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KICKSTART

Financial Services Digital Solution Strategy

Deliver a modern, connected ecosystem of multi-channel services and digital experiences for employees, investors and customers, while ensuring regulatory compliance at every turn. All in just three weeks.

In just three weeks, the Financial Services Digital Solution Strategy Kickstart rapidly brings to life your vision for a secure, next-generation digital solution.

Today's financial services providers recognize the demand for digital self-service capabilities for employees, investors, and customers. But providing a modern digital experience in the face of complex regulations can be a challenge. Why? Because it requires a partner with ample experience in the field, plus the unique skills to create gorgeous design and intuitive interaction, all while encompassing the user's entire digital journey, end-to-end.

Anexinet's Financial Services Digital Solution Strategy Kickstart ensures success with a comprehensive implementation approach. Working closely with your organization, we rapidly bring to life a secure, next-generation digital engagement experience that leverages the latest technologies to provide users the info and interactions they need, the moment they need them.

Our 3-week Financial Services Digital Solution Strategy Kickstart:

- Strengthens your relationship with investors/customers.
- Accelerates integration with existing interfaces.
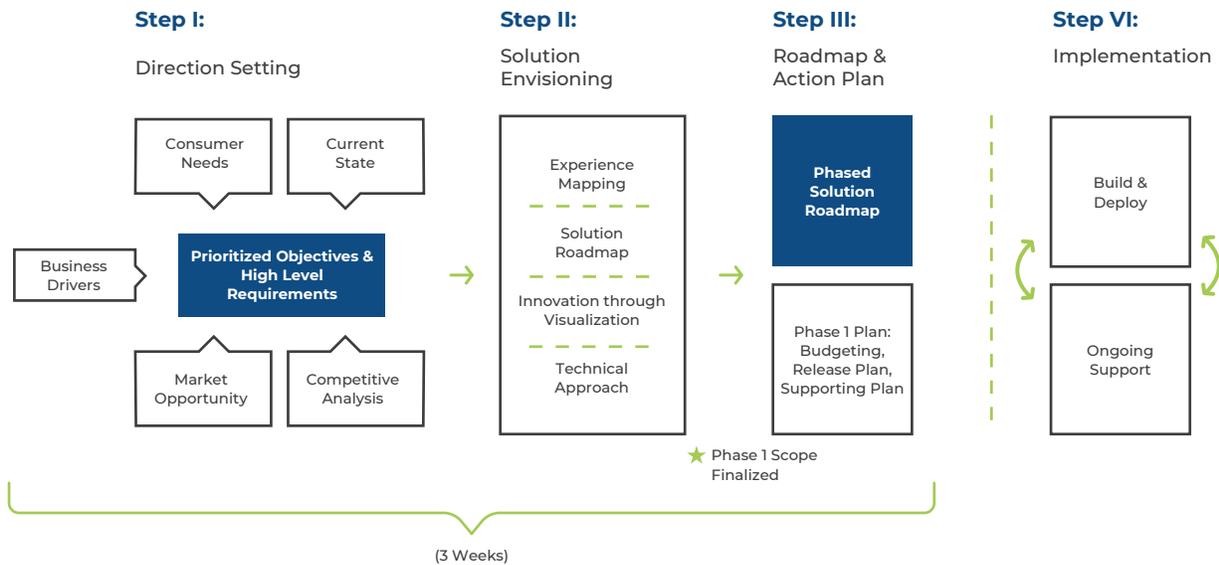- Ensures compliance with all regulations.
- Enables contextually intelligent interactions.
- Provide predictive/preventative tools.
- Equips offerings with the latest technologies.

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Our Process:

The Digital Solution Kickstart followed 3 key steps, typically over a three-week period:

Step I:
Direction Setting

Step II:
Solution Envisioning

Step III:
Roadmap & Action Plan

Step VI:
Implementation

Consumer Needs	Current State

Business Drivers → **Prioritized Objectives & High Level Requirements**

Market Opportunity	Competitive Analysis

Step II box:
- Experience Mapping
- Solution Roadmap
- Innovation through Visualization
- Technical Approach

Step III:
- **Phased Solution Roadmap**
- Phase 1 Plan: Budgeting, Release Plan, Supporting Plan

★ Phase 1 Scope Finalized

Step VI:
- Build & Deploy
- Ongoing Support

(3 Weeks)

Pre-Kickoff

To maximize productivity and ensure success, our pre-kickoff activities include analyzing user feedback, identifying market opportunities, analyzing the competition, reviewing current-state artifacts, and norming the team for success.

Direction Setting

We start by developing a thorough understanding of the solution's critical requirements (qualitative/quantitative drivers, general themes and overarching vision), then confirm these with key stakeholders. Next, we identify industry trends and explore user personas to unearth opportunities for process automation and innovative use cases beyond the typical scenarios (e.g. improving physical wait times, proactive data-delivery). Lastly, we analyze the competitive landscape, which (since banks are no longer just competing with each other) also includes alternative lenders, payment processors, fintech startups, and online companies—all of which are rapidly scooping up traditional bank customers.

Ideation

User Journey Mapping and Use Case Analysis provide input to ideation. While in general, our focus is on improving efficiency and customer-centricity, Concept Generation exercises enable us to narrow this focus by prioritizing organizational need, based on process step and driver. Ideally, internal organizational structure and process shouldn't dictate customer experience, so each scenario is assigned a primary actor and value-driver, prior to being ranked by Impact, Organizational Readiness, and Ease of Implementation. Finally, we devise a plan for future-state. Interestingly, concepts that reinvent the customer experience from legacy processes, experiences and touchpoints to reflect modern customer expectations yield the greatest boost in retention and engagement.

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Requirements & Analysis

This kickstart phase generates a catalog of features and/or services that show the most potential, explores their applicable delivery channels, analyzes their alignment with current initiatives, and begins to define (and phase) the digital prototype. In terms of financial services, these often include real-time customer enablement and visibility (to shorten the support cycle), streamlining the onboarding process (to increase retention and engagement), and more robust self-service options (for customer empowerment), including analytics-driven budgeting tools.

Technical Considerations & Architecture

Every step of the way, our consultants keep in mind the data privacy and security requirements of your information architecture, including solution layers and components, data sources, service-layers, technology and toolset options, environmental and integration needs (and readiness), plus security and authentication considerations, and manageability and IT control—all the way up to ongoing monitoring and analytics.

Prototype & Roadmap

In the final steps, we refine our prototype concept by prioritizing the highest-ranked modules—functionality that fosters innovation while maximizing value—and filtering out features that lack a high-level of organizational readiness in process, data, and implementation. Lowest hanging fruit most often involves the mobilization and automation of manual processes and paper-based activities (e.g. scanning and processing of paper documentation, rekeying of information, manual signature-capture).

Our prototype design and development process is rapid and robust. We work quickly through iterations of design, navigation, and UI/UX (creating user-flow diagrams, wireframes, style-guides, and design comps) before generating a gorgeous working prototype to validate your ideas.

Lastly, our Digital Solutions Roadmap is based on an alignment with your drivers and objectives, and provides guidance in terms of the People, Process, Technology, Data Architecture, and Tools you'll need to build the 'real-deal' app. Each Roadmap item is flagged as "Required," "Short/Mid/Long-Term" or "Future." The immediate (phase I) action plan includes scope, effort, budget, timeline and sprint plan.

> *"an amazing year thanks in large part to the Anexinet team support and guidance...In just a few short weeks...we had an on-device prototype in the hands of our CEO...two months after that we had a fully functional app that we could pilot with our partners. It has been a thrill for myself and my team to work on this over the last year with your very capable team. In just a few short months, with your help, our initiative went from being a small idea about how DLL might be able to change its product and service offerings with Mobile to one of the two top priorities of the firm!"*
>
> **Scott Phelps,** *Vice President Global E-Business, DLL*

What you'll get:

Upon completion of this Kickstart you'll take away the following artifacts:

Drivers & Opportunities

- Organizational Drivers, Customer Needs
- Current-State, Market Opportunity

Technical Architecture Approach

- PCI, PSD2, CCPA Privacy & Security Requirements
- Data Sources, Solution Layers & Components
- Technology & Toolsets
- Authentication Considerations

Requirements

- Prioritized & Phased Solution Requirements

Digital Design & Prototype

- Design Comps
- Wireframes
- User-Flow Diagrams
- Style-Guides
- Interactive Prototype

Executive Readout

- Implementation Cost Estimates and Timeline
- Next-Step Recommendations
- Readout Presentation Deck

> *"The team created 100% consensus by imparting a clear understanding of the core value of mobile and how it could deliver the most business value to the company. So, selecting which activities would take priority was always a unanimous, cross-divisional decision."*
>
> **Sharon Moseley,** *Kinecta Federal Credit Union CIO*

Ready to deliver the great digital experience your employees, investors and customers expect?

Reach out to Anexinet now to learn more about what our Digital Solution Kickstart can do for your financial services organization!

Get Started Now