

# Development and operationalisation of digitisation strategy

We'll help you at every stage, from devising your strategy to implementing concrete measures.

Digitisation gives banks more opportunities for growth. Digital channels and products can attract customer groups from outside your usual market, enhance the customer experience through innovative product bundling and reduce costs (e.g. e-financing, e-investment, multi-expert advice, mid-office automation).

## How Swisscom can help you

1. Swisscom Management Consulting combines strategic and operational banking expertise and FinTech insight from Swisscom as an independent field of business.
2. With Swisscom as a digital innovator, you benefit from many years of business and IT experience in the implementation of digitisation projects. As a pioneer in key technologies (e.g. AI, digital identification, cloud), we can bring our own expertise into play and call on our unique network of experts and partners whenever necessary.
3. Swisscom, as the leading IT service and outsourcing provider in the Swiss banking market, will give you comprehensive support on the path to digital transformation. We'll provide face-to-face support as your independent sparring partner in any situation.

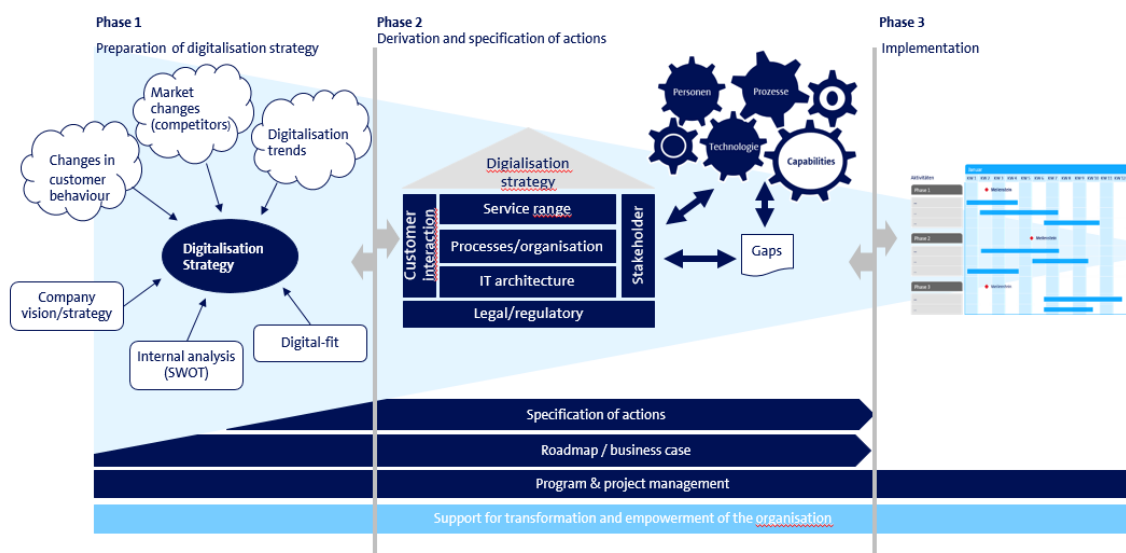
## Your benefits

Speed up your digitisation projects by

- > using Swisscom's comprehensive technology and market radar in the FinTech, digitisation and automation sectors;
- > subjecting selected parts of your business to a digital health check in order to quickly identify potential for growth and cost-saving;
- > implementing defined digitisation strategies with the help of proven banking and technological experts in key technologies;
- > making use of our longstanding experience of implementing digitisation measures. Our experts are familiar with the different obstacles and problems that can crop up in both the banking and technological fields, and with how they can be overcome at project level.

You will receive help with your digitisation plans from the most appropriate banking and technological experts. Thanks to our broad expertise and our comprehensive network of FinTech and digitisation technology companies, we can contribute project resources wherever they are needed. As a one-stop shop, we can assist you at every stage, from devising strategies to implementing them, as well as with BPO/IT operations, making your project much less complex.

## Process



## Digitisation strategy development and implementation – Our services

### Services

#### Digitisation strategy development

- > *Market positioning* – assess opportunities created by the use of new technologies, devise positioning and market strategies linked to digitisation
- > *Digital health check* – quickly identify potential for growth and cost-saving
- > *Digitisation roadmap* – draw up an implementation timetable in order to realise potential quickly

#### Defining measures

- > *Target operating model* – define objectives in relation to ecosystem, service range, processes, IT, organisation, regulatory framework
- > *Catalogue of measures* – define gap list and catalogue of top-priority measures

#### Specification

- > *Definition of target processes focusing on the customer journey* – devise a consistent customer experience at all stages of customer interaction via the relevant channels, define and model target processes
- > *Business and IT specification* – consistent, detailed specification, from defined business requirements to IT specification
- > *Compliance framework* – specify regulatory requirements and their implementation
- > *Business partner model* – evaluate partner options (make or buy)
- > *Business case* – quantify implementation options
- > *Implementation roadmap* – devise and agree implementation plan

#### Implementation

- > *Programme and project management*
- > *Application implementation*
- > *e2e testing* – test management, test design, test infrastructure, test support
- > *Training* – enabling of key resources and stakeholder groups
- > *Go-live orchestration* – coordination of required activities at the critical moment of launch
- > *Impact monitoring* – KPI-based monitoring of the project's success and subsequent adjustments

**Services can be ordered individually and combined in accordance with the customer's specific situation**

### Additional services

#### Transformation support

- > Support with the company's transformation and sustainable anchoring of the digitisation plan within the organisation, and with the establishment of a digital culture for defined groups of stakeholders: board, shareholders, employees, customer groups

## Your contacts



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