



An HCL Technologies Company



# POWERBANKING

## Dynamics 365 Accelerator for Banking from PowerObjects

Digital disruptions are forcing retail and commercial banks to rethink operating models and strategy. Today, banking customers demand real-time interaction, immediacy, and transparency.

Excellent client service has become the baseline. Being able to deliver is no longer a positive differentiator in the traditional sense. Instead, **not** delivering consistently is now a **negative** differentiator that drives clients to other firms.

PowerBanking – PowerObjects’ Dynamics 365 Accelerator for the Banking industry – leverages Microsoft Business Applications, our own PowerPack add-ons, and our proprietary data model to empower organizations to deliver consistently superior customer experiences.

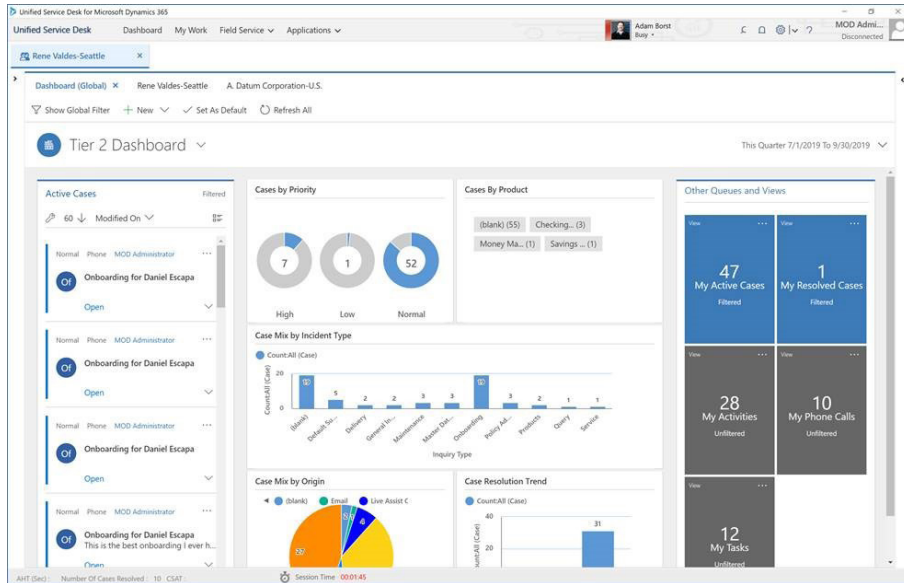
### WHY POWERBANKING?

PowerBanking is a custom solution designed by banking experts based on years of experience within the industry. It accelerates CRM implementations by leveraging the Microsoft technology stack: Dynamics 365, LinkedIn, Azure, Power Platform, AI, Machine Learning, Microsoft One Common Data Layer, and the innovative Microsoft Cloud Platform.

Our very own suite of PowerPack add-ons also offer enhanced capabilities and user experiences, such as integrated telephony, dynamic surveying, and marketing campaign automation. These tools were built to strengthen and expand the capabilities of Dynamics 365 and they are already incorporated in the PowerBanking accelerator.

The engine that empowers banks to truly accelerate implementations is our readily available data modeling tool, which enables faster integration with backend systems for core banking processes, credit/debit card management, account origination, and more.

PowerBanking features preconfigured banking-specific products and services; customer onboarding protocols for retail, business, and institutional clients; authentication processes; STP transaction enablement; and holistic case management. It all works together to deliver a banking solution that increases revenue, reduces operating expense and risk, and accelerates deployment.



## KEY BENEFITS OF POWERBANKING

- Enables seamless onboarding of new customers (Retail, Business, Institutional).
- Provides actionable insights, next best actions, offers, notifications, and alerts.
- Improves productivity across multiple business lines (Sales, Marketing, Service).
- Provides a unified 360-degree view of the customer to enable the delivery of differentiated customer interactions.
- Reduces time to value and accelerates the innovation of applications that help banking employees and customers become more effective and efficient.
- Enables banks to provide omnichannel services to a wide range of inquiries and anticipate customer needs in a proactive manner.
- Reduces operational costs and onboarding time across all areas of the business and provides inbuilt capabilities to trigger STP requests.

## WHY POWEROBJECTS?

- We are 100% focused on Microsoft Business Applications.
- Our FSI practice was named the 2019 Global Microsoft Financial Services Partner of the Year.
- Our Customer Service practice was named the 2019 Global Dynamics 365 Partner of the Year.
- We have extensive banking experience, actively working with several large global banks.
- Our banking acumen is unmatched in the Microsoft Partner ecosystem. We know the industry, the language, and the unique challenges. We've seen them and we've solved them.
- Our four pillars of Service, Support, Education, and Add-ons ensure end-to-end project success every time.