

Moving to the Modern Age: Global Bank Undergoes a Digital Transformation

This boutique bank offers commercial and private banking solutions for both businesses and individuals, along with investment and insurance product offers via their brokerage subsidiary.

Industry innovation ushers need for implementation

Unable to quickly innovate or launch new solutions in the Financial Services space, this global bank needed a comprehensive digital transformation.

They lacked a holistic view of their individual customer journeys, as well as an of-the-moment account of their data. Due to disparate systems, all data funneled from many locations into one core environment, which processed information at the end of each day—ensuring all accessible bank information was, at a minimum, yesterday's data.

Falling behind their peers in digital customer experiences, any successful additions to their product suites were met with adoption and integration issues, often due to custom coding impacting functionality and UX design. A 360-degree customer view required a fully functioning, easy-to-use solution.



Roadmapping a new foundation

The bank engaged Silverline's Advisory Services to conduct Journey Planning. During the initial discovery phase, Silverline helped the bank identify their primary pain points, the technological advantages of their competition, and their overall vision for the future.

As a result of this discovery, Silverline developed a three-year roadmap, complete with multi-phase project delivery plans. The plan included the following milestones for the bank:

- Adopting an API-based approach to integration
- Choosing MuleSoft as their integration partner
- Selecting Salesforce Financial Services Cloud for their customer engagement goals

From catching up to leading the race

For the first phase of the three-year roadmap, the bank underwent proper change management, communication, and adoption initiatives. They are now able to launch new products and services quickly and successfully, can innovate with speed, and have a 360-degree view of all customer actions in real time.

Since their initial success with Silverline, the bank has also developed their own Center of Excellence. Silverline continues to help guide the bank through their comprehensive roadmap and has become a trusted advisor in the bank's digital transformation and modernization process.

About Silverline

With significant expertise in the Financial Services industry, including banks and credit unions, mortgage companies, wealth management firms, investment banks, hedge funds, and insurance companies, Silverline combines Strategic Advisory, technical implementation, and ongoing Managed Services to enable organizations to achieve maximum value with the Salesforce platform.

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