

AXXIOME DIGITAL

A powerful Digital Banking Engagement Platform

The banking industry is ripe for disruption. International and national banks with digital innovation labs, digital-only banks with no legacy baggage, FinTechs that are ever agile, and even tech giants like Amazon are seen pushing the boundaries of digital banking at an unprecedented pace; a pace that the digitally-savvy customers continually seek.

How should banks respond? How do they introduce innovative customer-facing capabilities and digital experiences like the digital banking leaders? How do they attract new customers while retaining existing customers?

Axxiome envisages a playground where digital concepts, experiences and technologies are leveraged as a force multiplier by banks to take the digital powerhouses head on.

Axxiome Digital, a digital banking engagement platform, is purposefully designed for banks to not just survive but thrive in the digital world. Axxiome Digital propels growth for banks through a two-pronged approach:

- Digitize the foundation
- Innovate into the new

The *digitize the foundation* agenda aims to perfect the customer experience from the ground up by addressing the most pressing pain points in the back-office (read: business process and technology layers) through digitization and automation, transforms the bank into a responsive, digital enterprise that can react to market changes quickly, and, prepares the bank to *innovate into the new*.

The *innovate into the new* agenda drives previously unimaginable strategies for the bank such as adoption of new customer interaction channels, leveraging new-age concepts of AI and deep analytics, onboarding of new FinTech capabilities with ease, or developing new business models with partners that drive new streams of revenue for banks.

MODERNIZE AND DIGITIZE THE FOUNDATION

Experience is king, but, it's only the tip of the iceberg

In a highly commoditized industry, where products and services from different banks are difficult to tell apart, experience is one of the more strategic levers that banks are striving to perfect. Customers demand experiences of the highest order, influenced by the Amazons and Ubers of the world. Customers, it's also known, do not hesitate to make a shift to another bank for better experiences.

In the eyes of the customer, experience is simple, consistent, fast, always-on, personalized, non-interfering and certainly, digital! Experience is all that is visible to them and is all they are willing to see.

However, experience is only the tip of the iceberg. To offer the experiences that customers, employees and even partners seek, it becomes crucial that banks look below the tip of the iceberg - into the process and technology layers – and build the experience from the ground-up.

Examination of the process layer at banks reveals a common set of challenges:

- Not all processes are digitized; several demand long, manual tasks and paper work
- Processes are not automated
- Processes are not customizable. Process changes mean long implementation cycles
- Every channel has its own set of processes and supporting systems in the back-end
- Every line of business (LOB) has its own set of processes
- Processes are hard-coded in the technology layer and cannot be (easily) decoupled
- Processes are not designed outside-in, from a customer standpoint

A combination of or even just one of these challenges in the process layer invariably climbs up to the experience layer and becomes visible to customers in the form of inconsistent user experience, redundant or worthless steps in a transaction, inefficient staff, slow service fulfilment, and subsequently, they snowball into customer churn and declining growth.

AXXIOME DIGITAL INTRODUCES A BUSINESS PROCESS LAYER THAT OFFERS THE FOLLOWING BENEFITS:

- ✔ **PROCESS LIBRARY:** 500+ banking processes come out-of-the-box. The processes are collected, massaged, refined, digitized and perfected based on process transformation engagements had with banks globally for more than three decades. Banks can simply pick and choose the ones needed, configure them across channels, and hit the ground running. Processes are highly customizable for specific business needs too.
- ✔ **PROCESS ORCHESTRATION:** Axxiome Digital provides a central console to manage and control all new and existing processes. Process orchestration allows for reusability of processes across channels and the back-end systems fostering process standardization. Future process enhancement or changes required can be achieved easily within the console and made only once, and the process changes will seamlessly flow across channels and systems as defined in the architecture.
- ✔ **PROCESS DESIGN AND AUTOMATION:** A pre-integrated Business Process Management engine (BPMN2 standard) provides seamless drag-and-drop process design capability. Process design can be achieved in minutes without interrupting daily operations. The BPM engine also establishes process and workflow automation.
- ✔ **PROCESS PERSISTENCE:** Through persistence, consumers have the flexibility to initiate a transaction on a channel or device of their choice, stop the transaction at any stage, and resume the same transaction from exactly where they left off, regardless of using the same channel or device. Further, with process persistence, banks have accurate 360-degree- view of consumers that can be unleashed for personalized and timely targeting.
- ✔ **PROCESS EXTERNALIZER:** Processes hard-coded to back-end systems and/or channels are decoupled by the process orchestration platform and exposed as services through the underlying API driven architecture. These services can consume and be consumed by all channels, peripheral devices and third-party systems such as FinTechs, business partners and regulators.



Underneath the process layer is the technology layer that banks have invested costs, time and efforts heavily over the last several years. However, customer-facing capabilities have far outpaced developments in the back-end systems, including core banking platforms that are mostly unyielding to change and digitalization. It's not always plausible to replace core banking platforms, given how the nature of such undertakings are long, expensive, reasonably disruptive and risky.

Banks, however, must keep up with the pace of change on the front-end, offer digital experiences and add innovative capabilities to ultimately attract new customers and grow their existing customer base. With Axxiome Digital, you can do all of this without replacing your core.

ADAPTER

Allows seamless connectivity with any core and legacy systems, third-party systems and peripheral devices in the back-end, processes in the middle layer, and interaction channels in the front-end. The adapter serves as the new digital foundation for banks to onboard new and innovative digital capabilities in the front-end.

OMNI-CHANNEL CAPABILITY AND CHANNEL SOLUTIONS

The solution orchestrates all channels and devices defined in the banking architecture to ensure seamless customer experience, allowing customers to easily start – stop – resume – finish interactions across channels and devices. Axxiome Digital comes with ready-to-use channel solutions including Mobile, Online, Teller, Customer Service, Mobile Sales and Voice-activated devices.

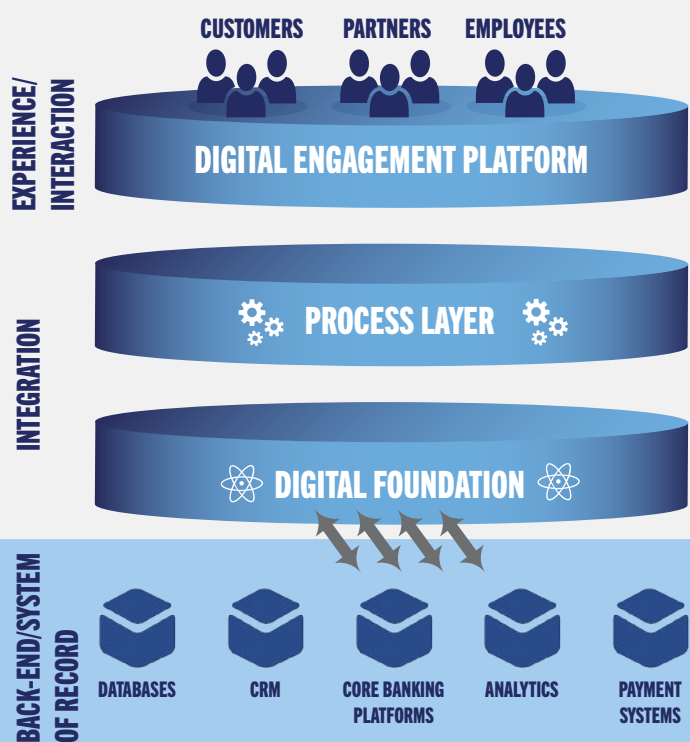
OPEN APIS AND API MANAGEMENT

Axxiome Digital supports different interfaces - SOAP, RESTful APIs, etc. – allowing banks to connect to or be consumed by a multitude of internal and external systems. The API Management capability serves as a console to manage and govern APIs that banks expose to external parties. This enables banks to use the APIs effectively, control which versions are available and are to be used, handle transactions, manage API security, manage traffic policy, and ensure proper monitoring and logging.

SECURITY MANAGEMENT

Robust security provides functionalities for device authentication, encryption, certificate management, monitoring and logging, caching, and error message handling, allowing banks to ensure a secure ecosystem as they explore new and innovative digital technologies.

THE CORE OF DIGITAL IS TAKING DIGITAL TO THE CORE



Digital initiatives that cut across the entire architecture (front-end, middleware and back-end systems) offer maximum value to both banks and their customers. Axxiome Digital integrates with core and legacy systems transforming the previously unyielding back-end systems into a flexible and scalable digital foundation. It then instils a functional process layer that is fully integrated with channels in the front-end and the support systems in the back-end to ensure speed and ease of transactions. Built-in business rules management, workflow and process automation capabilities along with 500+ banking processes available out-of-the-box ensure digitization and automation of back-office operations. The channels in the front-end are integrated with the process layer and the digital foundation to present a compelling customer-interaction layer that offers omni-channel experiences. Further, banks can externalize their systems and processes through the Axxiome Digital open API architecture to explore new partners (e.g. FinTechs), consume innovation easily and try new business models. Axxiome Digital transforms the bank into a responsive digital enterprise.

INNOVATE INTO THE NEW

With the experience – process – technology landscape enhanced extensively and better prepared for innovation, banks can move the innovation needle and easily add capabilities that matter most to customers.

The open API architecture of Axxiome Digital allows banks to externalize systems and processes. This enables banks to easily consume new and innovative third-party functionalities, onboard new partners including FinTechs, and explore new business models. It also provides the much-needed flexibility for banks to respond quickly to changing customer and market needs.

Axxiome strives to make innovation consumable for banks and offers the following functionalities that are readily available:



VOICE-FIRST

End-to-end solution for voice-activated banking



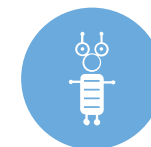
CHANNEL ANALYTICS

Elevate channel performance based on actionable insights



FUTURE-READY BRANCH

Enable a branch-of-the-future



COGNITIVE CHATBOT

Impart ground-breaking intelligence, accuracy and speed



API MANAGEMENT

Leverage APIs to create new business models with partners



CUSTOMER SELF-SERVICE

Digital banking on customers' terms



FINANCE MANAGEMENT TOOLKIT

Give customers an unprecedented understanding of finance



PROCESS OPTIMIZATION TOOLKIT

Create inimitable experiences backed by process innovation



ADVANCED SECURITY

Let security never be a concern for you and your customers

AXXIOME DIGITAL, IN SUMMARY, OFFERS THE FOLLOWING TANGIBLE TECHNOLOGY AND BUSINESS BENEFITS TO BANKS:



Experience: Elevates digital experiences for customers from the ground up. Banks can deliver simple, unique yet consistent, and personalized customer experiences across channels and devices.



Engagement: Serves as a digital engagement platform that unifies all stakeholders of the bank – customers, employees and partners.



Workforce enrichment: Digitizes and automates processes so bank employees can focus on what matters most – customers. Mobility and customer 360-degree views ensure employees can take banking to the customer while being fully equipped with customer insights.



Process efficiency: Digitizes and automates business rules, workflows and processes to drastically reduce manual work and process lags, redundancy and errors and establish operational efficiency, while positively impacting user experiences.



A modern, digital foundation: Introduces a digital foundation that natively integrates with core banking platforms and back-end systems. The digital foundation eliminates system silos, reduces dependency on the core, renders the bank agile, responsive and scalable for digitalization.



Unlocks data for analytics: Sources data into a pre-integrated data object model from across the front-end and back-end systems to present those data attributes that are most valuable for several business use cases and analytics.



Digital innovation at scale: Fosters easy introduction of leading innovations in the areas of payments, voice, AI, analytics and more from a catalogue Axxiome offers. Alternatively, Axxiome Digital serves as an integration hub that can onboard FinTech capabilities of the bank's choice.



Product innovation and time-to-market: Helps create enhanced products – products with additional features, bundling of base products, products with special business rules and pricing – to drive product differentiation, without dwelling into the core banking platform. Product launch across channels can be achieved in hours.



What makes Axxiome Digital right for your bank?

Axxiome Digital is an intelligent omni-channel solution for banks. It digitizes channels, offers over 500 end-2-end banking processes out-of-the-box, automates workflows, and integrates all these with legacy back-end systems. The result is that customers enjoy a personalized banking experience across channels, employees enjoy productive toolsets, while the bank's back-office becomes efficient and IT landscape becomes flexible. Banks can personalize and launch products quickly across channels, onboard leading FinTech capabilities through open APIs, respond to market changes rapidly, and remain competitive in the digital age.

About Axxiome

Axxiome is a global solutions provider for the financial services industry with operations in Europe, North America and Latin America. Axxiome excels in linking legacy banking platforms with modern solutions and is considered a leader in banking and insurance transformation projects across the globe. Axxiome's professional consultants are experienced in technical and advisory services and bring innovation and knowledge to customer projects.

To learn more about Axxiome and the complete suite of offerings and services, visit www.axxiome.com