

ARTHUR D. LITTLE IDENTIFIES HOW AI WILL DRIVE THE EMBEDDED FINANCE MARKET AHEAD OF SFF 2023

Singapore, November, 15, 2023

In conjunction with the [Singapore Fintech Festival \(SFF\) 2023](#), Arthur D. Little (ADL) has published [The Intersection Of AI & Financial Services](#) which identifies the ways in which AI is poised to transform embedded finance through better customer journeys, improved risk management and faster fraud detection, and to accelerate the growth of the embedded finance market.

The lead author of this Viewpoint, **Arjun Vir Singh, Partner & Global Co-Head of Fintech at ADL**, and **Justin Tan, Partner and Head of Financial Services, ADL South East Asia**, will be participating at SFF, 15-17 November 2023.

Embedded finance is the seamless integration of financial services into non-financial platforms, and marks a monumental shift in how these services are delivered and consumed. Already, brands such as Amazon, Shopify and Square use AI and machine learning to offer personalised financial services such as e-payments and loan offers. However, this is only scratching the surface of what AI could provide to the embedded finance sector.

AI's scalability, especially with advancements in large language models (LLMs) and generative AI, means that it can adapt in tandem as embedded finance itself grows and diversifies. It can process larger data sets, interact with other systems, handle increasingly complex user queries, and cater to diverse financial needs without requiring additional resources.

ADL's Viewpoint examines how AI can both complement and drive the growth of the embedded finance market by:

- Enabling a personalized, user-centric environment emphasizing trust, security and transparency
- Automating processes to save time and minimize user frustration
- Redefining financial inclusion and improving access to products and services

Arjun Vir Singh comments: "AI promises to make embedded finance faster, deeper, and more meaningful. The fusion of these two forces heralds a future where financial services are omnipresent, intuitive, and most importantly, centered around the individual."

[Arjun will be taking part in two roundtables at the Singapore Fintech Festival:](#)

- The first, entitled 'Digital Banking Circle: Why Do Digital Banks Fail?', will take place Tuesday 14 November at 9:30am alongside Elevandi Insights, and cover topics including growth barriers to digital banks and technology architectures needed for scale and agility.
- The second, 'Wake Up With The Leaders', will take place Thursday 16 November at 8:00am, and explore key SFF themes including efficient payments, digitising inclusion and responsible tokenisation.

Justin Tan, Partner and Head of Financial Services, South East Asia, at ADL, comments: "We are very pleased to be at SFF 2023, a vital meeting point for the global fintech industry. This is an event driven by leading-edge innovation, and as an expert in digital payments and assets, as well as the impact of AI on financial services, ADL will make a valuable contribution to the conference."

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ABOUT ARTHUR D. LITTLE

Arthur D. Little has been at the forefront of innovation since 1886. We are an acknowledged thought leader in linking strategy, innovation and transformation in technology-intensive and converging industries. We navigate our clients through changing business ecosystems to uncover new growth opportunities. We enable our clients to build innovation capabilities and transform their organizations.

Our consultants have strong practical industry experience combined with excellent knowledge of key trends and dynamics. ADL is present in the most important business centers around the world. We are proud to serve most of the Fortune 1000 companies, in addition to other leading firms and public sector organizations.

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