



Handbook on Building SUPER Banking Experiences: Case Study and Examples from 40 Global Banks

Banking and Financial Services (BFS) – IT Services (ITS)

Market Report – November 2018: Complimentary Abstract / Table of Contents

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- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Membership information

- This report is included in the following research program(s)
 - **Banking and Financial Services (BFS) - IT Services (ITS)**
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com, unitedkingdom@everestgrp.com, or india@everestgrp.com

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Background and scope of the research

Banking is increasingly being embedded in customer activities vis-à-vis being an enabler

This transition is morphing the role of banks to become a lifestyle experience orchestrator

Banks are focusing on the power of three E's to enable their transformation journey



Experience



Efficiency



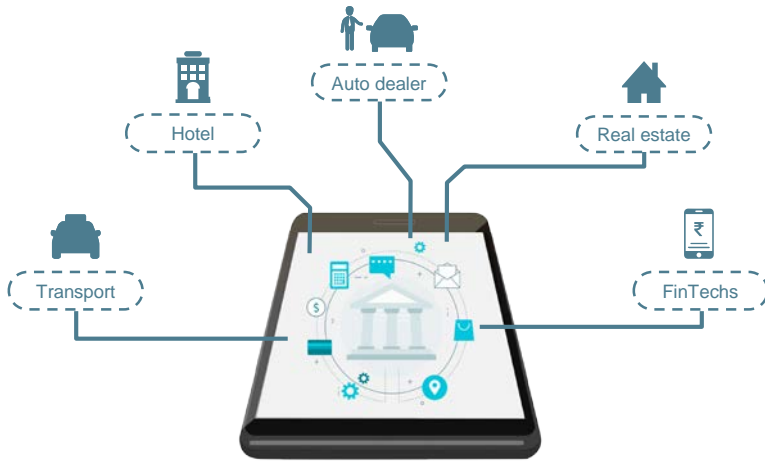
Ecosystem

In this research, we will study the experience-centric investments by 40 global banks

Sources: Publicly-available information and Everest Group's ongoing market interactions

The below are four charts illustrate the depth of the report

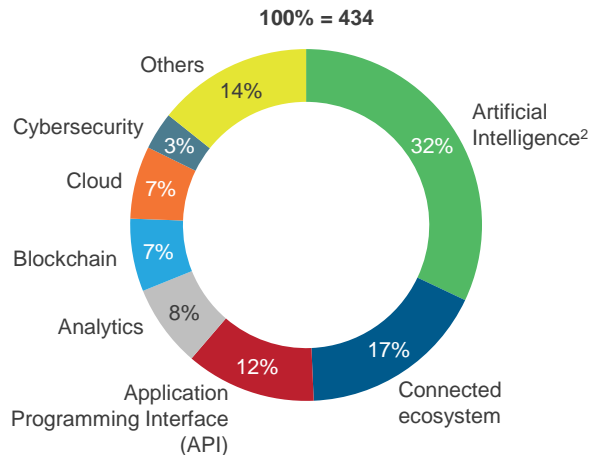
Banks are transforming to lifestyle experience orchestrators



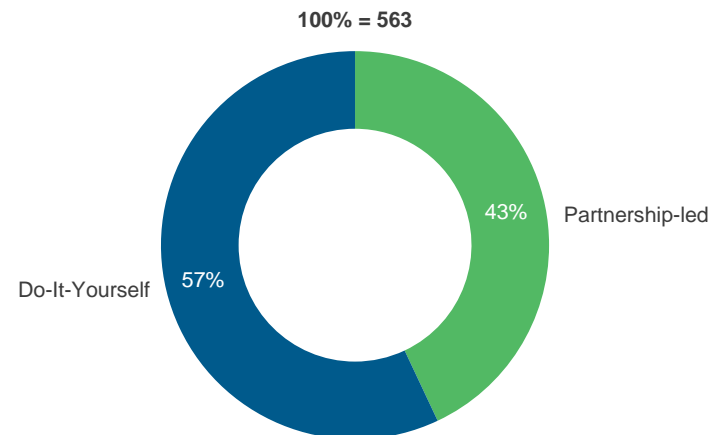
Consumers are increasingly demanding a SUPER banking experience



Banks are using multiple digital technology levers



Banks are developing in-house talent



Research calendar – BFS IT Services

Published
 Planned
 Current release

Flagship reports

Release date

Capital Markets IT Annual Report Part 1 – Platformification Wave Disrupting Buy-Side.....	April 2018
Capital Markets IT Annual Report Part 2 – Data and Intelligence Transforming Customer Experiences for Sell-Side.....	April 2018
Capital Markets IT Annual Report Part 3 - Building Digital Market Infrastructures.....	April 2018
Digital Effectiveness in Retail Banking Focus on Banks in the UK and Europe.....	May 2018
Digital Effectiveness of Wealth Management Firms in North America – Harnessing the Power of AI and Data Analytics.....	July 2018
Banking ITS Report Card and Growth Outlook 2018.....	August 2018
Open Banking IT Services: Orchestrating Experiences in the Platform Economy – Services PEAK Matrix™ Assessment 2018.....	September 2018
Application Services in Global Banking – Services PEAK Matrix™ Assessment 2018: Spending Picks up as Need for Talent, Transformation, and Time to Market Intensifies.....	September 2018
Blockchain Services – PEAK™ Matrix Assessment 2018.....	November 2018
Banking IT Market Report – Handbook on Building SUPER Banking Experiences.....	November 2018
Application Services in Capital Markets PEAK™ Matrix Assessment 2018.....	Q4 2018

Thematic reports

Enterprise Digital Adoption in Banking and Financial Services Pinnacle Model™ Assessment 2018: Artificial Intelligence Enabled Transformation	March 2018
Maximizing Value From Open Banking	March 2018
Blockchain: Is It the Silver Bullet?	March 2018

Note: For a list of all of our published BFS IT Services reports, please refer to our [website page](#)

Additional research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

- 1. Open Banking IT Services: Orchestrating Experiences in the Platform Economy – Services PEAK Matrix™ Assessment 2018** ([EGR-2018-31-R-2777](#)); 2018. In this research, we assessed the vision & capability and market impact generated by 19 service providers for their open banking IT services capabilities. These providers were mapped on the Everest Group PEAK Matrix™, which is a composite index of a range of distinct metrics related to each provider's vision & capability and market impact to identify Leaders, Major Contenders, and Aspirants.
- 2. Digital Effectiveness in Retail Banking | Focus on Banks in the UK and Europe: Identifying Digital Banking Leaders in the Open Banking Era** ([EGR-2018-31-R-2641](#)); 2018. In this research, we analyze the customer-facing digital investments for 20 European retail banks. These banks have been mapped on Everest Group's Digital Effectiveness Assessment model, which is a composite index of a range of distinct metrics related to each bank's capability maturity and the resultant business outcomes.
- 3. Banking ITS Report Card and Growth Outlook 2018** ([EGR-2017-31-R-2738](#)); 2018. This report analyzes 1200+ active banking IT services contracts to comment on the market size, growth, and demand characteristics for this market. The demand trends, across lines of business, geographies, digital themes, and application services themes, are presented using multi-year IT services deal analysis. This report also provides analyst estimates and supplier expectations of banking enterprise IT spending across lines of business, geographies, and application services sub-functions.

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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