

DEVELOPMENT OF A TECHNOLOGY DRIVEN BUSINESS STRATEGY FOR A LEADING SWISS BANK



Client

- One of the top three Swiss banks
- Local market share of more than 15 %

Starting position

- No up to date and coherent strategies for transaction banking, operations and IT
- Need for organizational adjustments due to large transformation of change programs

Approach

- Interviews with top management on business requirements and priorities
- Analysis of IT organization, architecture and expenditures and systematic tackling of weak points of current as-is situation
- Alignment of IT activities with respect to strategic business priorities

Results

- Formulated technology-driven strategies for transaction banking and banking operations
- Definition of roadmap with relevant initiatives and a detailed master plan for the strategy execution
- Adjusted financials and key performance indicators (KPI) as basis for continuous strategy tracking