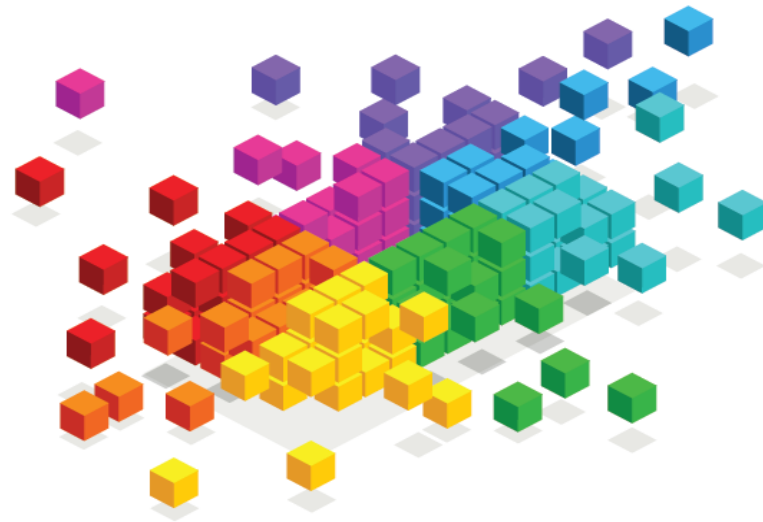# Where is the need for Advance Case Management in Banking and Financial Markets?

**Alan Horton-Bentley**
Global Industry Marketing Program Director
Enterprise Content Management
Banking & Financial Markets

Putting Content to Work
ECM UserNet 2011

# Information is at the center of a new wave of opportunity...

**1.3 Billion RFID tags in 2005**
*30 Billion* **RFID tags by 2010**

*2 Billion* **Internet users by 2011**

*4.6 Billon*
**Mobile Phones World Wide**

**Capital market data volumes grew** *1,750%* **2003-06**

**Twitter process** *7 terabytes* **of data every day**

**World Data Centre for Climate**
- *220 Terabytes* **of Web data**
- *9 Petabytes* **of additional data**

**Facebook process** *10 terabytes* **of data every day**

Putting Content to Work
ECM UserNet 2011

# An urgent need for greater customer insight to address the growing number of business challenges…

**Improve business performance** by focusing on client centricity and developing new intelligence

**Optimize costs and become more agile** by rethinking business models and simplifying architectures

**Achieve smarter risk management** by optimizing core business processes and leveraging analytics

*Today: He that can capture and assimilates all of the information - makes it actionable – delivers it to the right person – in the right format – in the right timeframe **Wins***

# Transforming Vital information trapped in content into actionable customer insight …

**Enterprise Content Management**

- Advanced Case Management
- Content Analytics
- Document Imaging and Capture
- Information Lifecycle Governance
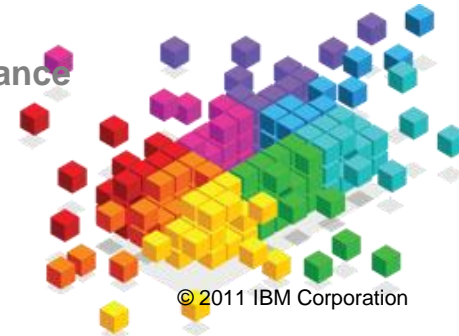- Social Content Management

**Business Analytics**

**Information Integration & Federation**
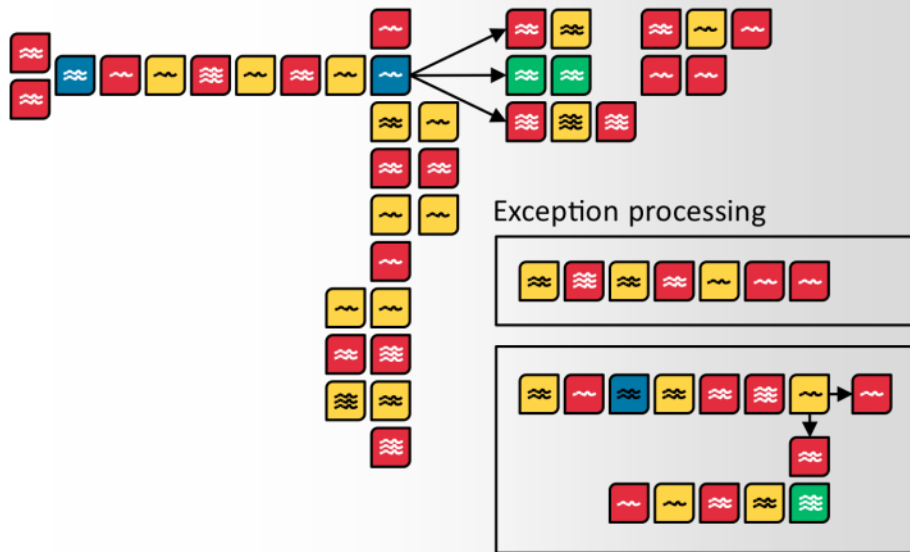
**Data Management**
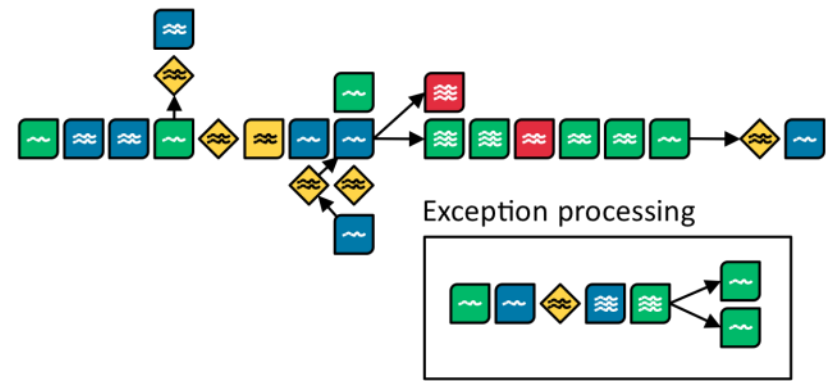
**Information Governance**

# In need of solutions that are a step beyond traditional BPM (business process management…

**Before:** Long, multistep process without BPM

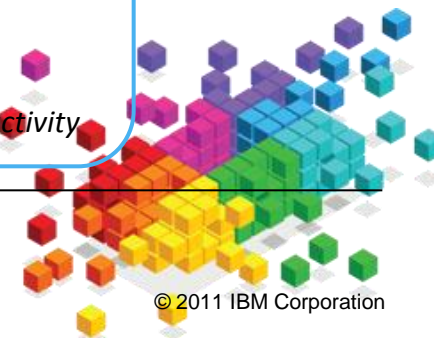**After:** Streamlined and efficient process with BPM



Exception processing

*Inefficient processes:*

Paper-based processes requiring human intervention

Wait time

*Efficient processes:*

Semiautomated activity

Fully automated electronic activity

# A large US bank
# Processing loans in 24 hours or less…

**The need**
With information stored in silos across the organization, bank staff struggled to quickly and efficiently locate customer information. For example, loan advisors had to physically search rooms and desks for information if a customer called with a question.

**The solution**
The bank leveraged IBM software to optimize business processes and **provide staff with access to relevant content for each case—regardless of the source.** Completed documents are scanned into the system and then managed electronically. Employees have the information they need to process loans, respond to customer inquiries and determine if SLAs are at risk.

**The benefits**
• Reduced loan processing times from days to hours
• Decreased time to apply best practices at acquired companies from months to weeks
• Dramatically improved staff productivity to enable bank to redeploy workers instead of hiring new staff

# Tier 1 international bank
# Improving the account opening process...



**The need**
- Streamline the account opening process
- Enable agents to spend more time interacting and building cross-sell and up-sell potential
- Prioritize service levels and create custom products

**The solution**
- Transformed the account-opening process using data models, workflows, automation and technology
- **Changed the role paradigm of in-branch advisors from service providers to marketers**
- Implemented a single view of customers to equip advisors with customer intelligence

**The benefits**
- Streamlines the account opening process to reduce costs, while improving customer service
- Provides more knowledge of client needs prior to appointments, allowing a significant improvement in its cross-sell and up-sell capabilities
- **Helps advisors build customer relationships**

# Improving decisioning - while different in many ways - all require or will greatly benefit from enhanced customer insight:

Access to complete and accurate customer information - a 360-degree view

- More products per customer, resulting in **organic growth**
- Intelligent marketing to improve the **customer experience**
- Analytics to drive better advice and **improve customer retention**
- Faster and consistent case resolutions, boosting **customer satisfaction**
- **Improved risk management** by accessing more complete information
- **Reduced risk and fines** by addressing new compliance regulations
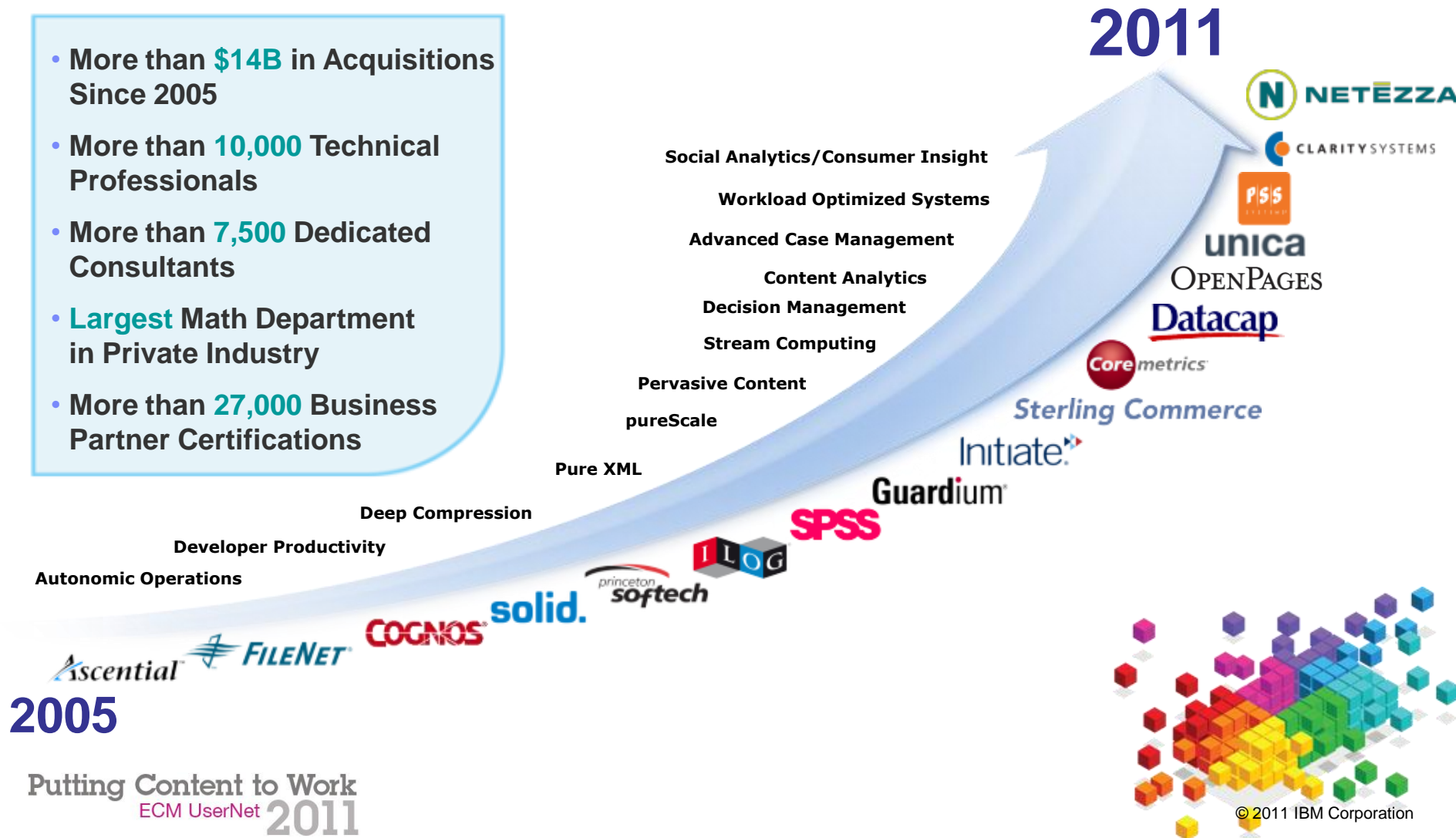- **Reduced costs** by managing and supporting fewer point solutions

# All of the leading analysts and Industry experts are calling for new approaches… …

FORRESTER®

Gartner

aiim

McKinsey&Company

# Building the most comprehensive portfolio to manage Information...

- More than **$14B** in Acquisitions Since 2005
- More than **10,000** Technical Professionals
- More than **7,500** Dedicated Consultants
- **Largest** Math Department in Private Industry
- More than **27,000** Business Partner Certifications

**2011**

NETEZZA

CLARITY SYSTEMS

PSS

unica

OPENPAGES

Datacap

Coremetrics

Sterling Commerce

Initiate

Guardium

SPSS

ILOG

Social Analytics/Consumer Insight

Workload Optimized Systems

Advanced Case Management

Content Analytics

Decision Management

Stream Computing

Pervasive Content

pureScale

Pure XML

Deep Compression

Developer Productivity

Autonomic Operations

princeton softech

solid.

COGNOS

FileNet

Ascential

**2005**

# IBM's ECM portfolio - a powerful foundation to support new and compelling business solutions…

# IBM Case Manager…

## Advanced Case Management

| Case Application Design | Case Templates | | Case Activities | Case Analytics |
|---|---|---|---|---|
| Case Runtime Framework | Case Infrastructure | 360º View of Case | Case Context | Case Lifecycle Management |

| Content | Events | Workflow | Rules | Collaboration | Social Software | Monitoring & Analytics |
|---|---|---|---|---|---|---|

*people* ♦ *process* ♦ *information*

- Unites information, process and people
- Delivers optimized case outcomes through analytics, rules, collaboration and social computing
- Supports work management of structured and unstructured activities

- Manages and governs entire case lifecycle
- Provides extensive ecosystem of partners delivering case management solutions
- Shortens time-to-value with better tools, out-of-the box solutions, and templating capabilities

- **With ICM's rapid case designer and prototyping tools you could testing the solution with end users - in the time it generally takes others to decide what to build…**

# Powerful analytics for better case outcomes…



**Case Analytics**

**Structured Real time**   **Unstructured Persisted**

**Case managers need insight in order to impact results.**

Putting Content to Work
ECM UserNet 2011

# Why IBM Case Manager is different …

FORRESTER®

*"IBM … has **pushed the envelope** with its case management solution, IBM Case Manager.  Combining document management with robust social, collaboration, and communication capabilities, IBM has integrated a broad array of functionality from its software portfolio to provide a unique business solution. In the end, the whole suite offers **far more value than the component parts***

# Smarter banking centers around where decisions are made…

- Complex decisions
- Time-critical decisions
- Risk-critical decisions
- Customer satisfaction decisions
- Cross line-of-business (LOB) decisions

**What are the risks of poor decision making?**
- Dollar exposure
- Reputation risk
- Regulatory exposure
- Legal exposure (liability)
- Customer retention risk
- Customer dissatisfaction

# IBM Enterprise Content Management can help you make better decisions faster…

**ECM**
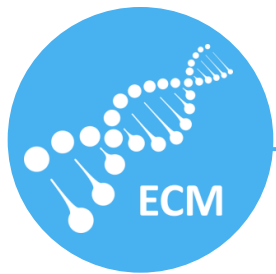
- Assimilate large and growing volumes of information
- Access information trapped in content
- Monitor internal and external data and information feeds
- Monitor and capture content from social networks
- Collaborate internally and externally
- Analyze patterns and trends to support process improvement
- Analyze customer information in real time to support customer-facing personnel
- Reduce credit and operation risk in real time
- Support fraud interdiction in real time
- Improve regulatory and corporate compliance

Putting Content to Work
ECM UserNet 2011

© 2011 IBM Corporation

IBM
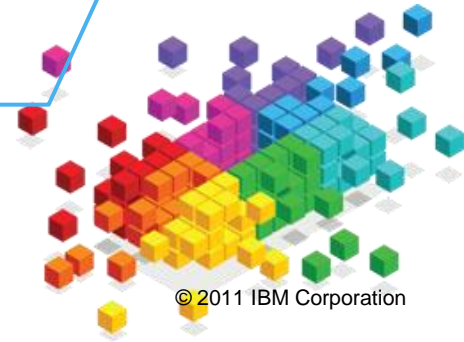
# Principal advanced case management focus areas in banking and financial services...
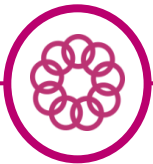
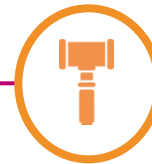**Consolidating case systems**
Smarter is seeing the big picture

**Wealth management**
Smarter is making the most of what you have

**Institutional lending**
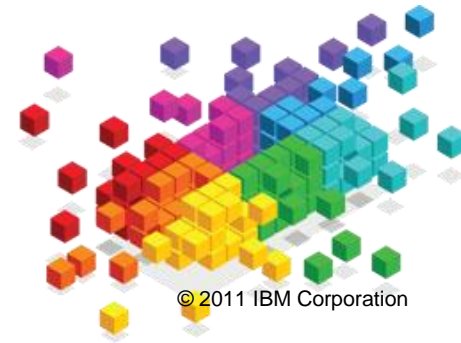Smarter is making the right decision more quickly
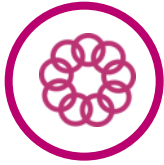
**Fraud and illegal transactions**
Smarter is stopping criminals in their tracks

**Wholesale banking**
Smarter is doing it better than the rest

# Consolidating case systems
Smarter is seeing the big picture.

**Desired business outcomes**

- Improve the customer experience
- Increase cross-selling revenue
- Provide highly responsive advisor services
- Reduce risk, errors and regulatory violations
- Reduce customer attrition

**IBM can help improve:**
- Information management
- Development of proactive proposals
- Customer and case insight
- Compliance

| Existing environment | Smarter approach |
| --- | --- |
| Disparate, siloed LOB systems | One consolidated case management system |
| No complete view of the customer's case history | A comprehensive view of the customer |
| Incomplete and redundant information | A high-quality, single version of the truth |

**If your goal is a 360 view of the customer**
**it must include all case history**
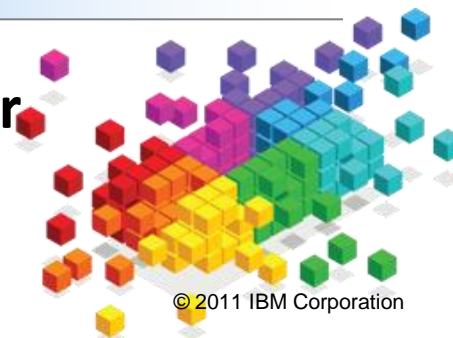
# Wealth management

## Smarter is making the most of what you have.

**Desired business outcomes**

- Attract and retain high-value clients

- Increase the average number of products per client

- Provide high-quality advisory services and portfolio management advice

**IBM can help improve:**

- Information management
- Content analytics
- Assimilation of information
- Creation of proactive information

| Existing environment | Smarter approach |
|---|---|
| Product-centric wealth management | Smarter relationship management |
| Partially automated wealth management | Comprehensively automated wealth management |
| Siloed information and case handling | Holistic information and wealth management |

Being able to assimilate, analyze and render actionable  all customer data - **in real-time** - while the customer is engaged - will offer significant productivity, customer satisfaction and risk avoidance benefits
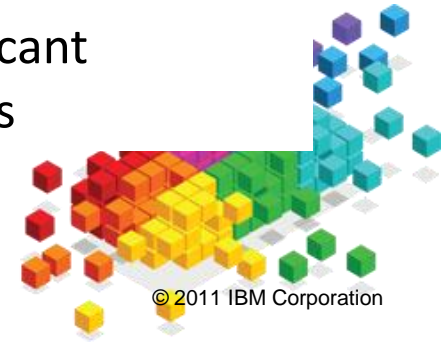
# Institutional Lending

## Smarter is making the right decision more quickly.

**Desired business outcomes**

- Facilitate credit granting, product bundling and pricing
- Streamline the credit granting process
- Improve credit risk management
- Reduce loan approval cycle times
- Improving the average number of products per customer

**IBM can help improve:**

- Information management
- Process and business rules
- Risk management assessment
- Compliance and best practices

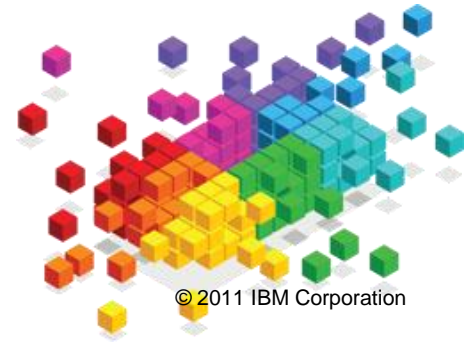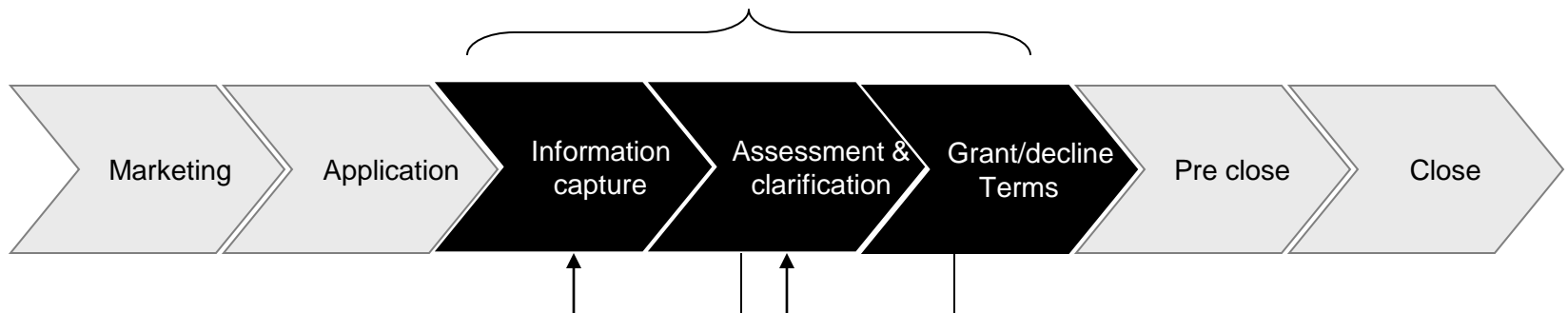| Existing environment | Smarter approach |
| --- | --- |
| Lengthy processing cycles | Expedited, reduced-risk lending decisions |
| Growing volumes of unstructured content | Access to all case information |
| Lack of business intelligence (BI) for loan committees | Use of BPM, rules and analytics to improve processes |
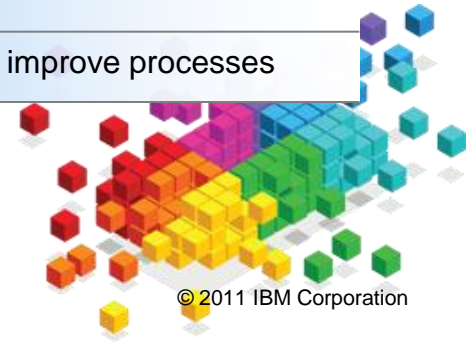
# Making better decisions…

Customer Centric Credit Granting Decisions
As Opposed To Product Centric

| Marketing | Application | Information capture | Assessment & clarification | Grant/decline Terms | Pre close | Close |

# Fraud and illegal transactions
## Smarter is stopping criminals in their tracks.

**Desired business outcomes**

- Reduce financial and reputation losses
- Detect fraud and illegal activity in real-time
- Improve monitoring
- Speed reporting to authorities
- Facilitate more intelligent investigation

**IBM can help improve:**
- Information assimilation
- Search and discovery
- Content analytics
- Case management

| Existing environment | Smarter approach |
| --- | --- |
| Outdated or incomplete customer information | Real-time, comprehensive view of customer history |
| Reactive approach to fraud and illegal transactions | Real-time prevention based on predictive analytics |
| Lack of BI and predictive analytics | Improved business intelligence, analytics and data quality |

Putting Content to Work
ECM UserNet 2011

© 2011 IBM Corporation
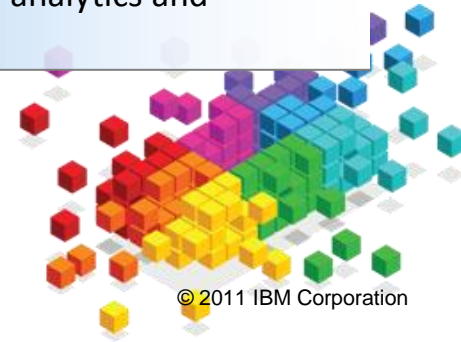
# Wholesale banking
## Smarter is doing it better than the rest.

**Desired business outcomes**

- Better manage relationships with large corporate customers
- Base decisions on a comprehensive view of all data and content
- Improve the customer experience
- Maximize the number of products per customer

**IBM can help improve:**

- Case management
- Search and discovery
- Predictive analytics
- Development of best practices

| Existing environment | Smarter approach |
| --- | --- |
| Large account teams lacking process and rules | Using analytics and business intelligence |
| No differentiator in a hugely competitive marketplace | Differentiating content analytics, business rules and BPM |
| Ad hoc customized processes | Helping control account interactions with case management |
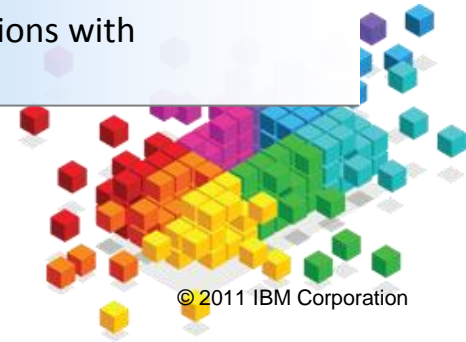
# The industry is focused on smart decisioning, who will be first and take a leadership role?
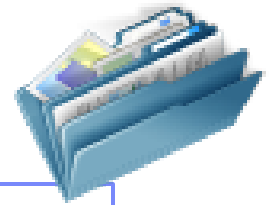
## Compelling ROI to be found?

- Analytics identifying flaws in the business process resulting in the elimination of the source of cases

- Avoid customer disputes and complaints

- Improved credit granting decisions

- Avoid loss of revenue of a standard customer

- Improve trusted advisor recommendations

- Optimized processes resulting in improved contact/help desk, first call resolutions

- Reduced compliance violations
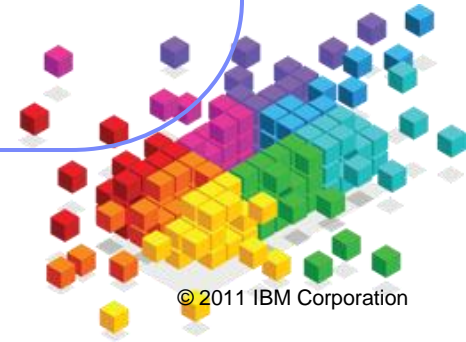
# Next steps

Start with an assessment to determine your current-state and future-state road maps, as well as your ECM entry points

Read use cases and case studies and learn how institutions like yours have succeeded with ECM

Attend our next user meeting or roundtable

Visit our website: **ibm.com**/software/data/content-management/industry-solutions/banking.html