known as a unbankable group.

1	2	3	4
Under Banking	Unbanked term	Bank A Curved	Unbanked population

(B) Billion worldwide

Under Banked

Assoiated with limited access

1

2

Unbank Term

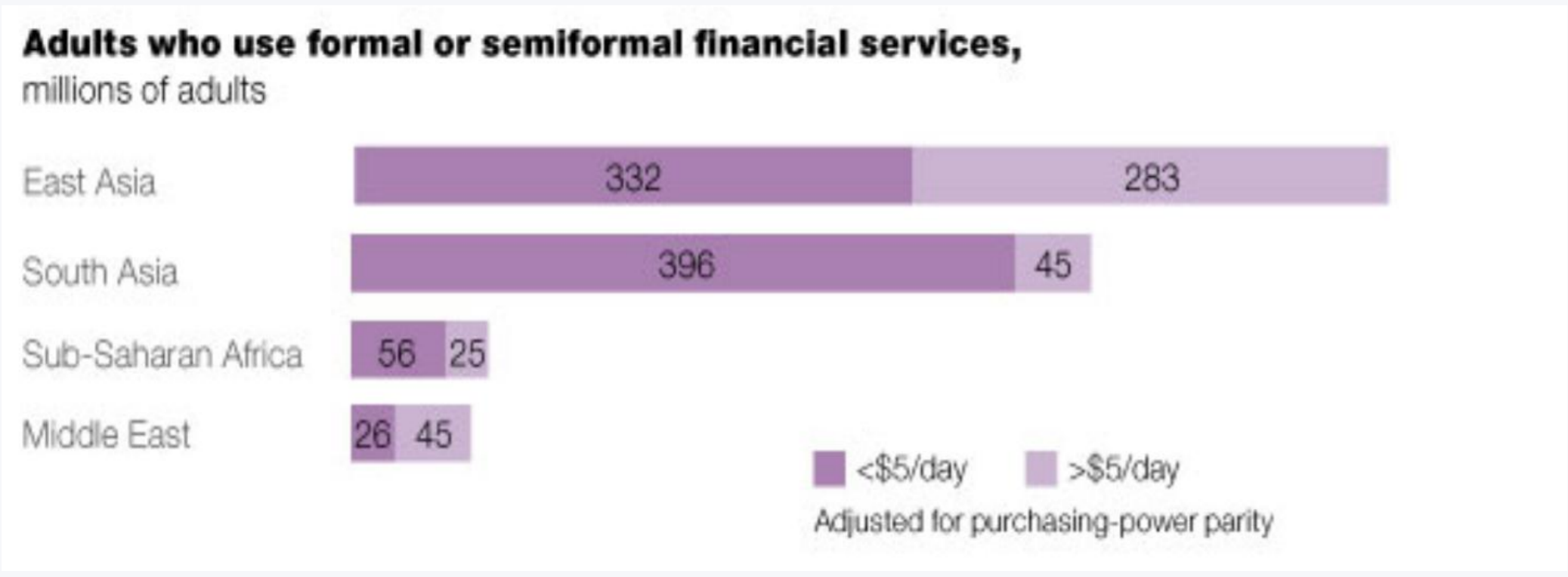Banking system that only limited to those with access

Banked a Curved

Condition whereby banks organize By those with access to the system.
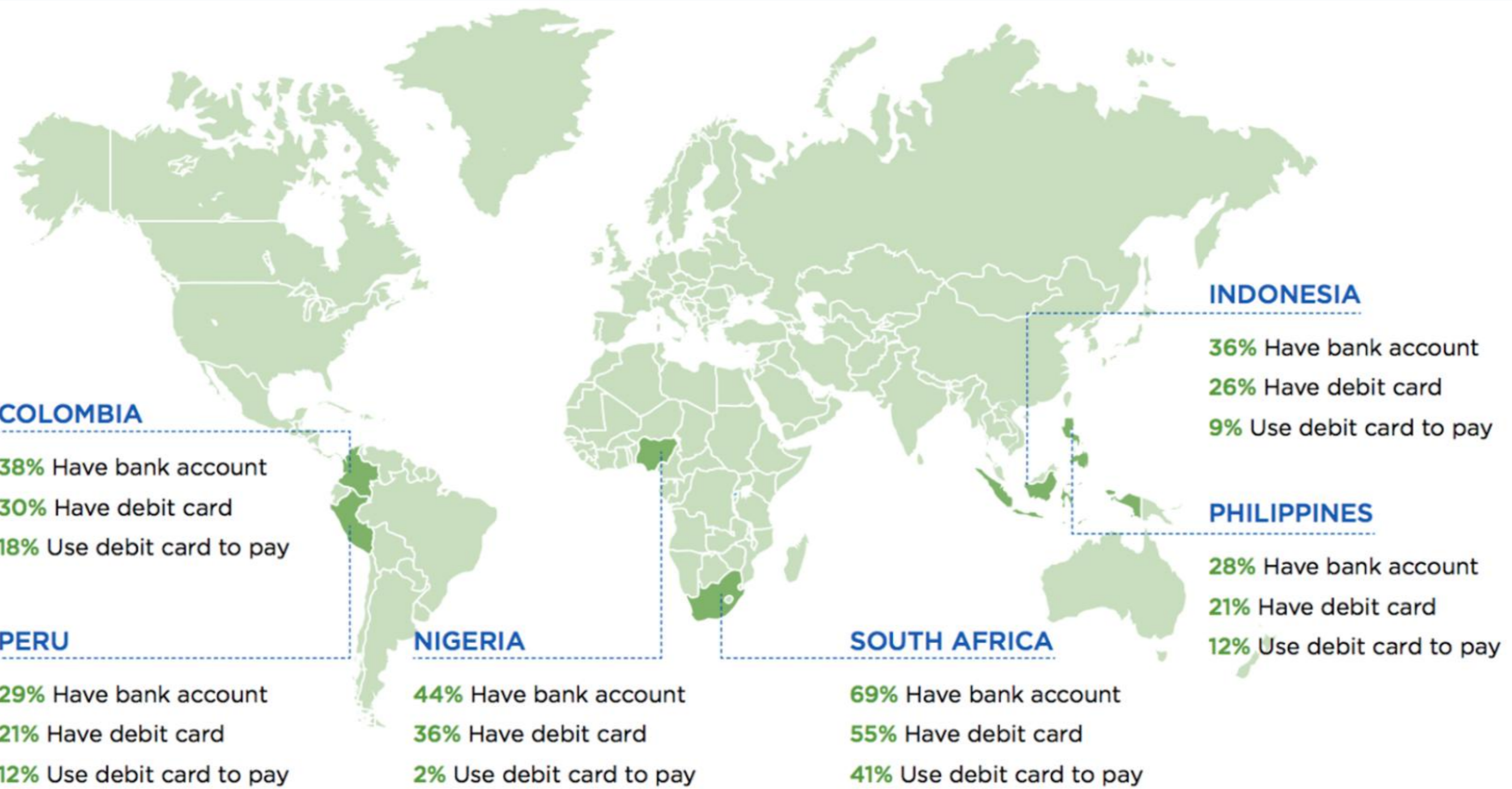
3

4

Unbankable population (B)

Billion with limited access to the banking system

2 billion people worldwide are unbanked – here's how to change this

2.5 billion of the world's adults unserved doesn't mean unservable.

Adults who use formal or semiformal financial services,
millions of adults

East Asia	332	283
South Asia	396	45
Sub-Saharan Africa	56	25
Middle East	26	45

■ <$5/day   ■ >$5/day
Adjusted for purchasing-power parity

the world's adults don't use formal banks or semiformal microfinance institutions to save or borrow money, our research finds. Nearly 2.2 billion of these unserved adults live in Africa, Asia, Latin America, and the Middle East. Unserved, however, does not mean unservable. The microfinance movement, for example, has long helped expand credit use among the world's poor—reaching more than 150 million clients in 2008 alone.[1]Similarly, we find that of the approximately 1.2 billion adults in Africa, Asia, and the Middle East who use formal or semiformal credit or savings products, about 800 million live on less than $5 a day. Large unserved populations represent opportunities for institutions that are able to offer an innovative range of high-quality, affordable financial products and services. Moreover, with the right financial education and support to make good choices, lower-income consumers will benefit from credit, savings, insurance, and payments products that help them invest in economic opportunities, better manage their money, reduce risks, and plan for the future.

COLOMBIA

38% Have bank account
30% Have debit card
18% Use debit card to pay

PERU

29% Have bank account
21% Have debit card
12% Use debit card to pay

NIGERIA

44% Have bank account
36% Have debit card
2% Use debit card to pay

SOUTH AFRICA

69% Have bank account
55% Have debit card
41% Use debit card to pay

INDONESIA

36% Have bank account
26% Have debit card
9% Use debit card to pay

PHILIPPINES

28% Have bank account
21% Have debit card
12% Use debit card to pay

	HAVE A BANK ACCOUNT	HAVE A DEBIT CARD	USE DEBIT CARD TO PAY
WORLD	61%	40%	23%
LOW & MIDDLE INCOME COUNTRIES	53%	31%	14%

Account at a formal financial institution
(% age 15+)

0 10 20 30 40 50 60 70 80+
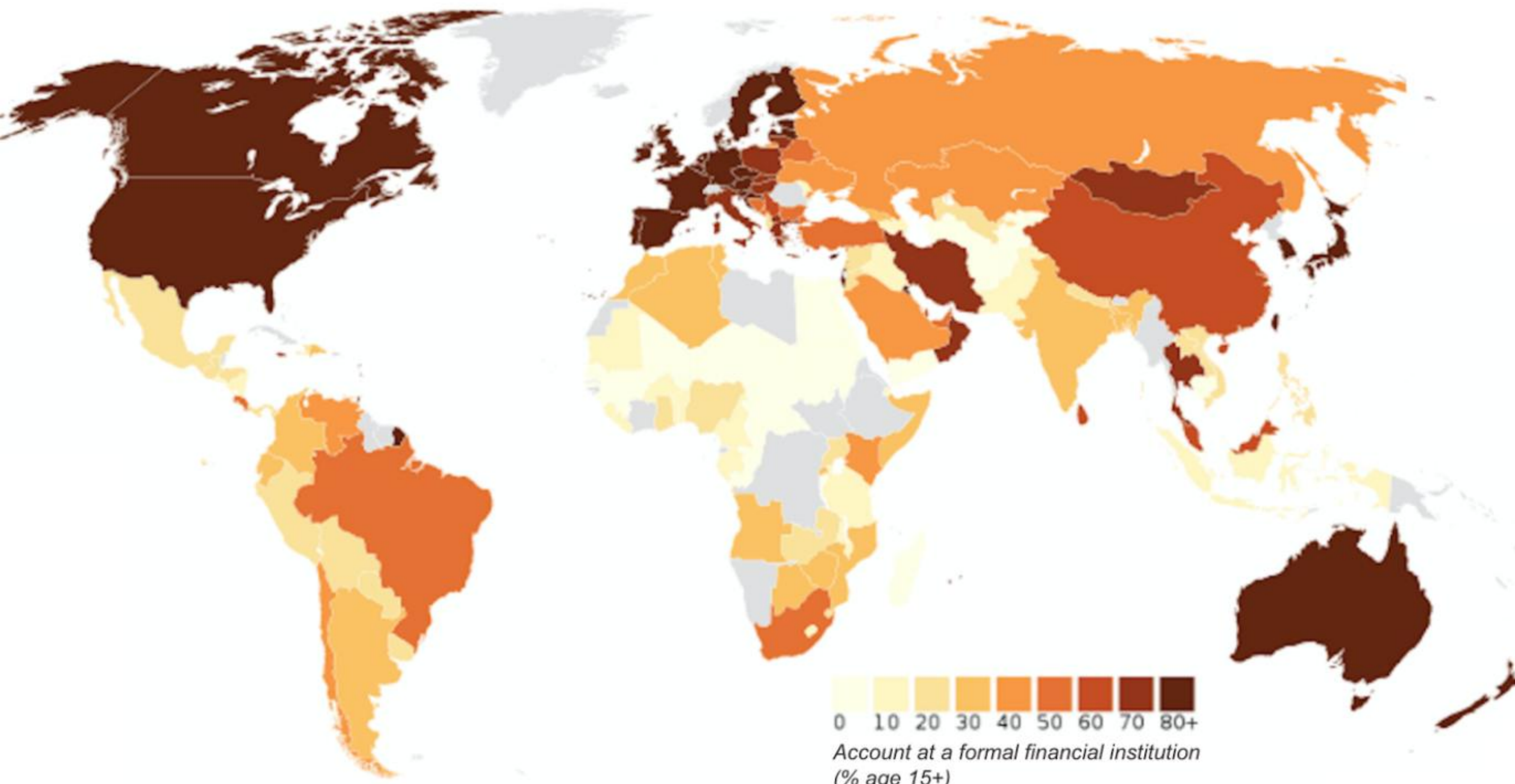
Global financial institutions invest significant resources into closing tremendous gap in access to banking. Mastercard and Visa, along with other financial institutions, shaped a coalition of partners last year to reach universal financial access by 2020.

The coalition will focus efforts on 25 countries (mostly African), where 73% of all financially excluded people live. India and China have the largest share of unbanked people. Together, they account for some 32% of them. The rest of the top-priority countries include Bangladesh, Brazil, Colombia, Cote d'Ivoire, DRC, Egypt, Ethiopia, Indonesia, Kenya, Mexico, Morocco, Mozambique, Myanmar, Nigeria, Pakistan, Peru, the Philippines, Rwanda, South Africa, Vietnam, Tanzania, Turkey and Zambia.

Global Initiatives with Union Platform

Unison platform with pervasive computing to solve the most complex issue
(The Unbankable Billions)

Pervasive computing, is a growing trend of embedding computational capability into everyday objects to make them effectively communicate and perform useful tasks in a way that minimizes the end user's need to interact with computers as computers. Pervasive computing devices are network-connected and constantly available. The goal of Unison platform using pervasive computing to make devices smart to create a sensor network capable of collecting, processing and sending data, and communicating as a means to adapt to the data's context and activity; in essence, a network that can understand its surroundings and improve the human experience and quality of life.   Thus provide the unbankable billions into the next frontier of financial needs.

❖ Understanding of Digital Humanities has now gone beyond simple data mining. With Fintech developing new methodologies with Unison platform.
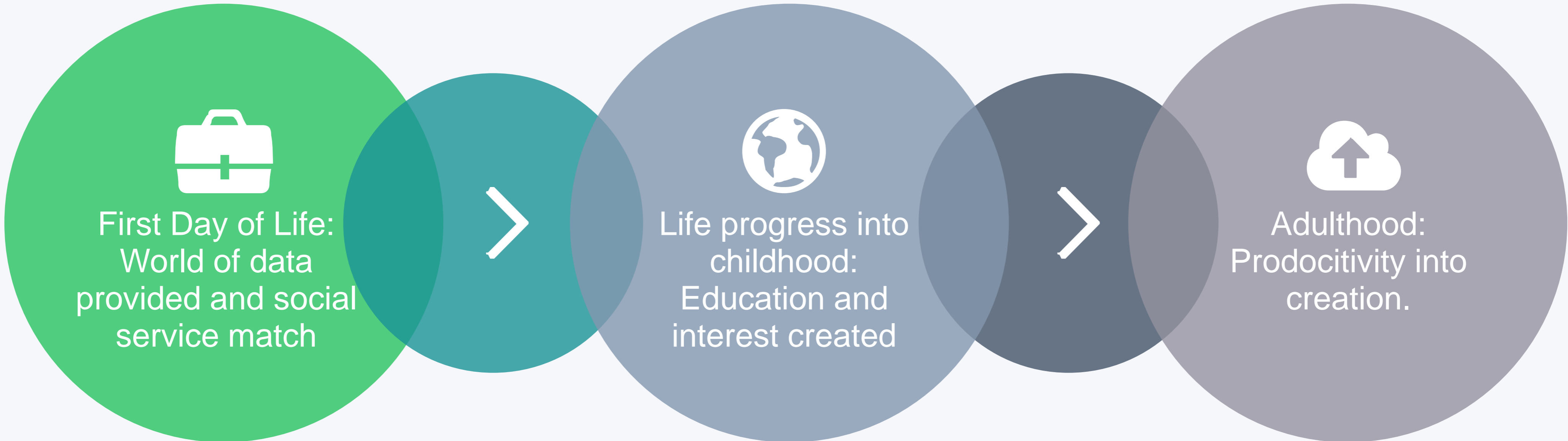
the key thing is to provide tools that allow quick and easy access for security and longer term planning, preventing unnecessary spending, and emphasising the security and certainty that banking services can provide.

Unison 4.0,   let your most key access available at all time, any time.

Three Important Step in life

First Day of Life: World of data provided and social service match

Life progress into childhood: Education and interest created

Adulthood: Prodocitivity into creation.

❖Very poor people in emerging economies not only have a surprising degree of interest in financial services but also, when possible, use them enthusiastically.

when it comes to assist is to provide mobile options beyond basic needs.   Is to offer ways to improve usability and functionality:

- *Creating a mobile user experience more similar to interface.*
- *Leveraging advanced biometric security systems to increase customers' comfort with activities such as paying bills.*
- *Allowing greater flexibility in policies, such as higher limits or currency conversions;*
- *Creating a superior omnichannel experience by integrating click-to-call, click-to-chat and video banking options.*
- *Online account openings should include a personal component*

Objective is to be data-centric strategy, an opportunity for differentiation in the marketplace but also a powerful driver of customer engagement."

Open discussion