

Appway for Financial Services

***Guiding
the Digital
Transformation***

THE TRANSFORMATION OF FINANCIAL SERVICES

The financial services industry is changing before our very eyes. Business is increasingly connected across borders and regulatory jurisdictions, and can be accessed by customers from anywhere. Adaptation is a must if firms want to remain competitive during this transformation.

To do so, financial institutions need to rise to the challenges confronting the industry today and evolve with modern technologies. Only then can they achieve growth in the face of ever-changing regulations and customers who expect tailor-made products and services. With institutions competing for customers worldwide, the price of waiting will continue to rise.

“To evolve to the expectations of the next generation of clients, the bank must adapt.”

Technology Executive, Global Bank

Emerging Technologies

Technological progress has opened up a world of opportunities in the financial services, but has also presented major challenges. Where traditional financial firms were once the only players on the field, they are now competing with fintech companies who offer dedicated digital products and services that appeal to contemporary customers. Furthermore, customers expect their financial firms to meet them where they are – on every channel, every device, anytime, and anywhere. The modern financial firm needs to incorporate technology as the foundation of its business model in order to compete with niche providers and meet the needs of their customers.

Increasing Regulations

Financial institutions around the world are struggling to adapt to emerging policies and regulations. These institutions are overhauling their business models and pouring money and labor into risk and compliance departments with the knowledge that errors could result in serious legal repercussions. A firm's resilience to such changes will dictate not only its success, but also its survival in the Digital Age.

Changing Customer Demands

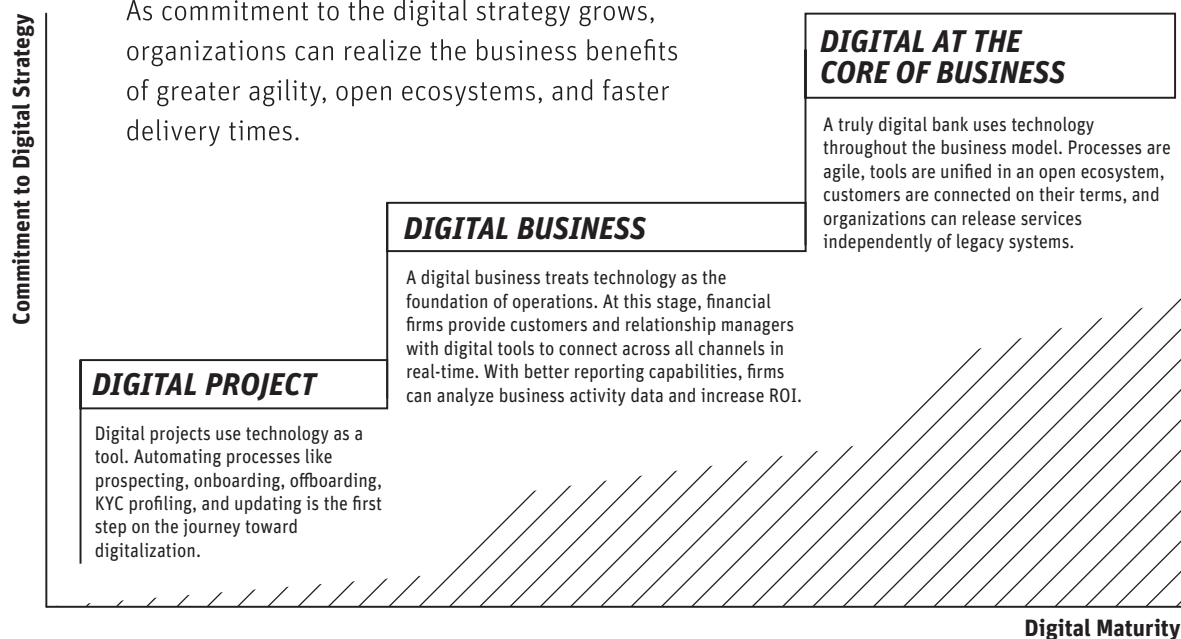
Across industries, new channels and technologies are transforming the modern customer as well as the services they require. Tech-savvy and mobile, today's customers expect services to invite them into the core of the business model. They demand high-quality digital experiences on par with their consumer technologies. Organizations that put customers first are rewarded with loyalty, referrals, and increased revenue.

WAITING IS NOT AN OPTION

To keep up with these momentous changes, institutions need a way to quickly adapt to market trends and ensure compliance. They must cater to the needs of the modern customer and guarantee seamless service across all touchpoints.

THE JOURNEY TOWARDS DIGITALIZATION

Making digital technology the core of business is not a one-step process; it's a journey. The success of smaller digital projects encourages financial institutions to implement more ambitious projects. As commitment to the digital strategy grows, organizations can realize the business benefits of greater agility, open ecosystems, and faster delivery times.



APPWAY IS YOUR GUIDE FOR DIGITAL TRANSFORMATION

Appway builds technology for today, and innovates for the technology of the future. With over ten years of industry experience, Appway guides the leading financial institutions, both big and small, as they build sustainable and scalable solutions that quickly adapt to changing conditions. Now is the time to improve internal efficiencies, better engage customers, and keep ahead of regulations. Appway knows where to focus when designing technology for the needs of today... and tomorrow.

Appway Onboarding

Appway Onboarding's guided processes enable financial institutions to quickly adapt to changing legal and tax environments. With end-to-end automation and full transparency, Appway Onboarding's out-of-the-box solution covers all activities related to the client lifecycle, guaranteeing outstanding experiences while ensuring compliance.

Appway Digital Banking

Appway Digital Banking tears down the barriers between customers and their financial firms, connecting them across all touchpoints from any channel. With real-time data analytics, businesses can identify opportunities and focus on value-adding activities – all without affecting legacy systems.

About Appway

Appway builds software for today, and innovates for the technology of the future. With over ten years of industry experience, Appway guides the leading financial institutions, both big and small, as they build sustainable and scalable solutions that quickly adapt to changing conditions.

Headquartered in Switzerland with offices around the globe, Appway's award-winning software suite serves over 420,000 users worldwide. More than 225 institutions rely on Appway to improve internal efficiencies, engage customers across all channels, and keep ahead of regulations.

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