



NAVIGATING THE DIGITAL TRANSFORMATION IN BANKING

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Evolution of digital transformation
in banking

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Key Drivers of the digital transformation
in banking

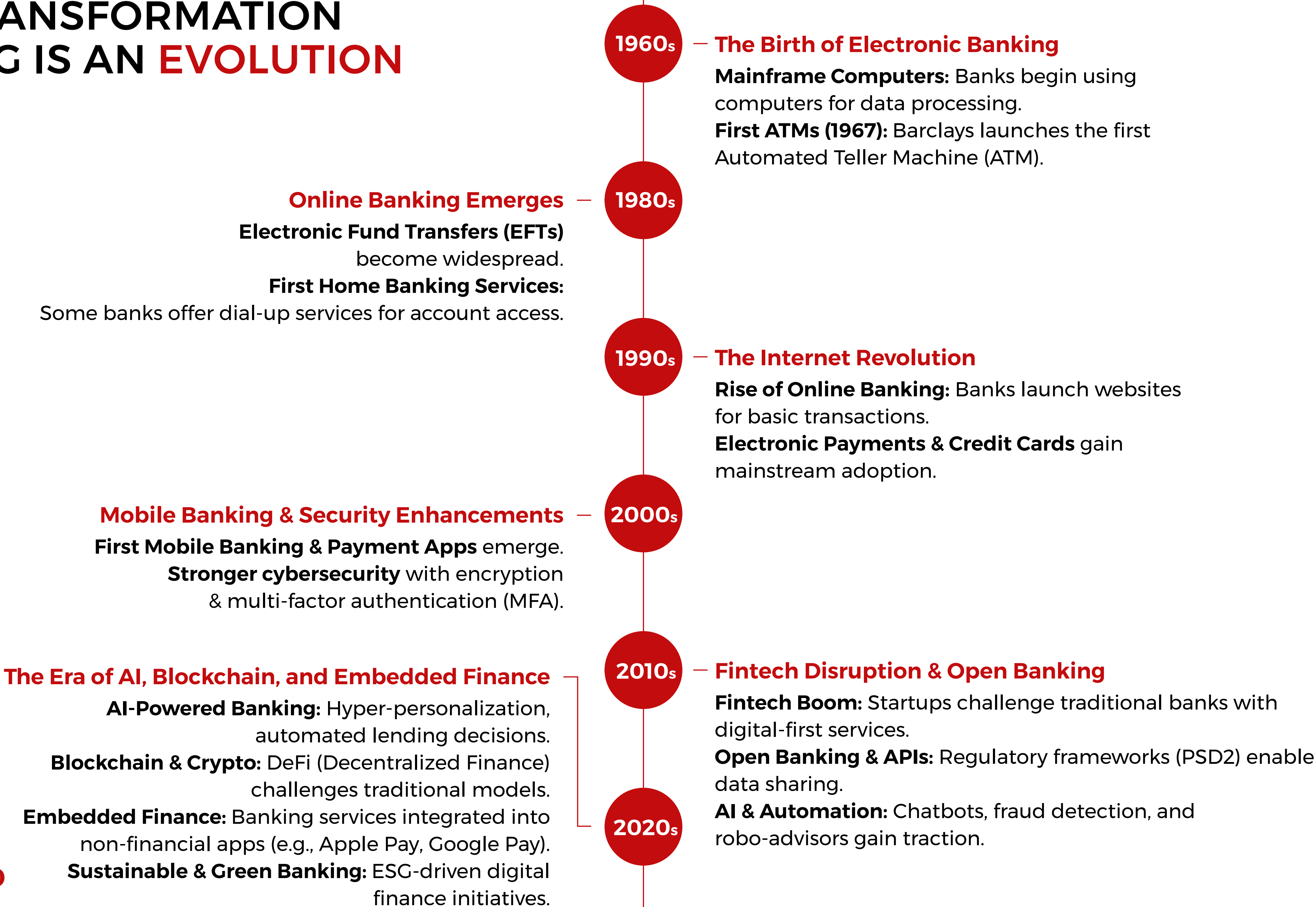
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Challenges

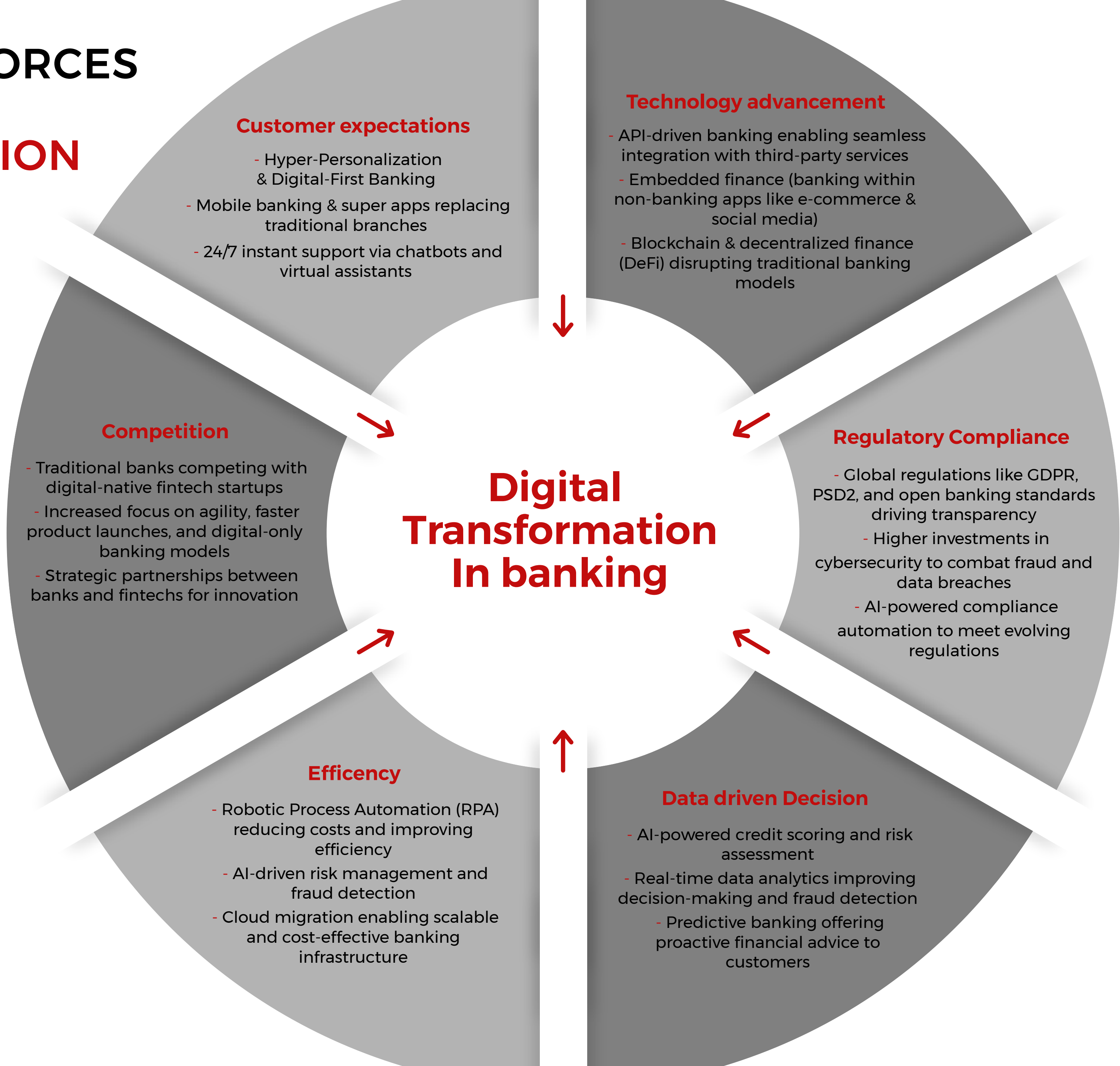
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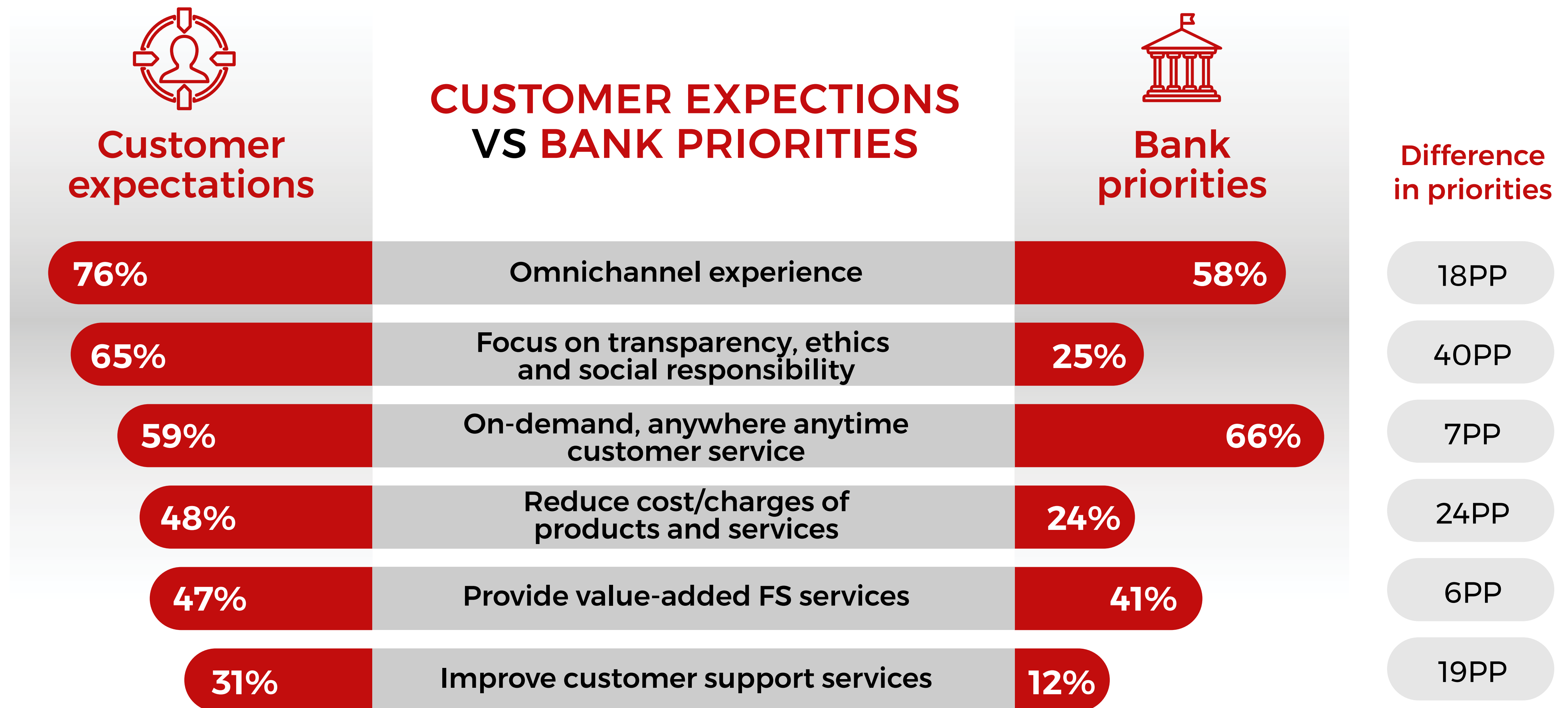
Strategies for Success

DIGITAL TRANSFORMATION IN BANKING IS AN EVOLUTION

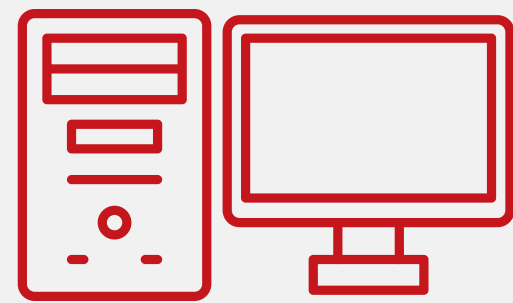


THE DRIVING FORCES OF DIGITAL TRANSFORMATION





THE CHALLENGES IN DIGITAL TRANSFORMATION



**Legacy
Systems**



**Cybersecurity
& Data privacy**



**Managing
change**



**Regulatory
& compliance**

WHAT WOULD BE THE STRATEGY FOR SUCCESS?

Understanding the customer behavior

- Customer tiers
- Transaction patterns
- Spending habits
- Customer journey and interaction
- Financial goals and saving behavior
- Satisfaction metrics

Modernize legacy systems

- Customer centric technologies
- Near Real time processing
- Omni-channel integration
- API and open banking
- Cyber security compliance

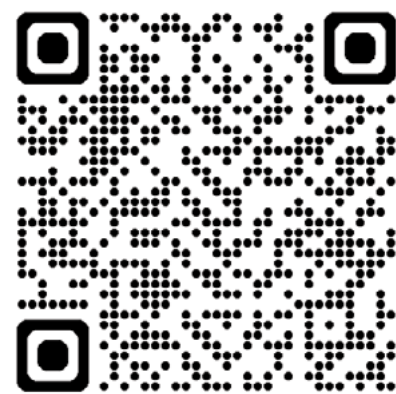
Extended services and offerings

- Mobile & online banking
 - Advanced payment and lending solutions
- Cross-border payments
- Hyperpersonalization
 - 3rd party services offerings
- Continuous interactions through digital channels

THANK YOU

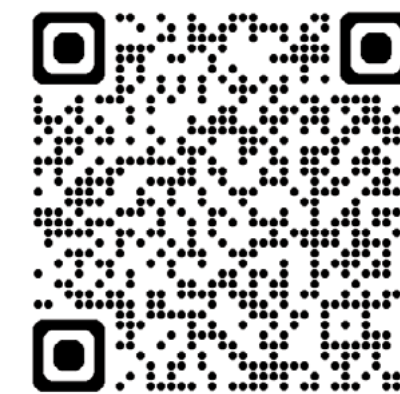
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