

samlink

A Kyndryl Company

Samlink Advisory Services

Ecosystem Enabled Banking

23.4.2024



Samlink Advisory Services Accelerators

Digital Innovation & Customer Engagement

Embedded Finance & Open Banking: Seamlessly integrating financial services into everyday experiences to attract and engage customers.

Banking as a Service & Platform: Offering customizable and scalable banking solutions for modern customer needs, including our own Banking as a Service platform.

AI in Banking: Utilizing artificial intelligence to enhance customer experience and drive efficient banking operations.

Payment Modernization: Innovating payment systems for faster, more secure transactions, leveraging modern technology.

Operational Transformation & Resilience

Digital Transformation: Tailoring banking experiences to meet the digital demands of today's customers.

Operational Resilience: Strengthening banking operations for business continuity and risk mitigation.

Progressive Modernization: Implementing gradual modernization strategies of legacy systems and processes to keep pace with technological advancements.

Ecosystem Enabled Banking: Creating a collaborative banking ecosystem to foster innovation and expand services and build a new bank in as little as six months.

Technological Advancement & Future-Ready Solutions

Modernize Your Core & Update Tech: Revamping legacy systems and adopting new technologies for scalable, efficient banking based on an ecosystem of partners.

Harness the Cloud: Utilizing cloud technology and a hybrid cloud strategy for agility and innovative banking solutions.

CBDC (Central Bank Digital Currency): Pioneering in the implementation of digital currencies to lead the future of banking.

Unlocking a new generation of banking

Strategically Crafting Tomorrow's Banking Landscape:

The evolving economic landscape, accelerated by recent global events, has highlighted the urgent need for digital transformation in the banking sector. While initial digital efforts have significantly enhanced customer interfaces, they fall short of unlocking the full potential of a comprehensive enterprise and ecosystem transformation.

Samlink's Ecosystem Enabled Banking leads the charge in reshaping the banking industry. This innovative approach is anchored in developing a resilient, adaptable thin-core banking system, utilizing the strengths of top-tier Independent Software Vendor (ISV) solutions, and an ecosystem of partners. Central to our methodology is the creation of a business aligned capability model and a thorough analysis process, which empowers banks to shape their future and choose the most effective construction path.

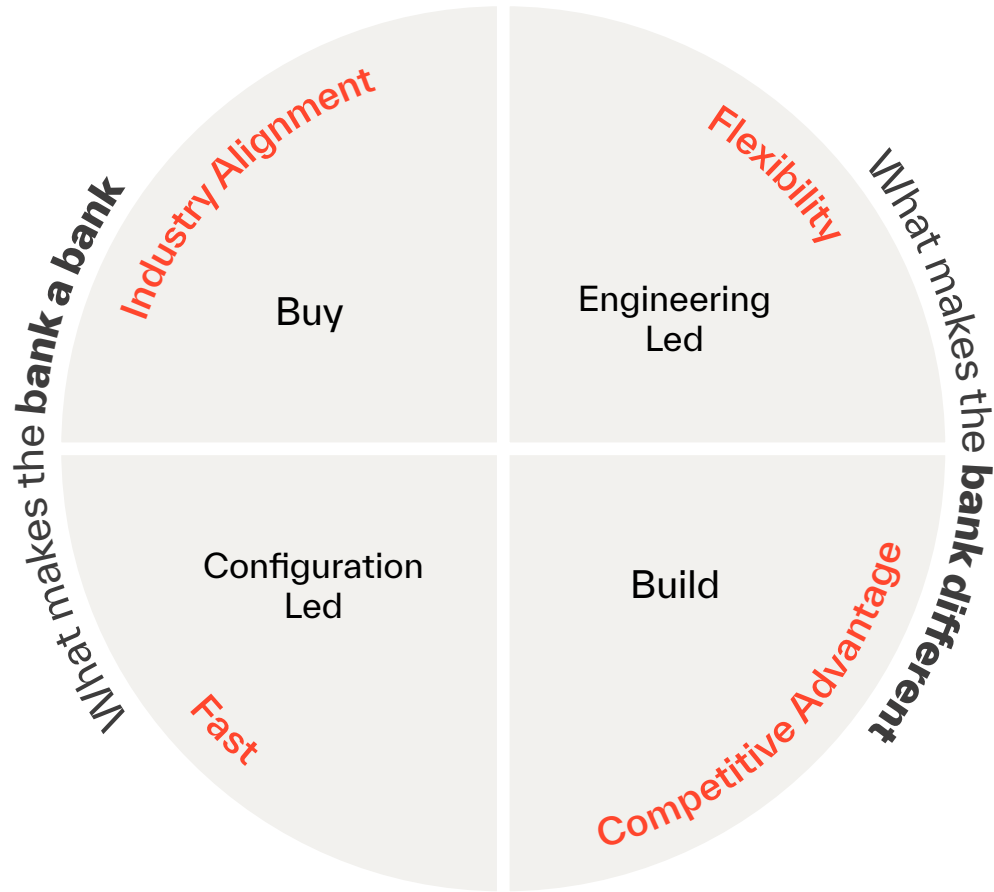


Unlocking a new generation of banking

Our Advisory Services, Tailoring Your Business Impact:

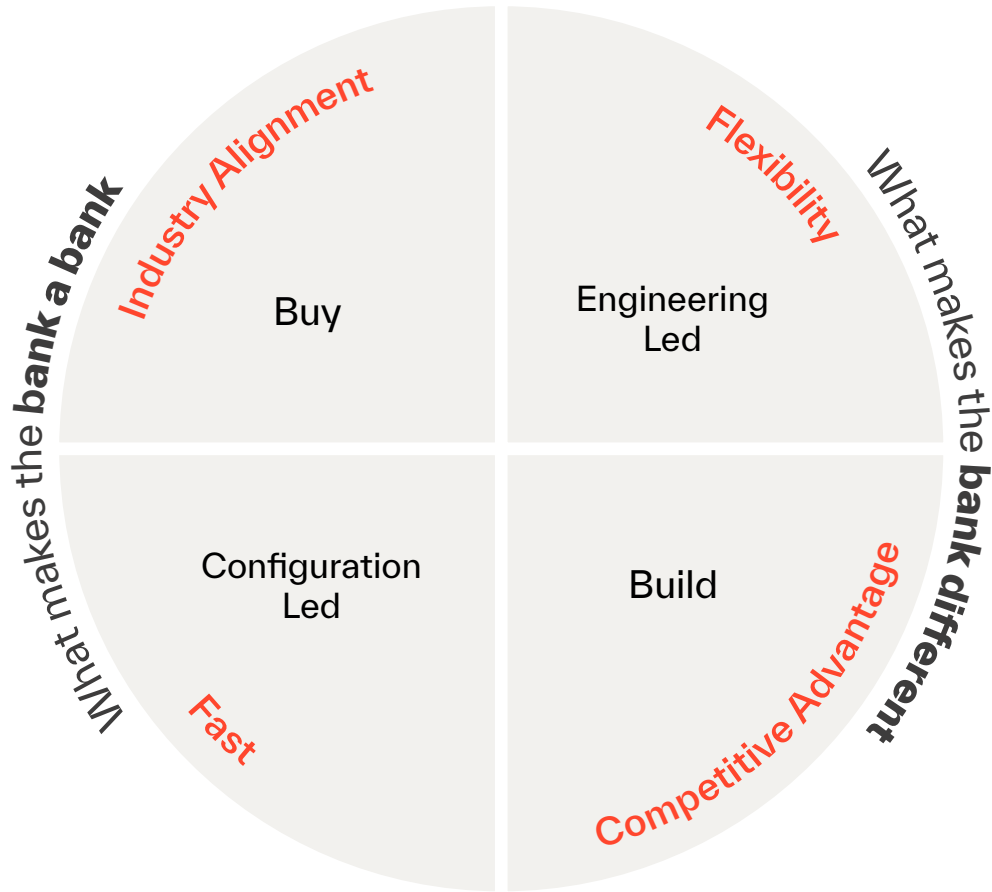
- **Strategic Transformation:** Enable your organization to strategically transform operations by integrating advanced ISV and ecosystem solutions, fostering a modern, flexible and adaptable banking ecosystem.
- **Competitive Differentiation:** Offers a competitive edge through bespoke banking models and technical architectures, enhancing customer engagement and opening new revenue streams.
- **Operational Agility:** Improves operational agility with a balance of build vs. buy and configuration-led vs. engineering-led ISV solutions, allowing you to focus on differentiated value and the ability to quickly respond to market changes and customer needs.
- **Risk Management and Compliance:** Strengthens risk management and regulatory compliance, leveraging comprehensive 'Build vs. Buy vs. Consume' analyses to make informed decisions for a secure banking future.





Co-creating your future bank with Samlink

Samlink's approach to Ecosystem Enabled Banking combines partnership and innovation to deliver impactful business value. Our interactive approach guide you through the essentials of this approach, focusing on defining your future bank, decision-making in ISV solution integration, build vs. buy considerations, and balancing technical approaches. We ensure alignment with your bank's future business and architectural principles, crafting a feasible and forward-looking strategy for a modern banking ecosystem.

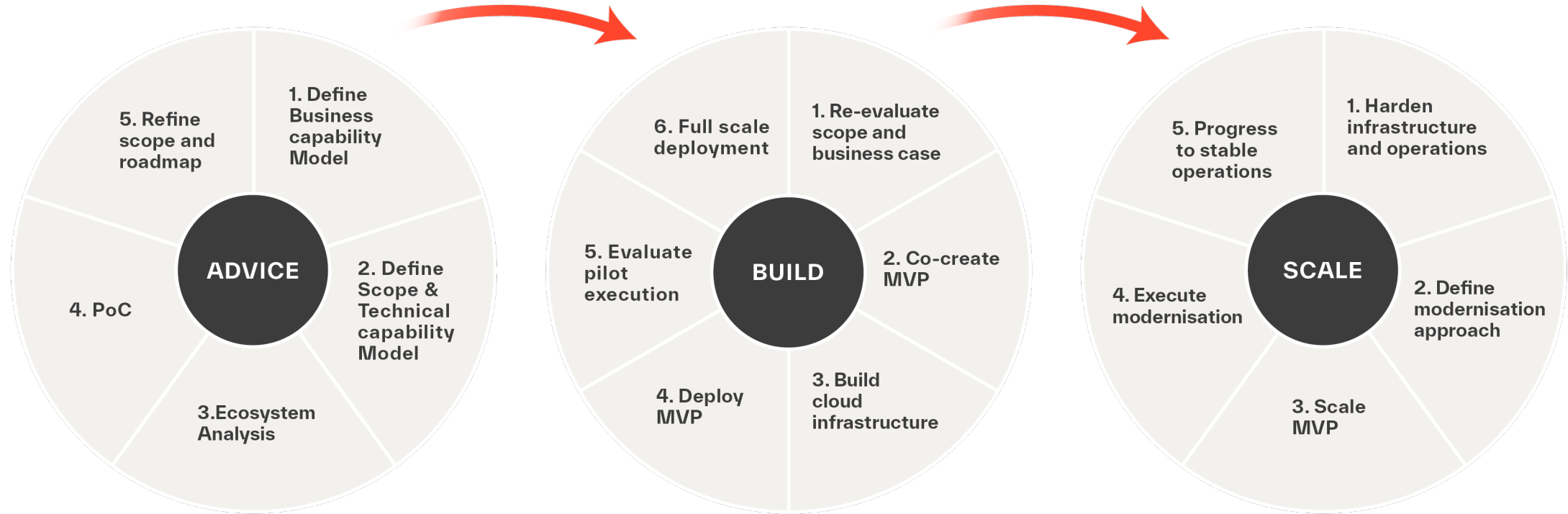


Co-creating your future bank with Samlink

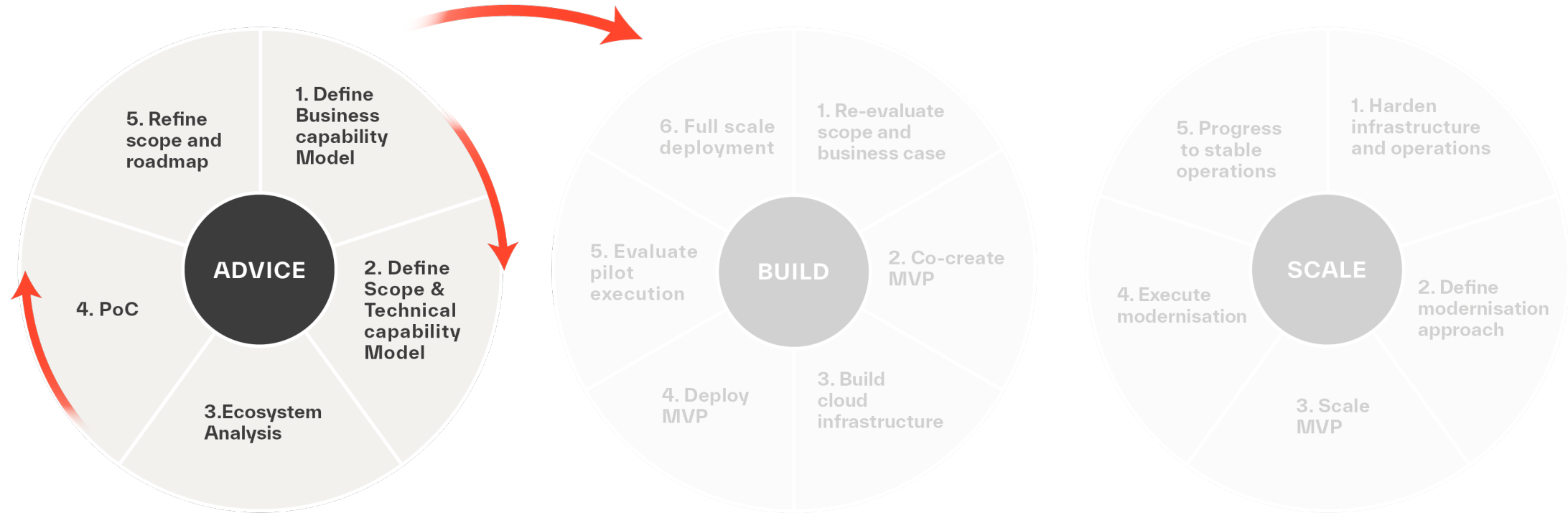
Co-creating your success in Ecosystem Enabled Banking:

- ✓ **Strategic Integration and Growth:** We develop strategies to integrate best-of-breed ISV solutions into your banking framework, enhancing customer engagement and opening new revenue avenues, while exploring innovative business models and architectures.
- ✓ **Expert Consultation and Market Positioning:** Our expertise in Ecosystem Enabled Banking ensures compliance and strategic positioning for growth, leveraging new market opportunities for differentiation.
- ✓ **Innovation and Agile Execution:** We foster a culture of innovation, empowering agility and responsiveness, and partner in executing your strategy, supported by a portfolio of assets and accelerators.
- ✓ **ISV Analysis and Architectural Alignment:** We refine ISV analysis and selection, balance configuration-led and engineering-led approaches, and align with architectural and deployment strategies for a future-ready banking ecosystem.

Optimizing Ecosystem Enabled Banking with Samlink Advisory Services



Optimizing Ecosystem Enabled Banking with Samlink Advisory Services

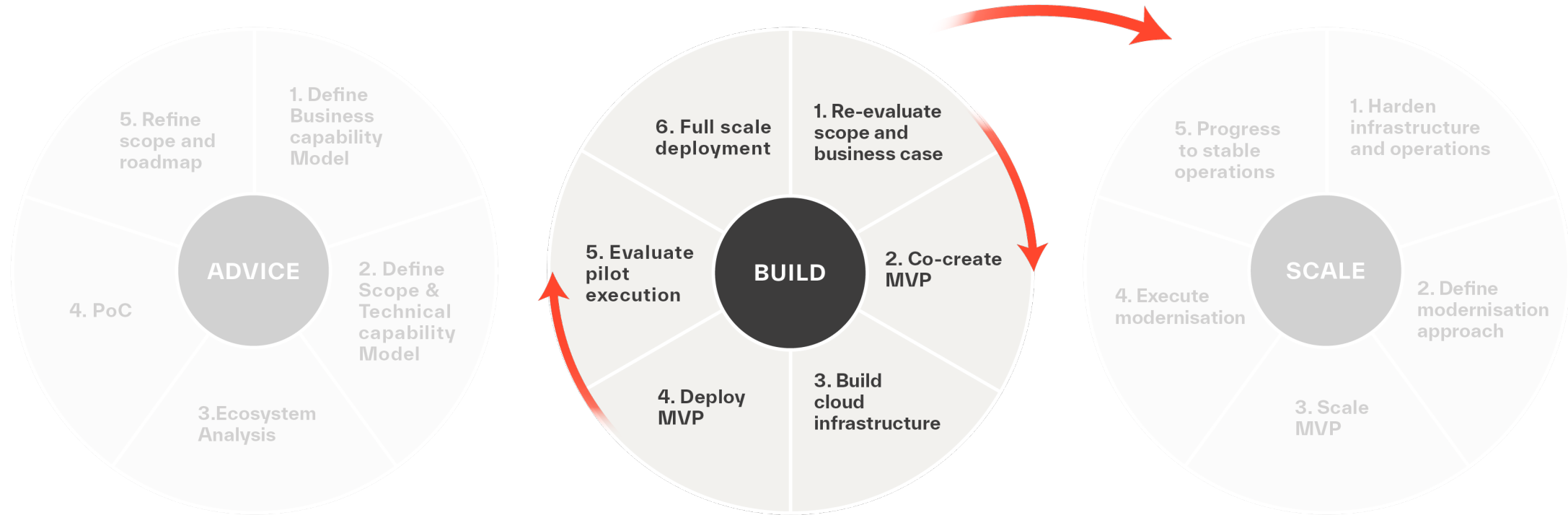


Strategic Advice – Tailoring ISV Solutions and Roadmapping (6 – 8 Weeks)

In the initial phase, Samlink collaborates with banks to pinpoint the most suitable ISV solutions that resonate with their specific business requirements. Leveraging its expanding ISV ecosystem and deep industry insights, Samlink aids banks in selecting the ideal partners.

Following the identification of ISV solutions, Samlink crafts a strategic roadmap supported by a comprehensive business case and a potential cloud migration plan. This ensures that the bank's investment in ISV solutions aligns seamlessly with its overarching business strategy and objectives.

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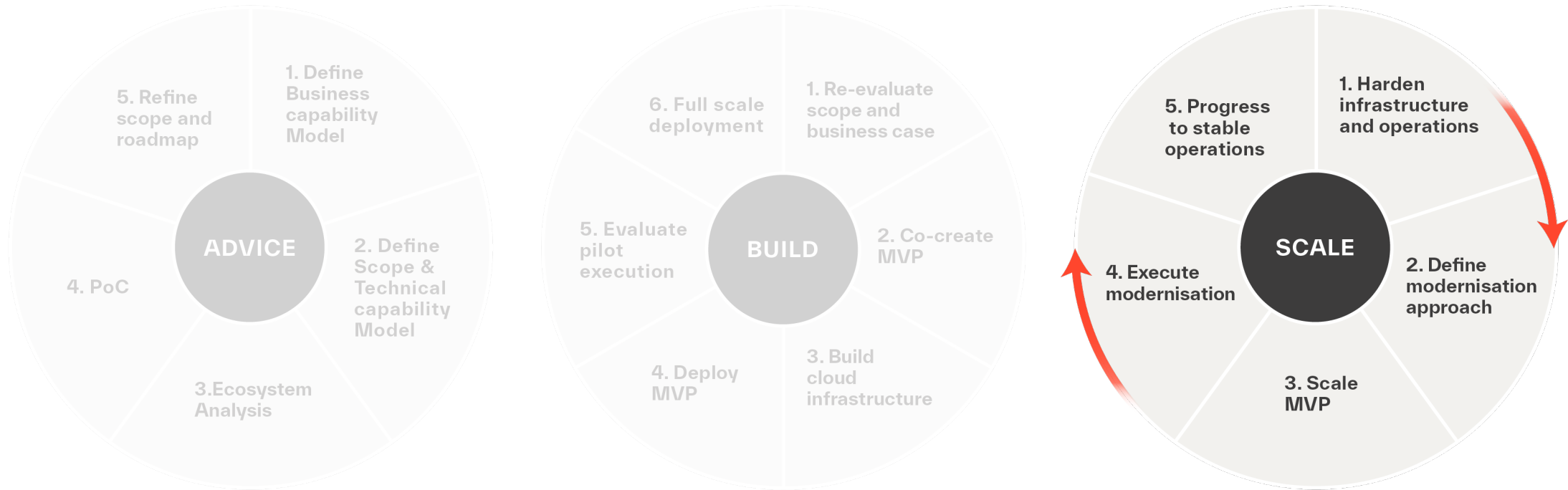


Build MVP – Establishing Core Capabilities and Unlocking Business Outcomes (6 – 12 Months)

The second phase involves a joint effort between Samlink and the bank to develop a Minimum Viable Product (MVP). This MVP lays the groundwork for essential capabilities and begins unlocking tangible business outcomes.

The MVP approach is instrumental in minimizing risk, delivering incremental solutions tailored to meet specific business needs and offering measurable value. Starting with an MVP allows the bank to rapidly benefit from its new core solutions, setting the stage for further transformative progress.

Optimizing Ecosystem Enabled Banking with Samlink Advisory Services



Scale & Manage - Expanding and Optimizing the Solution (12+ Months):

In this final phase, Samlink works alongside the bank to expand the solution, utilizing Samlink's extensive range of assets and accelerators. This process includes leveraging Samlink's expertise with selected ISV solutions to create sophisticated, cross-solution intelligent workflows. These workflows are designed to enhance client-centric banking capabilities and solutions.

Samlink also offers comprehensive monitoring and management services to ensure that the implemented services are performing optimally and meeting the bank's evolving needs.

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Thank You

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