IBM SOA* Summit

IBM SOA Executive Summit

Paris 31 Mai 2007

TE12

Refonte du Poste de Travail Bancaire

Le Poste de Travail Intégré

Oriol Beal, IBM

Ingénieur /Architecte Informatique

Banking Industry Solution Center, Barcelona

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Banking Industry Solution Center @ IBM Forum Barcelona

The Banking Industry Solution Center brings together industry experts, solutions and support to address the business challenges facing the banking industry. The activities of the center include a range of interlinked business and technology briefings, from creating a vision through transformation roadmap workshops, technology previews and development of solution prototypes. The center focuses on developing and communicating leading strategies and facilitating access to innovation.

Objectives:

- **Create and integrate proofs of concept for transformation projects**
- **Support the early stages of implementation with specialized business skills and experience**
- **Assist in the technical skills transfer of real end-to-end innovative solutions**

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The focus is not just on renewing the teller application.

The focus is on building an Integrated Desktop for the employee.

Integrated Desktop for the Employee

- **Banks are not looking at their applications in isolation anymore**

  (the focus is not on renewing the “teller” application)

- **But building Integrated Desktops for their Employees**
  - Customer Insight (360º Customer view)
  - Service to Sales Transformation (tools for sales and advice)
  - Collaboration tools (Mail, Calendar, IM, Web 2.0)
  - Business Process Orientation (to assist users)
  - Tools for Business Dashboards
  - …… and of course still being able to integrate their existing applications to run the transactions

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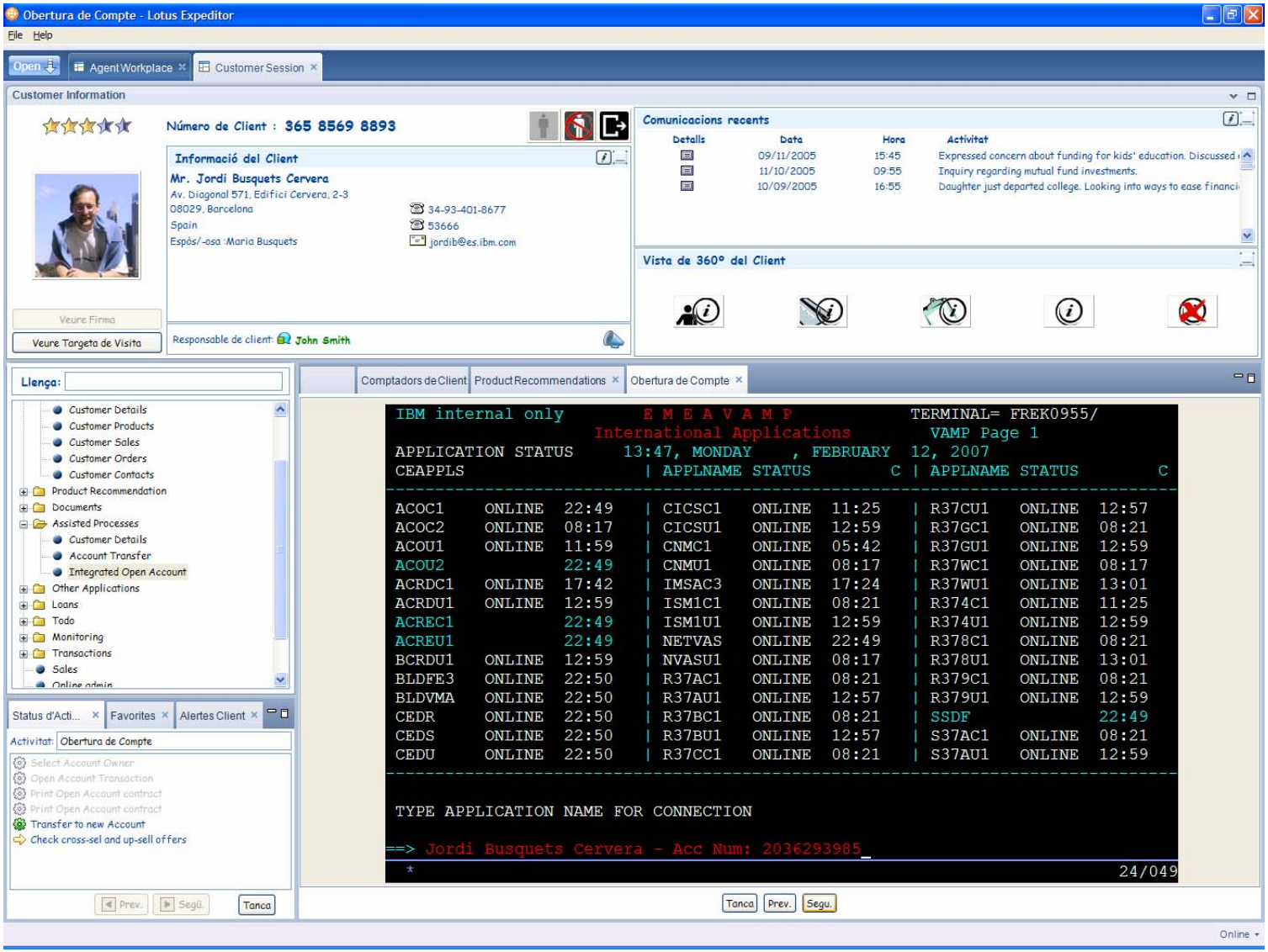
Branch Integrated Desktop



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Multi-channel and Channels Transformation

- **Banks are not looking at the Branch channel in isolation**
  - Integrated Desktops for Branch, for Contact Center, for the Home Banking, etc. (reusing functional components).

- **Banks are looking at the future transformation of their delivery channels, not just the applications**
  - Including premises, people, and processes
  - To benefit from the ‘Unified Communications’ between channels
  - And from the converged IP networks: data, voice, video, etc..
  - Investing again on what many of them call: ‘Branch of the Future’, or ‘Multi-channel of the future’

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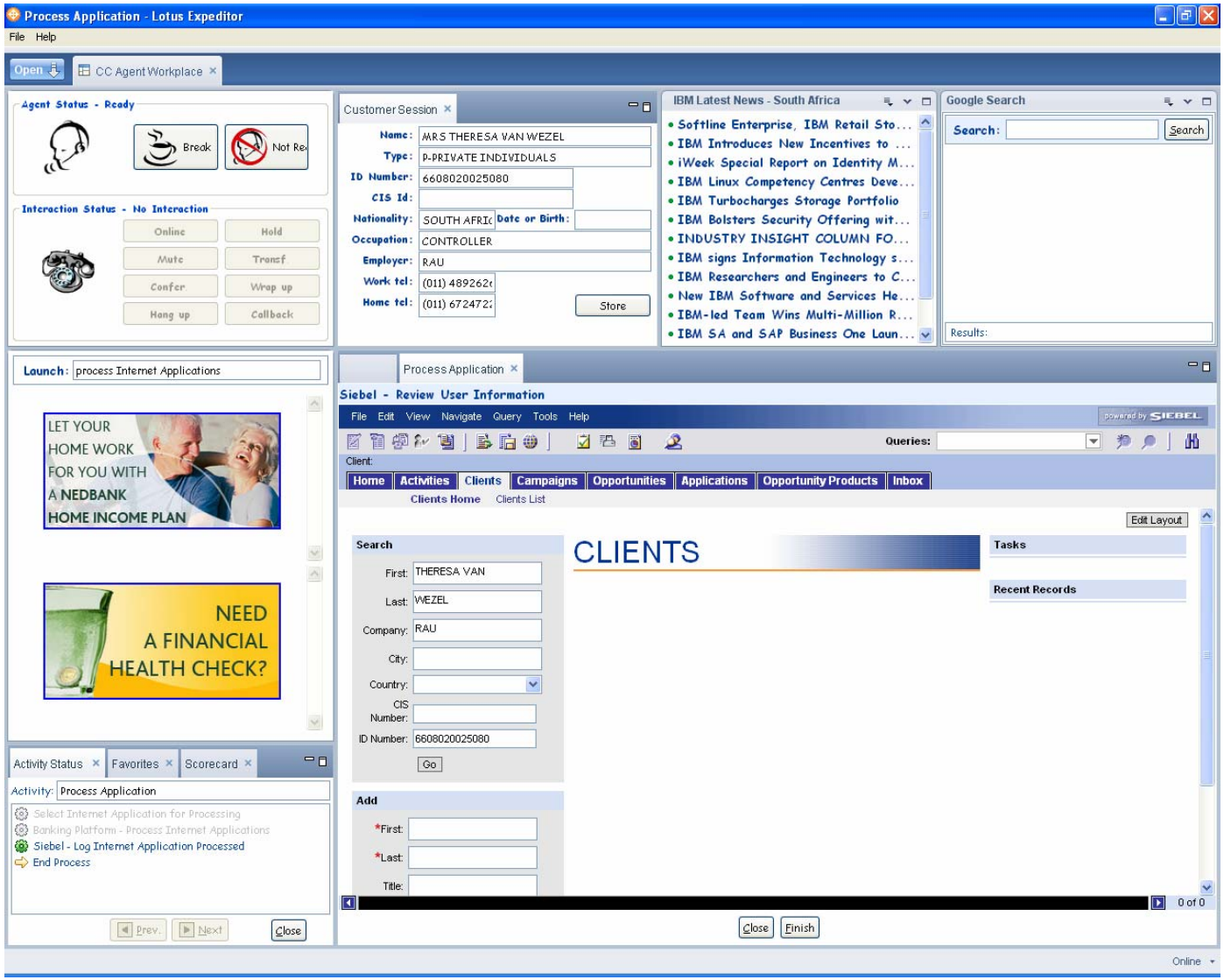
Contact Center Integrated Desktop



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Integrated Desktops - Benefits

- **Integration (visual and data sharing):**
  - Existing Applications with new Functional Components
- **Business Process Orientation**
  - Front-End and Enterprise Business Processes
  - Guides users through their day to day processes
- **Front-End Componentization**
  - Components Reuse
  - Components Migration
  - Loose Coupling between Components
  - Addition of new Components
- **Manageability**
  - Centrally Managed Desktops (Role-Based, Software Distribution, etc.)

- **Employees:**
  - Efficiency
  - Productivity
  - Training
  - Compliance with Processes
- **Systems:**
  - Manageability
  - Flexibility
  - Migrations/ Evolution
  - TCO

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Improving Productivity at the Front End of Computing

Integrating People & Applications through Service Oriented Architectures

FRONT-END INTEGRATION	BACK-END INTEGRATION
Integrated Desktop / Composite Application: **Dynamic, role-based access to information, applications, and collaboration anyplace, any time**	**Service Oriented Architectures:** **Align the business world with the world of IT in a way that makes both more effective**

Integrated Desktops are Front-End for SOA

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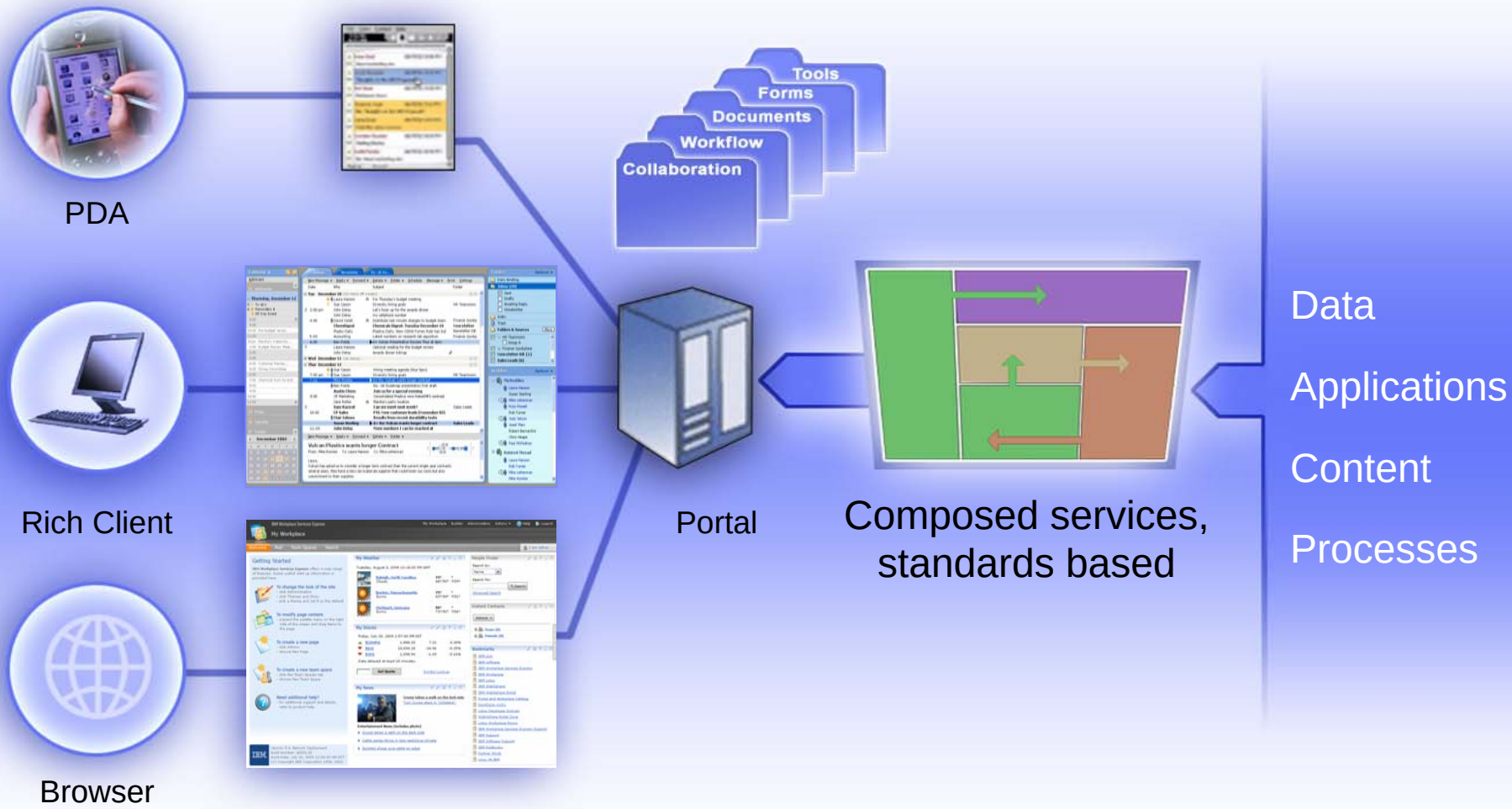
Managed Clients for SOA:

Access to Enterprise and Partner Resources Enabling Faster Decisions



Upgrade Protection – Minimize Roll outs – Maximize Responsiveness

Investment Protection

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IBM Portal

A single solution for user experience

1. Reach

- Internet Banking
- Branch Manager
- Platform Officer

Easy access through any Browser

2. High Performance

- City Broker
- Call Center Agent
- Branch Teller

Demands rich experience to boost productivity

3. Sometimes Connected

- Insurance Agent
- Financial Advisor (Mobile)
- Business Banker

Need local applications & data

4. Self Service

- Kiosk
- ATM

Minimize latency

Web Portal

(Portal Server)

IBM Portal

Rich Client

(IBM Expeditor)

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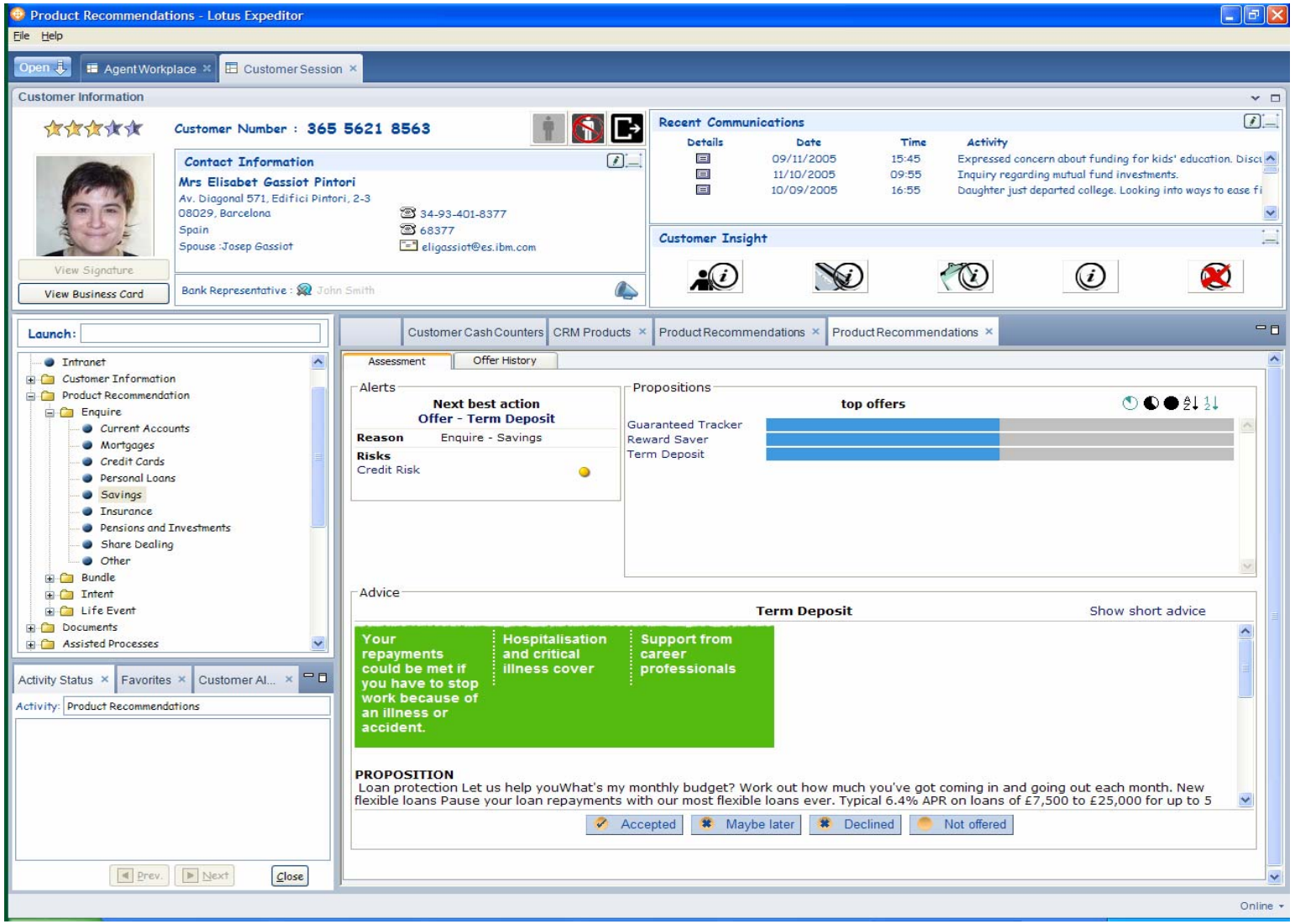

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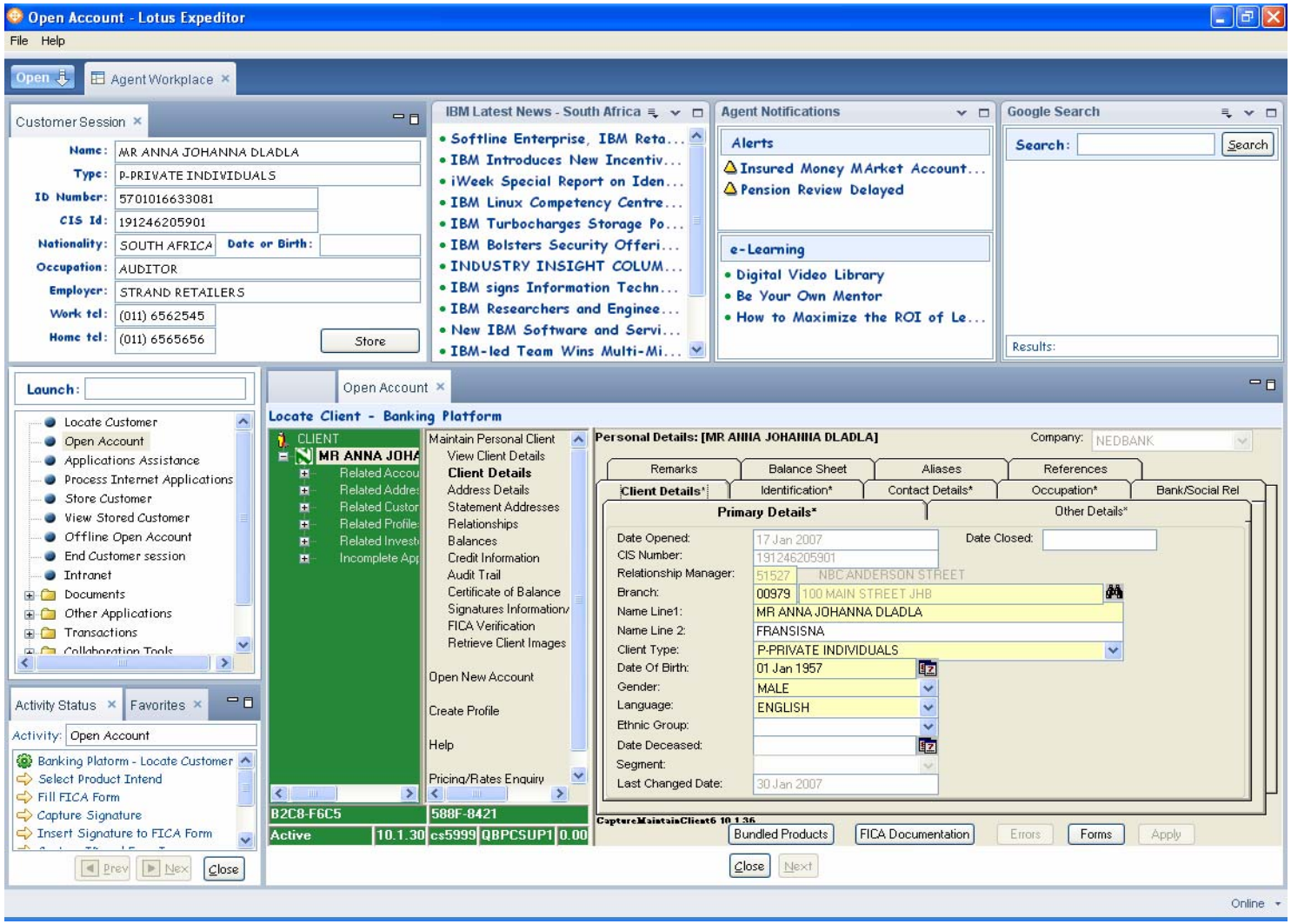

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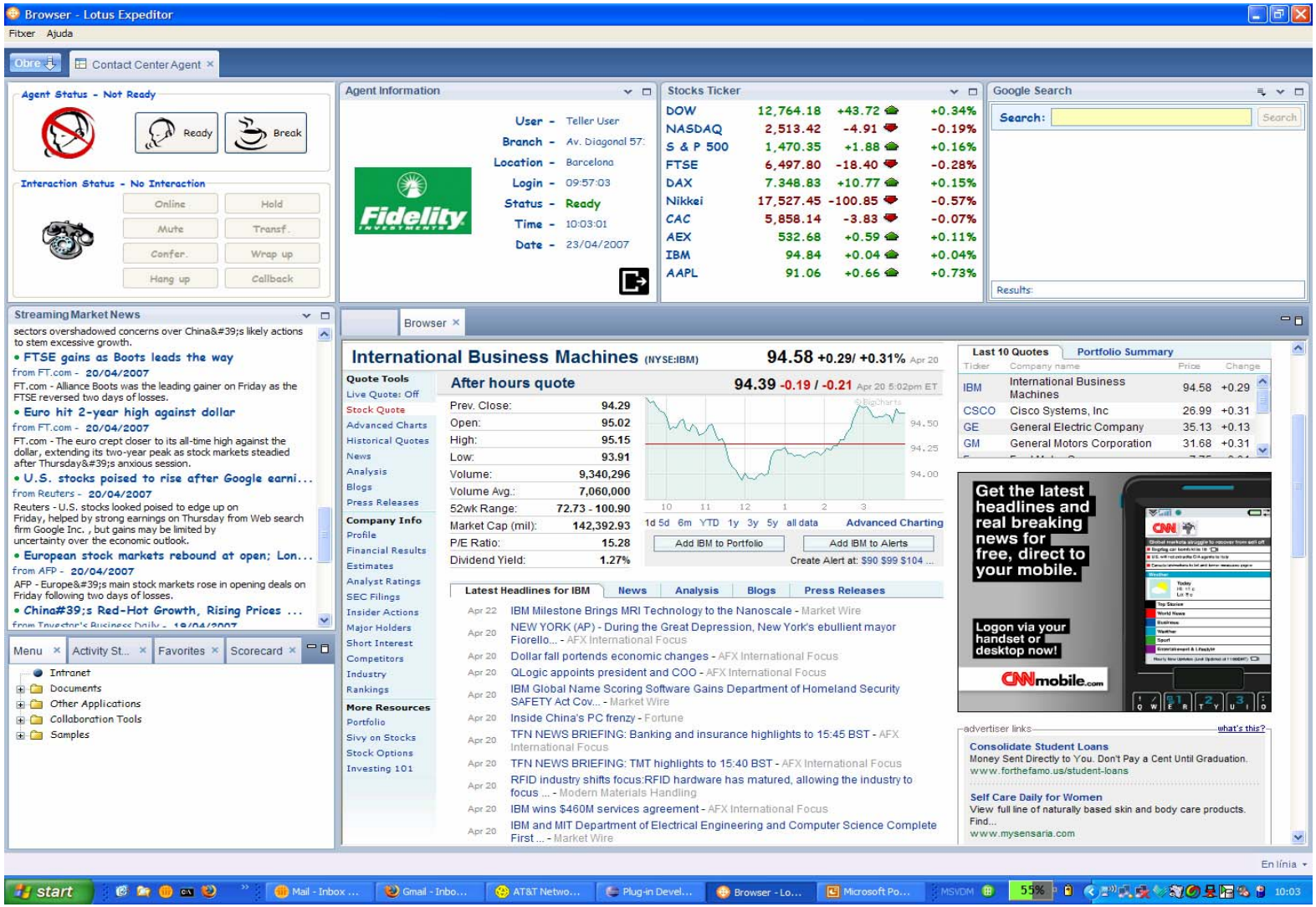

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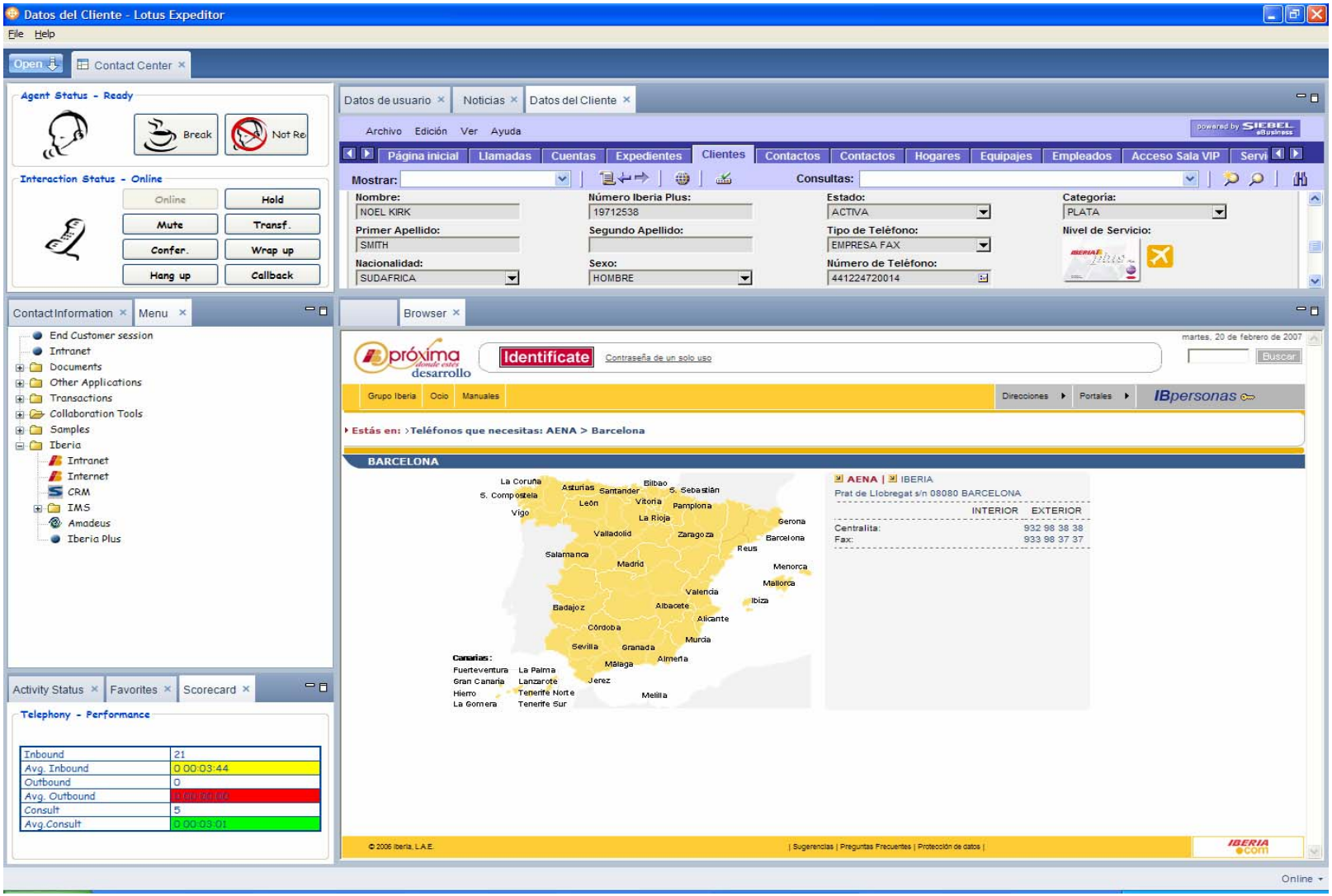

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IBM Front Office Solution for Banking

Demo

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Questions?

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