



Q&A

MARK JOPLING

Head of Global Financial Services –
EMEA & APAC, Amazon Web Services (AWS)

Cloud & AI in finance: Regulatory evolution and AWS's role in digital transformation

How are cloud services currently driving efficiency and innovation in the financial sector?

AWS launched in 2006 to rethink IT infrastructure completely. Today, AWS delivers reliable, scalable, secure and low-cost cloud infrastructure powering hundreds of thousands of businesses in 190 countries. We offer an unmatched portfolio of over 240 fully-featured services, from advanced generative AI capabilities to foundational compute, storage, and database services. AWS serves financial services customers from fintech startups to global banks across banking, capital markets, insurance and payments.

AWS maintains a strong European presence, with eight Regions, physical locations where we cluster data centres, and we've recently made major investment announcements, including new cloud infrastructure in France, Germany, Italy and Spain. Our infrastructure and security features help financial firms strengthen operational resilience and cybersecurity.

We also collaborate with financial regulators globally help to ensure compliance for our customers, including preparation for the Digital Operational Resilience Act (DORA) in the EU and the critical third parties (CTPs) to the financial sector in the UK. By ensuring we understand and engage on regulatory issues, AWS is a trusted partner for financial institutions' digital transformation.

In Europe AWS continues to support customers as they accelerate their transformation, becoming more agile and reducing costs using cloud. Financial institutions use AWS technology for essential functions, from fraud detection and risk management to personalised customer experiences. Banks can automate lending and offer digital banking, while insurers can improve claims handling and customer service.

Do you see AI - including generative AI and AI agents - as fundamentally transforming how financial services are delivered and consumed, or will its impact be more incremental in most cases, enhancing existing processes? How is AWS helping financial institutions harness these technologies at scale?

AI, including generative AI and AI agents, are a significant opportunity for financial services transformation, with impact right across the industry. We're seeing both transformative changes and incremental improvements based on specific use cases.

AWS helps financial institutions scale AI in several ways:

First, we provide the foundational infrastructure enabling AI deployment. Our cloud services deliver the computing power and storage needed for sophisticated AI models, making them accessible to institutions of all sizes.

Second, through Amazon Bedrock, we democratise AI capabilities. Financial institutions can test different foundation models via a single API, selecting solutions while maintaining data and application control. We recently announced Amazon Bedrock AgentCore, a comprehensive set of capabilities designed to address the unique challenges of deploying and operating AI agents securely at scale. There is also our suite of customisation capabilities for our Amazon Nova foundation models that will help financial services companies tailor models to reflect their proprietary knowledge, workflows, and brand requirements.

Third, we're committed to responsible AI development, providing tools for implementing regulatory-aligned safeguards. This includes bias detection, model explainability, and monitoring features crucial for regulated institutions.

Financial institutions can and already are using these technologies while maintaining control over their data and operations. One example of how AWS supports transformation with AI is the recently announced a collaboration with NatWest Group and Accenture to provide more intuitive, engaging and personalised services to its 20 million customers – drawing on the combination of Accenture and AWS’s advanced cloud, AI, and banking expertise to help anticipate and respond to customer needs faster and more effective. So, we can see the potential and investment in this space.¹

Is the EU regulatory framework fit to support financial digitalisation, particularly cloud and AI adoption? What impact is expected from new initiatives like the Competitiveness Compass and AI Continent?

Looking at regulatory developments in the operational resilience space, the EU has DORA as its cornerstone for digital finance. However, financial institutions are pursuing digital transformation around the globe and, as the UK Chancellor said at the Mansion House Speech in July 2025, the UK ‘must now regulate not just for risk, but for growth’. This is just as relevant for the EU – DORA must enable growth while delivering resilience and a unified EU approach in its implementation.

There remain concerns about fragmentation as we approach DORA implementation. The European Central Bank (ECB)’s Guide on cloud outsourcing introduces some requirements beyond DORA’s scope, creating elements of uncertainty and complexity for institutions modernising their operations.

Indeed, the existing impact of regulation is substantial – European businesses spend approximately 40% of IT budgets on compliance costs, indicating room to streamline the regulatory framework where requirements overlap.

The Commission’s new proposals in the Competitiveness Compass and AI Continent document show promise in balancing innovation with strategic autonomy. However, these initiatives must enhance rather than complicate existing frameworks.

Moving forward, the framework needs to ensure consistency between horizontal and sector-specific requirements, maintain technology neutrality while addressing security concerns, and focus on outcomes rather than prescriptive requirements. Success requires collaboration between

regulators, financial institutions, and technology providers to develop practical solutions that enhance Europe’s competitiveness.

What are the first lessons from the implementation of DORA and is the implementation of the CTPP provisions moving in the right direction?

AWS supports DORA’s objective of enhancing the EU financial sector’s operational resilience and cybersecurity. We seek to work constructively with regulators through CTPP designation and implementation. However, we have concerns about aspects of implementation. For information sharing challenges, we propose pragmatic solutions like secure exchange tools that meet supervisory needs while protecting customer security. Our goal is to help DORA succeed while maintaining the highest security standards.

Information sharing remains a key focus. While regulators handle sensitive information regularly, expanding oversight to CTPPs presents new challenges as they’ll interact with entities operating differently than traditional institutions. In digital environments, sensitive information can create new attack vectors affecting all customers. Transparency requirements must include robust security controls. We aim to work with ESAs to implement information sharing that meets DORA obligations safely.

Given cloud oversight is new for supervisors, understanding of CTPP operations is crucial before full oversight begins, to prevent misalignment. AWS has assembled an experienced team to support this process, though some areas still need clarity.

We need supervisory convergence across the EU and interoperability beyond it, avoiding conflicting expectations that could undermine DORA’s objectives. Implementation should remain technology neutral, risk-based, and proportionate.

Through dialogue and collaboration, we can develop oversight that achieves DORA’s aims while protecting customer security and supporting EU financial sector modernisation.

1. <https://press.aboutamazon.com/aws/2025/7/natwest-group-to-accelerate-bank-wide-data-and-ai-transformation-through-5-year-collaboration-with-accenture-and-aws>