



# Digital Banking Manifesto

A Creative Shortlist

CREALOGIX 

# Fact is

that digital has surpassed regulation.

- ✓ Industry convergence of technology, regulation and consumer behavior.
- ✓ Technology is the enabler but client demand is driving innovative digital banking services.
- ✓ New digital competitors are eating into the value chain.
- ✓ Legacy is reality, greenfield very seldom

Are Banks trying hard enough to gain competitive advantage and business edge by consequently executing a digital roadmap?



# The Manifesto

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helps understand the essential building blocks of a digital bank.

- ✓ Not another MUST READ prediction for 2015
- ✓ Enabling a shift of focus and managing trade-offs
- ✓ Something to always come back to and check on

Shortlist of guiding statements on the path towards a digital bank



# The Shortlist

looks something like this. At least for today.

- ✓ BEHAVIOR over segmentation
- ✓ HYBRID ADVISORY over autopilot
- ✓ CONVENIENCE over security
- ✓ SOCIAL over client advisor only
- ✓ CONTEXTUAL INSIGHTS over reporting
- ✓ ORCHESTRATION over monolithic integration
- ✓ DIGITAL LEADERSHIP over technology only



# But

not everything is Black and White.

Managing shifts and trade-offs means to move decisively into a new direction, without ignoring the value of the older one.



# Behavior

over segmentation.

- Interest in Money
- Digital Literacy
- Banking Literacy
- Communication Needs
- Social Environment





# Hybrid Advisory

over autopilot.

Digitalization is not pure digital – it means 'anything goes'

High-touch applications for an exclusive customer experience versus high-tech apps to serve the masses.





# Convenience

over security

One size fits all is over. Security solutions need to adhere to the new mobile paradigm that allows clients to access information and make transactions from wherever they are – whenever.

Security needs to be made invisible, but not inexistent.





# Social

over client advisor only

Social is much more than LinkedIn, Twitter or Facebook

Tools needed to:

- engage clients
- involve communities and experts to support investment decisions
- include crowd-based market intelligence





# Contextual Insights

over reporting.

Analytics allow to personalize and simplify – reduce to the max.





# Orchestration

over monolithic integration.

- ✓ internal legacy applications
- ✓ new standard software modules
- ✓ innovative 3rd party FinTech features at once

De-coupling and simplification will have a swift impact. Having a plan will hold it together – and keep it going.





# Digital Leadership

over technology only.

- ✓ Digitization has become a CEO topic
- ✓ Meaning of roles is changing
- ✓ Digital needs to be integral part of doing business
- ✓ Business drives, technology is enabling



<https://hbr.org/2011/03/the-four-personas-of-the-next/>



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# Thank you

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Your time is greatly appreciated.

Keep it going! Join the conversation #DigitalBankingManifesto  
@CREALOGIX @HJSteinbock