

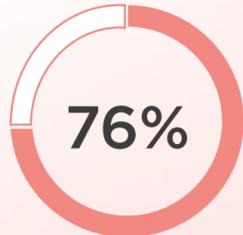
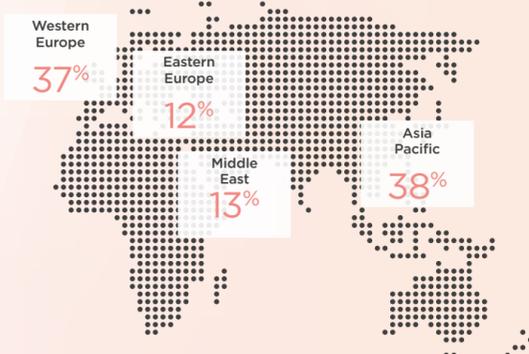
The World Is Changing: Are Banks Ready?

Flexible Digital Banking for an Agile Future

Forrester asked 250 IT and business decision-makers at banks across the world about their digital banking strategy.



250
Leaders responded



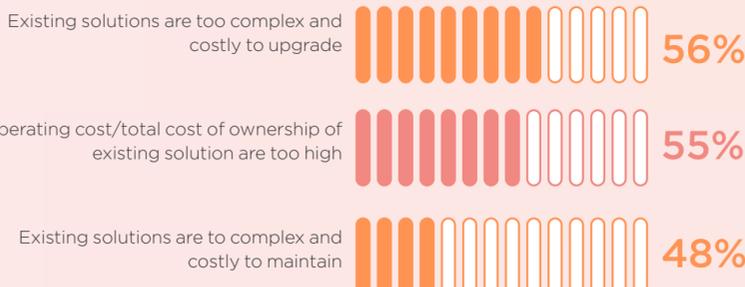
of banks look to replace their digital channels solution in the next 18 months

Most banks' existing digital channels **cannot cope with customer requirements.**



Customers demand a **personalised, omnichannel banking experience.** Financial institutions recognise the need to evolve.

Familiar problems preventing excellence



Legacy solutions broader issues:



Corporate culture.
Overly ambitious goals and lack of executive support.



Technology obstacles.
Inability to cope with evolving requirements, regular replacement projects required.



Resource scarcity.
The resources that should deliver value to customers are used for maintaining legacy solutions.

CHANGE YOUR APPROACH TO DIGITAL CHANNEL SOLUTIONS

Banks are seeking digital channel solutions that:

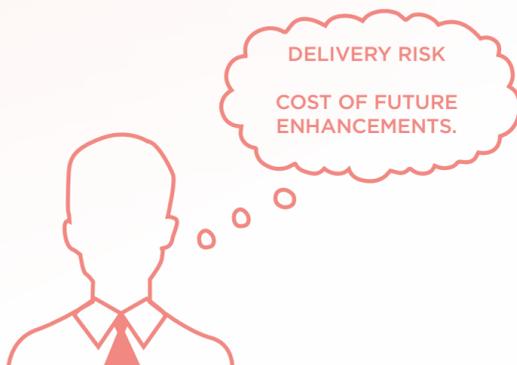


Only 14% of banks calculate the lifetime value of digital channels. Still **cost** is one of the main drivers for change.

A custom-built digital channels solution may look desirable for coping with changing requirements, but consider two important factors:

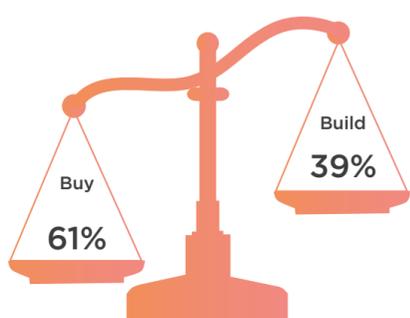


of banks calculate the long-term value of digital channels.



Redefine your approach

The **historical choice** has always been limited — buy or build. No solution offered the truly needed continuity to evolve.

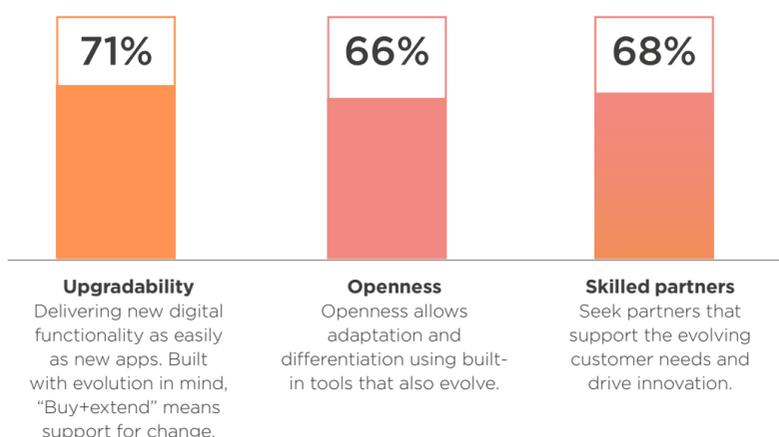


Win with Buy+Extend

Banks no longer need to be limited to buy or build. **“Buy+Extend”** allows differentiation within the framework of an off-the-shelf digital channels solution. Buy+Extend is about agile adjustments to market trends in order to ensure continuity and evolution.



“Buy+Extend” concept provides the features banks demand



NEW ERA OF DIGITAL BANKING

Banking has entered a new era. To enable agile digital banking, banks must:

ONE

THINK LONG-TERM.

Pay attention to the long-term cost and value of digital solutions when selecting vendors. Choosing the right strategy for the long term is key to success.

TWO

STOP CUSTOM-BUILDING.

The days of self-build are gone — it is costly and unmanageable. Instead, choose a credible technology partner that leverages costs with its many clients.

THREE

ENABLE A FLEXIBLE FUTURE.

Business-focused “Buy+Extend” approach allows banks to focus on business requirements and speed of delivery, while managing cost and risk together with an experienced technology partner.