

May 1, 2017



# Synchrony Financial Named as CIO 100 Award Winner for the Third Year in a Row

*Data and analytics program recognized for innovation and business value*

STAMFORD, Conn.--(BUSINESS WIRE)-- IDG's [CIO](#) today announced Synchrony Financial (NYSE:[SYF](#)), a premier consumer financial services company, as a recipient of the 2017 CIO 100. The 30th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).

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Synchrony Financial was recognized for the cross-functional development of its web-scale enterprise data lake, which integrates data from several sources to deliver real-time analytic data services. The data lake combines Hadoop big data capabilities with an in-memory database and an Application Program Interface (API) layer to enable new machine learning and real time response capabilities. With 30 billion records, the data lake accelerates Synchrony Financial's predictive analytics work.

"Our strategic data analytics platform is focused on delivering outstanding customer experiences and driving value for our retail partners," noted Carol Juel, Synchrony Financial executive vice president and CIO. "Synchrony Financial is honored to be a recipient of the CIO 100 award for the third year in a row highlighting our leadership in technology innovation to deliver business value."

"Technology innovation and business value have always been at the heart of our CIO 100 awards, which honor the IT organizations thriving on the front lines of the digital revolution," said Maryfran Johnson, editor in chief, CIO Events. "This year's winning companies are outstanding examples of how IT leadership, business collaboration and customer engagement are shaping the future."

Greg Albaugh, senior vice president, Data Architecture & Analytics, Synchrony Financial, added, "We see our innovation and technology expertise as a competitive differentiator, integrated into all aspects of our business. This award highlights the value our data analytics program delivers to our company, our partners and our customers."

Synchrony Financial will accept the award at the [The CIO 100 Symposium & Awards Ceremony](#), on August 16th, at the Broadmoor Resort in Colorado Springs, Colorado.

## About Synchrony Financial

Synchrony Financial (NYSE:[SYF](#)) is one of the nation's premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest

provider of private label credit cards in the United States based on purchase volume and receivables.\* We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' over 365,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Synchrony Financial offers private label and co-branded Dual Card™ credit cards, promotional financing and installment lending, loyalty programs and FDIC-insured savings products through Synchrony Bank. More information can be found at [www.synchronyfinancial.com](http://www.synchronyfinancial.com), [facebook.com/SynchronyFinancial](https://facebook.com/SynchronyFinancial), [www.linkedin.com/company/synchrony-financial](https://www.linkedin.com/company/synchrony-financial) and [twitter.com/SYFNews](https://twitter.com/SYFNews).

\*Source: The Nilson Report (May 2016, Issue # 1087) – based on 2015 data.

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Source: Synchrony Financial