

# Driving Digital Transformation in Banking and Financial Services

Excel with Cloud Solutions from Microsoft and Salesforce for Financial Services Powered by Korcomptenz' Proven Expertise

## All-encompassing Solutions for Digital Transformation in Banking and Financial Services

The shift toward a data-driven, cloud-focused world has presented both benefits and challenges. While extensive data access offers vast opportunities for operational effectiveness and customer experience enhancements, it has also spurred significant change.

Smart competitors in the BFSI sector have reshaped conventional business models and customer expectations. With rising cyber threats, ensuring security and confidentiality is pivotal for maintaining customer trust. Rigorous, intricate, and changing regulatory compliance requirements cause organizations to strive to uphold their reputation against potential security gaps, penalties, and legal issues.

To evolve with the industry, BFSI must invest in the right blend of solutions and technical proficiency. Korcomptenz provides the essential tools powered by best-in-class technology to meet the requirements of the contemporary financial services environment.



## Key Trends and Insights in Banking Technology Adoption

**90%** less time on account planning is spent by banking relationship managers using advanced analytics.

**37%** of business and technology experts in BFSI expect to build up spending on emergent technologies in the next year.

**77%** of financial institutions plan to implement responsible AI in their operations.

**42%** of US online users show interest in financial services providers offering tailored product offers depending on their financial condition.

## Challenges in the Financial Services Sector

### Addressing cybersecurity risks

Cybersecurity concerns loom large for financial firms, as they handle vast amounts of sensitive data, making them prime targets. So, Delivering advanced solutions are crucial to combat evolving hacker tactics.

### Update foundational systems and platforms

Conduct regular risk assessments and quickly handle legal, regulatory, and data inquiries to ensure robust governance and data security.

### Enable distinctive experiences with in-depth insights

Provide customized experiences to maintain engagement and retain loyal customers.

### Automation

Automation is essential for improving efficiency and accuracy, reducing errors, streamlining operations, and enabling a focus on strategic tasks, which enhances customer satisfaction and operational excellence.



## Drive Digital Transformation in BFSI with 6 Key Value Propositions



### Early Involvement

- > Requirement clarity
- > Early issue identification
- > Risk mitigation
- > Better collaboration



### Full Stack Test Resources

- > Deployment of tool, processes and skilled test personnel



### Tools and Technologies

- > Reusability and Scalability
- > Efficiency and time-saving
- > Faster defect identification
- > Multiple tools integration
- > Cost-saving
- > Enhanced risk mitigation



### Dedicated Resources

- > Consistency
- > Shared knowledge
- > Efficiency
- > Team cohesion



### Partnerships

- > CRM partnership with Salesforce and Microsoft Dynamics (Gold)
- > Cloud partners with AWS, Azure, OCP



### Model-based Test Design

- > Comprehensive coverage
- > High level of optimization
- > Domain specific
- > Single set of test design
- > Automation compatible





## Our Solutions Across the Banking Landscape

### **Enterprise Content Management Systems:**

**Identify ideal customers and drive growth with a cutting-edge CMS platform.** Digital banking is crucial for banks and financial services, particularly regional players. Key elements include finding digital-first customers, effective advertising, go-to-market strategies, and robust management of content across all channels.

[Learn more about how Kentico DXP can help](#)

### **Customer Relationship Management:**

**Reinvent customer centricity in banking and finance with robust CRM capabilities.**

Korcomptenz' powerful CRM solutions, featuring technology from both Microsoft and Salesforce, boost sales, convert leads, and differentiate customer journeys. Advanced analytics generate qualified leads, while automated outreach and customized scripts boost conversion rates.

[Learn more](#)

### **Customer Data Platform:**

**Improve customer journeys with a integrated customer data platform.**

Modern BFSI companies need customized, seamless experiences. Korcomptenz CDP solutions from Microsoft and Salesforce offer granular insights and automated workflows for instant decisioning, credit scores, and tailored communications

[Learn more](#)

### **Azure Virtual Desktop Solution**

**Achieve success with our cost-effective Azure Virtual Desktop solution.**

Ensure business continuity, secure sensitive data, and support a mobile workforce with Azure Virtual Desktop. Benefit from minimal downtime, scalable operations, and reliable availability for uninterrupted performance.

[Learn more](#)

### **Data Analytics and AI:**

**Leveraging AI safely and securely enhances seamless experiences for clients and employees.**

Using the right data at the right place and time allows BFSI organizations to make informed decisions, build client trust, and streamline operations

[Learn more](#)

### **Cloud Services:**

**Upgrade your banking and financial operations with seamless cloud migration**

to enhance operational efficiency, strengthen data security, and improve customer experience.

[Learn more](#)

### **Cybersecurity Solutions:**

**Customized cybersecurity solutions for your data, infrastructure, and applications.**

In the shift to hybrid work amidst heightened threats, ensuring a secure and resilient business is paramount. We empower you to predict, defend against, withstand, and recover from cyber events with our comprehensive approach.

[Learn more](#)

### **Testing:**

**Get tailored BFSI testing solutions to improve processes and automation.**

Through a unique collaborative ecosystem spanning product, domain, testing, and technology expertise, we provide tailored testing solutions for BFSI product implementations. Our focus is on enhancing business processes and automation.

[Learn more](#)



## Our Scope Across Banking Landscape

### Channel

- > Online
- > Mobile
- > ATM / POS / CDM
- > IVR / Call center

### Salesforce and Microsoft Dynamics CRM

- > CRM support for core banking
- > Custom built applications

### Business segments

#### Commercial Banking

##### Retail

- > Savings and checking accounts
- > Deposits
- > Consumer lending
- > Payments

##### Wholesale

- > Transaction banking
- > Corporate lending
- > Trade finance
- > Treasury

#### Digital Banking

- > Customer self-onboarding
- > Loan / Card origination
- > Omnichannel
- > Mobile banking
- > Mobile Apps
- > Online banking
- > Open banking
- > E-Wallet
- > Payment link, QR codes
- > Ecommerce

### Payment Systems

- > Currency, check, card
- > ACH / FedNow / SWIFT
- > Digital payments
- > Payment integration

### Regulatory Compliance

- > KYC / AML / CFT
- > PCI-DSS
- > Fraud management
- > Country specific regulations

### Business Intelligence

- > Reporting
- > Fraud management
- > Artificial intelligence modeling
- > Business analytics

### Interfaces

- > Data integration
- > API integration
- > Multi application integration
- > External integration



## What Makes Korcomptenz Unique?

Korcomptenz provides essential industry expertise and modern solutions for financial services organizations to stay competitive, beneficial, and responsive, taking advantage of the latest technology available in best-in-class technologies from Microsoft, Salesforce, and other leading providers. With over a decade of empowering global financial and insurance services, from cloud-based relationship management to robust cybersecurity, we integrate advanced solutions to navigate an evolving landscape. Our unique position offers industry-specific expertise, global resources, and local support, ensuring your infrastructure modernization, a positive experience for your customers, and continuous customer service excellence.



# Korcomptenz

Korcomptenz is a total technology transformation provider that partners with clients to improve their digital experience and insight. We unlock the power of technology in the areas of ERP, CRM, infrastructure management, cloud, data and AI to empower our clients with intelligent and experiential solutions. We **#FocusOnYou**

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