Supercharge Banking Industry
Maximize market and product investments
Embrace strategic guidance and market education

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Ventana Research: Who We Are

About Us: We are a market advisory and research services firm in the technology industry.

Vision: To illuminate the value of technology through our unique insights.

Mission: We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.


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The Ventana eXperience Difference

**Commitment**
We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.

**Experience**
We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

**Comprehensive**
We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.

**Expertise**
We have decades of experience in our subject-matter expertise and market research provided through our analyst and product team.

**Digital**
We offer a digital first approach to our community with on-demand access to a client portal for flexible self-service access to market insights and team.
• **Community:** A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.

• **Analyst, Industry & Market Perspectives:** Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.

• **Educational Insights:** Continuous publishing of research perspectives, white papers and presentations on the technology industry.

• **Market Research Insights:** Library of market research insights in form of reports, insights and best practices on technology and vendors.
Ventana Research: Market Research Excellence

- **Market Agenda**: We provide an annual and continuous plan to our research direction.
- **Analyst, Industry & Market Perspectives**: Firm and subject matter authored written or presented insights on topics and vendors.
- **Benchmark Research**: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.
- **Dynamic Insights**: Continuous self-service research providing digital guidance to participants for their potential actions.
- **Value Indexes**: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.
Our areas of expertise help banking institutions examine how to innovate and transform their organization and processes.
Digital experiences and engagement strategies ensure market growth.

Optimal commerce and channel strategies require applications for achieving outcomes.

The processes and applications that streamline customer journey and lifecycle of engagement.

Digital experiences and product lifecycle with information to support enterprise strategy.

Demand driven supply chains require product, service and planning application investments.

Proper fiscal governance requires finance and ERP investments.

Effective use of people requires investment into applications and technology for people and workforce.
Banking

Industry Assertion

By 2025, the requirements for a digital business for over two-thirds of banks will not be addressed and require the establishment of Chief Digital Officers to guide transformation.

Mark Smith
CEO & Chief Research Officer
Banking Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline its processes. To ensure your digital effectiveness requires analytics across the entire set of customer processes provide the most effective engagement through experiences in any channels and at every location. Effective digital environments that maximize technology investments and provide the digital experiences desired by customers for optimal engagement to meet financial expectations. How banks unify their customer efforts at every touchpoint and location requires use of digital technology.
Challenges For Banking Industry

1. Portfolio of banking investments shifting markets
2. Effectiveness in using digital technology for engaging
3. Modernization of applications for banking processes
4. Differentiated services use technology as differentiator
5. Expected efficiency needed from customer experiences
New digital means for payments and currency representation introduces need for secured digital workflows focused on accounts and wallets.

Mobile devices become primary means for business by consumers who want flexibility and simplicity in their inquiries and transactions.

Engaging experiences require knowledge and intent to determine self-service or assisted engagement to complete business.

1. Digital Currency for Banking

2. Mobile Banking for Consumers

3. Hyper-Personalized Consumer Banking
Banking

Industry Assertion

Through 2024, 6 in ten banking organizations will re-examine their current operational database suppliers with a view to supporting more agile and intelligent operational applications and improving fault tolerance.

Matt Aslett
VP & Research Director
Software as a Service and digital platforms enable agility to engage across banks and consumers in a streamlined and experienced manner.

Consumers demand everything digital and mobile restages preferences to onboarding and engagement for any transaction.

Workflow and process technology with intelligence brings hyper-automation to actions and decisions by bank and consumers.
Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.
Education and Insights on Banking Industry
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