Integrating Technology with your Enterprise Strategy

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State of the Industry

- An Unusual Financial Environment

- A Focus on Electronic Delivery Channels

- Aggressive and Innovative "Non-Bank" Competition

- Balancing Hype with Reality

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Components of Your Vision

- Markets
  - Geographic
  - Products & Services

- Physical Presence

- Virtual Presence

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Strategy vs Tactics

- Strategy = Clearly Defined Business Goals

- Strategy = Well Defined Vision of Values

- Tactics = Plans to Support Business Goals

- Tactics = Roadmap

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Pillars for Planning

- Retail Banking Strategy
- Commercial Banking Strategy
- Physical Presence
- Digital Presence
- Financial Considerations
- Organizational Infrastructure
- Technology Infrastructure

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Regulatory Guidance

- Architecture, Infrastructure, Operations

- Requires Executive Management and Board Involvement in IT Strategy

- Requires Executive Management and Board Involvement in Enterprise Risk Management

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Key Concepts for Success

✓ Reconcile IT Strategy with Enterprise

✓ Aggressively Address Staffing Issues

✓ Become Passionate About Cost Control

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Reconcile IT with Enterprise

• Clearly Communicate Enterprise Strategy

• Transparency about M&A Intent

• Require IT to Provide Strategic Input

• Demand Business Focus

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2. Staffing Issues

• Emphasize Good HR Practices

• Value Training and Education

• Work to Improve Productivity

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3. Cost Control

- Recognize Delta of Transaction Types

- Communicate Cost Control Philosophy

- Align with Staffing Decisions

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Keep it Safe - Security

- Adherence to Regulatory Guidelines
- Education Regarding Importance of Security
- Address All Facets
  - Cyber
  - Physical
  - Social Engineering
- Contingency Planning

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Embracing the Virtual Branch

- Acknowledge Importance

- Address Support Requirements

- Responsibility: Define and Assign

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Leveraging the Physical Branch

- Support Expansion without Traditional Investment

- Reconfigure and Step up Service Levels in Branches

- Universal Associate Concept

- Key: Solution-Oriented

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Vendor Management

- Align Contracts with Strategy

- Manage Price Increases

- Control Deconversion and Early Termination Fees

- Insist on Measurable Service Levels

- Work to Improve Utilization

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Mergers: Operational Due Diligence

- Technology Compatibility

- Vendor Relationship Situations

- Infrastructure and Architecture

- Make Decions in Advance

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Strategic Implications

- Preparing for Your Next Customer Base

- Small Business Focus

- Knowledgeable, Enthusiastic Employees

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Strategic Implications

- Access to Technology – Leverage It!

- Delays in Deployment – Stop Waiting!

- Personalization – Use the Data!

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Change How we Think

- Invisible Loyalty

- Inverse Time Rule

- Anticipate Customer Needs

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How Executives Can Manage Technology

- Incorporate IT – don't Separate it

- Manage Well

- Demand a Business Focus

- Focus on Safety and Security

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Thank You!

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