

[Webinar] 19 May 2020

Banking in a Digital World: Drivers and Trends

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Digital transformation

Digital transformation is about the **application** and **exploitation** of technology in all aspects of an organization's activity.

It's about **rethinking strategy, culture, talent, operating models and processes.**

Success isn't only about the technology.

The impetus for digital transformation in banking



**New
Technologies**



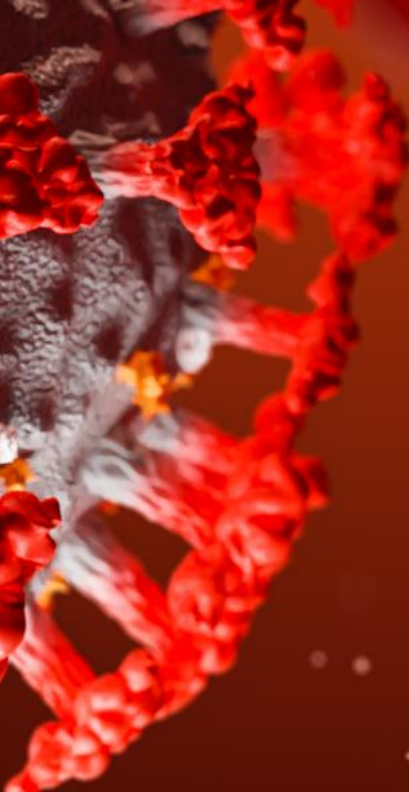
**New Customer
Demands**



**New
Entrants**



**New
Regulations**



COVID-19 exacerbates the need for DX

As of mid-March in the banking industry...

69% Say coronavirus has had a **negative impact** on their organization

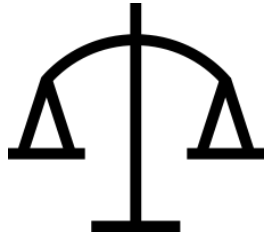
50% Are currently experiencing **loss/reduction of customer demand**, or plan to **within 3 months**

73% Are currently experiencing **reduced access to clients/prospects**, or plan to **within 3 months**

Source: 451 Research's Voice of the Enterprise: Digital Pulse, Coronavirus Flash Survey March 2020

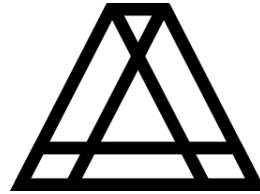
Formidable challenges exist

Top IT challenges faced by banks



Conflicting priorities

80% agree that day-to-day IT operations & maintenance take up too much of the IT department's time



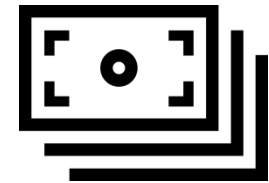
IT complexity

36% say 'IT environment/systems complexity' is a top challenge facing their organization



New technologies

5% consider themselves early adopters on the leading edge



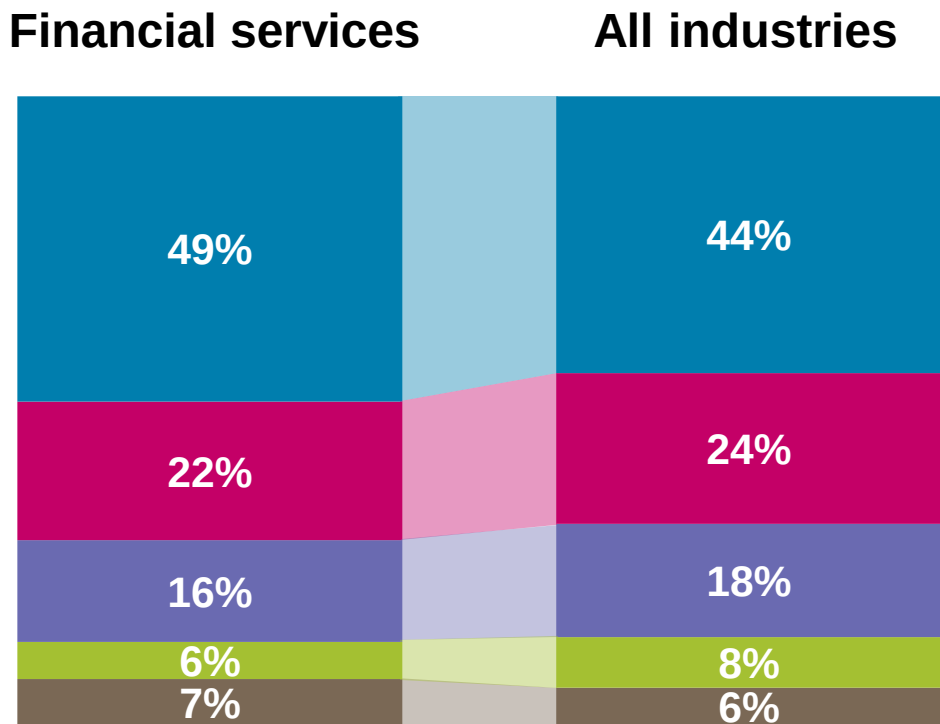
Budget constraints

57% agree that the IT department lacks the budget needed to properly innovate for the business

Source: 451 Research's Voice of the Enterprise: Digital Pulse, Organizational Dynamics 2019

Despite challenges, good progress is underway

Which of the following best describes the status of your organization's digital transformation strategy?

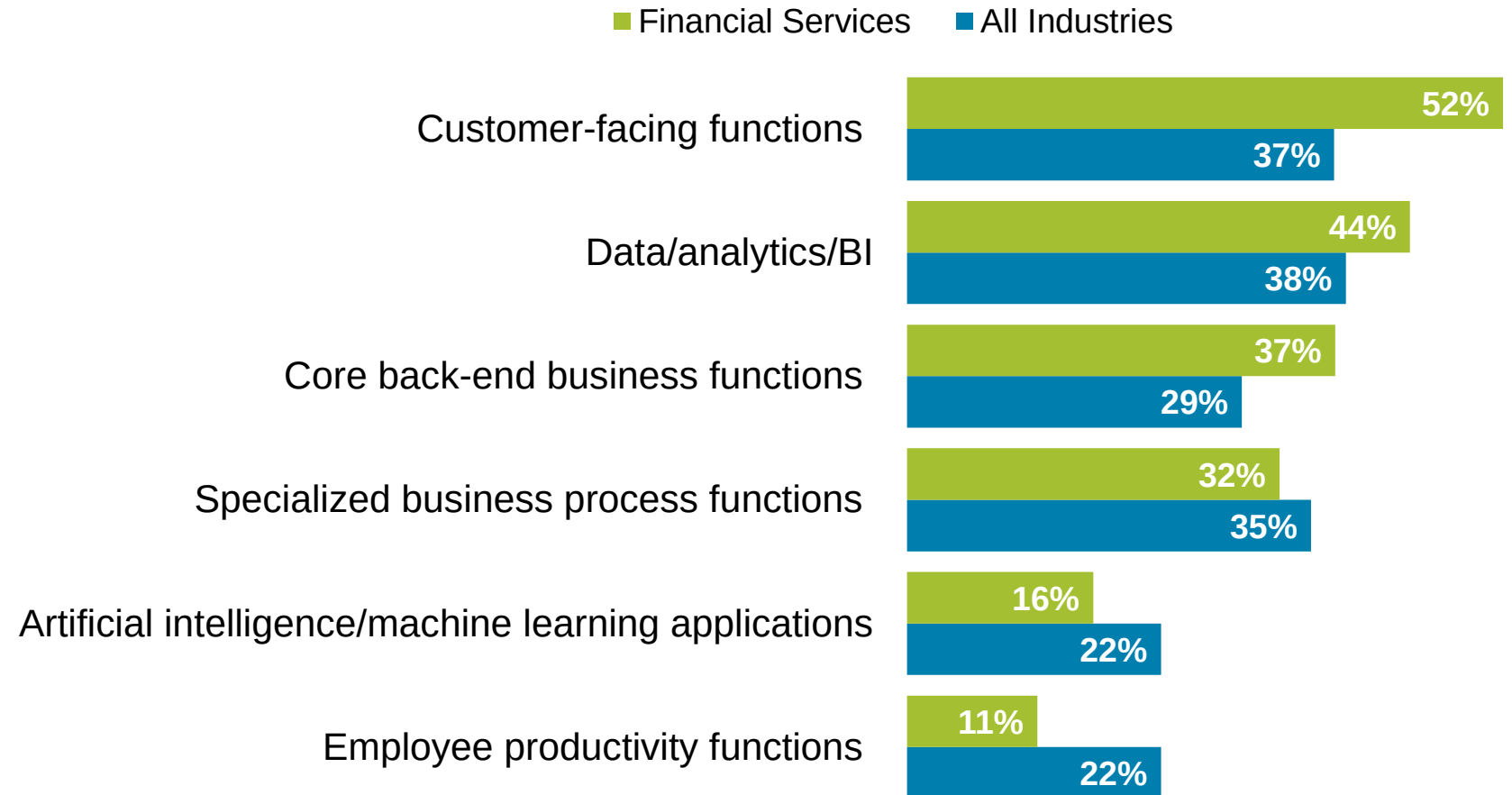


- Execution. We have a formal strategy and are actively digitizing our business processes and/or assets.
- Evaluation. We are planning and researching to develop a digital transformation strategy.
- Consideration. We are considering it but have no formal plans.
- No strategy. We currently have no digital transformation strategy.
- Don't know

Source: 451 Research's Voice of the Enterprise: Digital Pulse, Workloads and Key Projects 2020

Which of the following application types is your organization prioritizing in 2020? Please select up to 2

Customer and data innovation are top-of-mind



Source: 451 Research's Voice of the Enterprise: Digital Pulse, Workloads and Key Projects 2020

Payments as a catalyst for Digital Experience



Thank You

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