

# Industry edge

Banking edition



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**Winning customer experience**

The financial services industry continues to be challenged by increasing regulatory costs, low margins, and aging core banking platforms.

These challenges are occurring during a time of huge technology advances and changes in customer behavior and demands. Customers are now in the driver's seat in ways that they haven't been in the past. That's because other industries have created environments in which customers get exactly what they want, when and how they want it. Customers want services that are seamless, intuitive, and easy.

With banks' challenges of aging and antiquated core banking platforms, silos, and old operating models, it's no easy feat to deliver solutions that are seamless, intuitive, and easy. Banks' existing platforms, infrastructure, operating models, and other systems and processes were built over time, one on top of another, as new channels were introduced. Some of these processes and systems have created redundancies, workarounds, and mounds of work for employees to process manually.

To further complicate matters, banks—although laden with increasing costs—want to focus on growth. More specifically, banks are focused on enhancing customer experience, reducing expenses, and growing revenue. The most efficient growth comes from their own customer base and getting a deeper share of wallet from existing customers—thus the focus on customer experience. And not only do banks have each other to compete against, there are new market entrants in the area of payments, lending, and other services.

In this issue of Industry Edge, you will learn how to become more agile and flexible to meet customer demands and behaviors while allowing for aged core banking platforms to exist. Read about how DXC Technology transforms operating models and processes into efficient, digital, and flexible models and practices.



## Refreshing and transforming bank processes

Banking has always been a competitive industry, but the industry's age and the increasing pace of technology innovation have left many banks and lending institutions with outdated applications and business practices.

In many cases, banking systems were built from the ground up, with various applications, operating systems, and device infrastructures bolted on as customer demands and behaviors changed over time. The result? Systems are often fragmented, inconsistent, or redundant. Plus, with the race on to move to a digital business to drive a better client experience, banks need to figure out ways to correct their operating environments.

As DXC Worldwide Bank Offering Director Lori Murray points out, "New entrants to the financial services sector don't have the old legacy systems that the older banks are using." Antiquated banking systems are not only a competitive disadvantage; they also slow processes, add costs, and contribute to a poor user experience that is less than seamless and intuitive.

While replacing legacy systems is not always a viable option due to prohibitive costs and potential core business disruptions, banks frequently find that their systems and business processes—many of which predate the Internet—can be refreshed and transformed to harness innovation and exploit flexibility.

## The best of both worlds

To help accomplish this transformation, DXC is creating solutions that enable banks to automate and update business processes while keeping the underlying systems in place. According to Murray, "The HPE (now DXC) Loan Process Transformation solution allows banks to keep their old loan origination system and, for example, creates a user interface that modernizes the business process, providing updated operating models and a new user experience." DXC banking solutions are partially configured and customized for specific banking needs to offer rapid, low-risk implementation for activities such as loan processing. This highly flexible solution can be adapted for use with a wide variety of banking platforms and across varying devices, enabling a bank to mobilize its workforce in areas where it makes sense.

"When a bank needs to mobilize its sales force, such as wealth advisors and mortgage advisors, we can make that happen," Murray says.

This solution can also integrate disparate systems and increase efficiency, resulting in decreased expenses, increased revenue opportunities, a nimble response to regulatory changes, and an enhanced customer experience.

If desired, DXC can accomplish all this with as-a-service solutions to ease pressure on capital spending. DXC as-a-service offerings are flexible and include on-premises DXC-hosted private and public cloud options.



## A powerful solution combined with deep experience

Built using the powerful Microsoft Dynamics platform and DXC Business Process-as-a-Service approach, DXC banking solutions offer rapid configuration and deployment. They include an easily configurable workflow engine and a robust account management system. Also included are a familiar user interface, integration with commonly used Microsoft Office products, a detailed dashboard, flexible reporting capabilities, a knowledge base for managing shared content, and the ability to have touch-enabled banking systems.

DXC offers much more to banks and lending companies. According to Murray, “We’re one of very few companies that can offer banks end-to-end solutions, and we’re flexible: We can modernize business processes, automate them, add an intuitive new user interface. DXC can mobilize your workforce and provide a fluid, customer-centric communication process that enables a bank to communicate with customers the way the customer dictates. We can offer part of our multifaceted solution or we can offer the entire bundle. It’s up to the client and their needs.”

DXC advantages also include a strong understanding of banking processes. As Murray explains, “Not only are our solutions tailored to reflect a bank’s need, but technically speaking, we ask the right questions so that we provide the right solutions—and do it quickly.”

For more information or to schedule a strategy workshop about the DXC loan processing accelerator or other banking solutions, please contact your DXC account executive or sales representative.

## DXC and Microsoft Dynamics: Meeting your banking needs

DXC and Microsoft have built an extensive portfolio of business process accelerators to address industries’ most challenging processes, delivering them as Business Process as-a-Service solutions, and enabling improved digital, mobile and social interactions with customers and citizens.

To help accomplish this transformation, DXC is creating solutions that enable banks to automate and update business processes while keeping the underlying systems in place.



**Lori Murray**

Worldwide Banking Offering Director  
Business Process as a Service [BPaaS]  
DXC Technology



## Accelerating time to value globally with Microsoft Dynamics

When a business partnership is named after a mountain range, you might expect an ambitious partnership. In this case, you'd be right.

Project Cascadia is named after the Cascade Range in western North America. DXC is partnering with Microsoft Corporation to help organizations solve common industry business challenges, deliver differentiated solutions, and generate new revenue using cloud, mobile, web, and social channels.

Here's what makes Cascadia such a mountain-sized achievement: While the solutions are fully customized, they are more cost-effective and faster to implement than ever before.

## Using repeatability to develop crucial industry solutions

According to Anthonie Withers, General Manager of the DXC Microsoft® Dynamics® Practice, "Over the last few years, HPE (now DXC) has been focused on delivering business solutions to our clients—including some key global clients in banking, the public sector, and the automotive market. As we've been doing this, we've seen a lot of repeatability in what customers want. For example, automobile manufacturers want to build a closer relationship with their end consumers like their dealers have and deliver an enhanced customer experience."

Other examples of business-critical needs include digitized case management for the public sector and loan process digitization for the banking industry.

To respond to these needs, DXC and Microsoft developed a series of partially preconfigured modules for key industry solutions. These modules, several of which are available now, are called "accelerators"—and for good reason.

"What gets accelerated is the time to value," Withers says. "With the accelerators, we can go to a client with a v.1, off the shelf. The time to realize the value of that solution has dramatically decreased from the days when it took 12 to 18 months to build a v.1 product and then launch it. An accelerator gives customers the opportunity to have a v.1 up and running within 90 to 120 days."





## Tapping into developing technologies and as-a-service models

Another advantage of the accelerators is their built-in ability to maximize social media, mobility, and big data. According to Withers, “Today the average person goes into a dealership 1.5 times before buying a car. Twelve years ago it was 13 times. Our automotive industry accelerator can help identify the customer based on their website history, social media interactions, and other inputs, such as buying preferences or insurance needs. So when they walk into the dealership, the salesperson has that information ready to transact.

“This helps the salesperson understand what the customer wants—from specific model configurations to trade-in information to loan preferences. It dramatically shortens the sales cycle and decreases the cost of sales while delivering to a delighted customer,” says Withers.

These solutions also offer the flexibility of a consumption-based, as-a-service cloud model that can be priced in different ways such as the number of users or transactions—all based on the business’ specific needs. Hosting options are also flexible.

“We can provide an on-premises or cloud solution—either our cloud or Microsoft’s cloud,” Withers says. “These options significantly lower the cost risk for our clients.”

## Building on both companies’ strengths

The partnership maximizes Microsoft’s software expertise as well as the decadeslong experience DXC developed from working with many industry verticals. In addition, both companies bring to the table deep relationships with business and government. With Cascadia, DXC takes the responsibility for maintaining client relationships; Microsoft is a development partner as well as a sales and go-to-market partner. Microsoft and its industry leaders provide great insights into where they see the trends in the marketplace going.

And although the solutions are optimized for the DXC Managed Virtual Private Cloud hardware platform, Microsoft Dynamics was the logical choice as the underlying software platform. “Dynamics is web-architected, and it provides for multi-tenant solutions. This enables rapid delivery of industry solutions to our clients, so it’s extremely flexible,” Withers says.

## A shared strategic vision

According to Microsoft Vice President of Global Enterprise Sales, “The relationship between Microsoft and HPE (now DXC) has been in place for about 30 years. This Dynamics-based partnership is a shared strategic vision as well as the latest project in a long and productive history.”

Expectations are high for this solution—in terms of multiple solutions for existing target verticals and for additional verticals. Withers explains, “We are now starting to evaluate other industries for us to collaborate on, such as healthcare, retailing, and travel and transportation. Our Business- Process-as-a-Service solutions enable clients in a variety of industries to modernize existing applications and simplify the process to deliver a better client experience.”



## Staying connected to the banking industry

If you were looking for someone whose professional career was a perfect balance of banking, operations, and IT, you might find Lori Murray.

After 25 years of experience in banking, Lori joined HPE (now DXC) in 2010 to help banks use technology to optimize their business. Lori works with bank executives to understand their strategies and identify solutions for achieving their plans and visions.

In pursuit of banks' strategic goals, Lori prefers to rely on practical, solution-based discussions. "I love talking to bankers, not just following what analysts or whitepapers say," Lori explains. "I like finding out what challenges bankers are trying to solve and then determining what solutions we can put together to help them."



## A winning combination

Lori's banking experience includes 19 years with The Huntington National Bank, which provides retail and commercial financial services from almost 700 branches, mostly in the Midwestern United States. Over the course of her career, Lori's management focuses have included strategic planning, design and execution, and network optimization. She has also led a variety of business lines, such as customer information systems, statement processing, private banking operations, ACH processing, bank-wide operational reconciliements, cash position management, retail and ATM operations, and retail distribution.

## Speaking the same language

This extensive banking experience comes in handy when Lori collaborates with bankers. "The value I bring to the table is that I was one of them for a long time," Lori explains. "I understand how tough it is to get things done in banks. I also understand the value of when a vendor comes in and already understands my organization and what I am trying to achieve—instead of walking into my office and trying to sell me a widget."

A self-described banking fanatic, Lori has a passion for learning new things and applying them to solve problems. According to Lori, "I enjoy meeting with banks

because I feel that with me in the room, they've found someone who listens to them and speaks their language. They know I understand their challenges and that I'm going to go back to HPE (now DXC) and figure out a solution. There's almost a relief that they've found someone who knows what they're talking about and who can translate it to the technical people involved."



**Lori Murray**

Worldwide Banking Offering Director  
Business Process as a Service |BPaaS|  
DXC Technology

## Keeping the pulse of the industry

To help stay connected to banking industry trends, Lori recently joined the faculty of the Graduate School of Retail Bank Management (GSRBM). (Lori holds a degree from GSRBM, along with an undergraduate degree from Ohio State University and an MBA from the University of Dayton.)

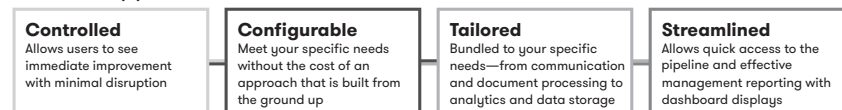
Based in Greenville, South Carolina, GSRBM offers a three-year program, spread over three 10-day sessions. The program focuses on real-world scenarios that challenge students to run a bank's entire consumer business. The school is widely considered to offer the most advanced U.S. executive banking education program in the industry.

"It's a big time commitment, being away from my family for two weeks in the summer and a few other events," Lori says. "But it gives me an opportunity to not only give back to a school I believe in but also to sit around with a lot of bankers and really get the pulse of what's going on in the industry and their challenges—before it ever hits an analyst's whitepaper."

## Digitize, automate, and mobilize your banking processes

Our Microsoft partnership enables Effective strategy Contained risk Dynamic UI

With an approach that is:



Reduce expenses and optimize processes with DXC Loan Process Transformation

**One DXC customer reduced the approval cycle from 10 days to 1 hour**



Transform to increase agility and flexibility



Experience real results

**Clients using DXC to automate their loan process have experienced**

**14%**  
Cost savings

**22%**  
Time savings



- 58% Increase in customer satisfaction
- 60% Increase in privacy
- 75% Increase in accuracy





**For more information, visit [www.dxc.technology/enterprise\\_and\\_cloud\\_apps](http://www.dxc.technology/enterprise_and_cloud_apps)**

**About DXC**

DXC Technology (NYSE: DXC) is the world's leading independent, end-to-end IT services company, helping clients harness the power of innovation to thrive on change. Created by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology serves nearly 6,000 private and public sector clients across 70 countries. The company's technology independence, global talent and extensive partner alliance combine to deliver powerful next-generation IT services and solutions. DXC Technology is recognized among the best corporate citizens globally. For more information, visit [www.dxc.technology](http://www.dxc.technology).