

Future-proofing financial services in an era of rapid transformation and changing market dynamics



Financial services institutions (FSIs) are under pressure to adapt to a rapidly changing environment.

Powerful forces are colliding to create disruption at every turn, including changing customer expectations, new technology and escalating security threats, regulatory pressure, and increasing competition for top talent.

FSIs that can turn the high pace of change into a competitive advantage face tremendous growth potential. But adapting to these market dynamics will require embracing new ways of working. That process is underway across the industry, with almost all (97%) financial services companies embarking on a digital transformation, according to the consulting firm BDO.

Several major barriers hinder that effort:

- **Disconnected experiences** across channels, many of which are paper- or email-based
- **Unstructured processes** touching multiple functions and systems managed through people, email, and chat
- **Antiquated, siloed systems** that make it difficult to connect processes, query, and extract data.

FSIs need partners that can help them work through these dynamics and barriers in order to succeed.



Balancing security and innovation

Today's challenges require a more comprehensive approach to governance, risk, and compliance. Protecting customer data and trust is critical. The financial services industry is one of the top targets of cybercriminals. Digital transformation and innovation cannot come at the cost of cybersecurity.

The Now Platform® enables FSIs to connect every team, streamline every workflow, and integrate every system – without compromising security.



Creating a system of action to capitalize on digital transformation

Competing in today's climate will require FSIs to accelerate their business transformation, strengthen their operational resiliency, deliver exceptional customer experiences, and improve experiences across the employee lifecycle.

ServiceNow offers a pathway to create a unified system of action across the enterprise to achieve these goals. Our approach connects the front, middle, and back-office with one platform.

At the front-office level, this means improving user experiences across multiple touchpoints. Customers and employees demand a streamlined and consistent approach across their channels: branch visits, online chats, email, call centers, and mobile. The ServiceNow platform enables FSIs to meet this expectation.

At the same time, the Now Platform® provides employees with greater visibility and a more intuitive digital workspace to proactively identify, manage, and resolve customer service issues.

At the mid-office level, we create digital workflows that power operational efficiency and connect the enterprise. By connecting disparate systems and processes, FSIs can improve agility and accelerate the pace of change.

At the back-office level, the platform enables data orchestration and digital engagement across different teams, offices, and businesses. This allows for a single source for tracking and assessing risks, breaking down data silos and improving business insights across the organization.

Omni-Channel Interaction Layer



Digital Workflows



Mobile Enabled



Connected Systems



Continuous Monitoring



Collaboration

Data Orchestration



A four-step process for transformational success

Given the volume of change in the financial services industry, leaders may struggle to know where to start. It's not just about beginning a digital transformation. It's about creating the infrastructure to reap its full benefits.

ServiceNow recommends FSIs undertake four key initiatives to power their transformation and deliver better customer and employee experiences.

1. Build a solid IT foundation

Many FSIs operate with a disparate, disconnected IT infrastructure. Manual processes create data siloes that impede digital transformation. An essential first step is building a solid IT foundation that connects legacy and new technologies while ensuring security. This core, unified platform should connect new and legacy technologies, lower costs, and increase productivity. At ServiceNow, the Now Platform® provides a solid foundation to power and continually advance digital transformation in financial services.

2. Expand to continuous monitoring for governance, risk, & compliance

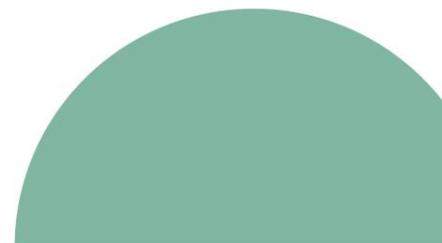
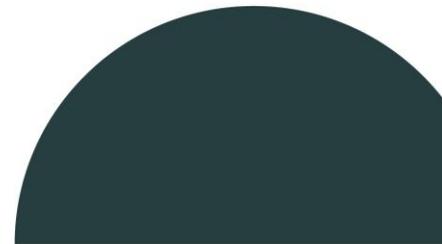
With a solid IT foundation established, it's time to focus on improving governance, risk, and compliance (GRC). Too many GRC functions lack a "single source of truth" for monitoring and responding to threats. ServiceNow enables FSIs to cost-effectively detect fraud and information security risks through real-time monitoring and prioritization, while automating the remediation of risks and vulnerabilities.

3. Expand to employee service delivery

The pool of people who understand the intricacies, language, and compliance requirements of the financial services industry is small. With the rise of new digital-first companies, more employers are competing for this human capital. To attract and retain key talent, FSIs must empower their employees and increase engagement throughout their lifecycle, by simplifying administrative processes and enabling them to focus on the work that matters most – delivering customer value.

4. Deliver differentiated customer experiences

With the right infrastructure, FSIs can more effectively deliver on rising customer expectations. The ServiceNow platform provides the means for streamlining processes, delivering customer service must-have's (like online chat and single sign-on), and resolving customer problems quickly and efficiently.





About ServiceNow

Globally, financial institutions of varying sizes and types rely on ServiceNow to support their digital transformation.

With one platform, we partner with FSIs to future-proof their business in an era of rapid transformation and new market dynamics.

This includes:

- Accelerating innovation to turn the high pace of change into a competitive advantage.
- Exceeding customer expectations through operational excellence and better employee experiences.
- Strengthening resiliency to maintain customer trust and protect the business' reputation.

For more on ServiceNow's work in financial services, visit:

<https://www.servicenow.com/solutions/industry/financial-services.html>.

servicenow

© 2019 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company and product names may be trademarks of the respective companies with which they are associated. SN-FS-Industry-Brief-12312019

servicenow.com