DIGITIZATION:
A PROVEN
GAME CHANGER

NSE 3rd Annual Market Data Workshop

Presented by
Mr. ‘Bola Adeeko
Head,
Shared Services Division, NSE

October 19, 2018
The Age of Digital Disruption

Digital disruption is no longer a myth, it is the real deal and it’s here to stay.

A quick peek at these industries:

**MUSIC**

**TAXI**
The music industry is a perfect example of continuous digital disruption going back 40 years. Each disruption completely altered revenue flows, creating new winners and leaving behind those who could not adapt fast enough.
The Taxi Industry

The taxi industry is another perfect example of an industry complacent about change until the tide turned in 2010.

One App completely disrupted an age long industry, stirred up labour protests and forced government to reconsider transport legislation across continents, even in Lagos.
And the list goes on ...

Many Industries Have Already Been ‘Digitally Disrupted’

- The world’s largest taxi company that owns no taxis?

- The world’s largest accommodation provider that owns no rooms?

- Two of the largest phone companies that own no Telco infrastructure?

- The world’s most valuable retailer that has no inventory and owns no stores?

- Two of the world’s most popular media firms that create no content?

- The world’s largest movie house that owns no cinemas?

- Two of the world’s largest software companies that do not write applications?

- The largest providers of computer infrastructure that do not make servers?

- >US$10b revenue, >US$250b payments, Market value greater than all listed Banks in Germany

- 330% larger than PayPal, 96% of online payments in China do not involve a Bank
Adopters, Competitors, Losers

To survive in this era, businesses will fall into any of these 3 categories.

**Early Adopters** tend to often survive the trend and emerge **Winners**

To remain market relevant, businesses will need to be **Competitive** to remain **Safe**.

**Businesses that fail to adapt** to the trend by reinventing themselves, certainly end up **Losers**.
Amazon vs Sears

**Amazon**
- **Founded:** 1994.
- **Industry:** Retail, Diversified
- **Amazon’s Online Sales Dwarfs the Competition**
- **Revenue:** $177B (2017)
- **Net Income:** $3Bn

**Sears**
- **Founded:** 1886.
- **Industry:** Retail, Diversified
- **Revenue:** $177B (2017)
- **Net Income:** $3Bn

**Waxing Stronger**
- **Revenue:** $22B (2017)
- **Net Income:** $-2Bn

**Bankrupt**
- **Revenue:** $39Bn (2013)
- **Net Income:** $-930m

Source: macrotrends
**Ride Hailing Apps vs Taxi (US., NYC)**

**Ride-Hailing Apps Surpass Regular Taxis in NYC**

Source: Statista

Yearly Taxi Pickups in New York City compared to Ride-Hailing Apps

- **4.5m** Pickups in 2014
- **160m** Pickups in 2017
- **171m** Pickups in 2009
- **126m** Pickups in 2017

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The Nigerian Stock Exchange
What about Taxi in Lagos?
In order to Adapt and be Competitive, businesses should listen intently to what customers need and want, coupled with meaningful insights, innovative technologies, understanding context and rapid delivery are keys to business survival.

Business needs to become customer-centric and customer-obsessed.
At the Exchange

Our approach is to ... swim with the tide

Using our Enterprise Innovation Hub to venture into emerging technologies – including:

Blockchain | fintech | Artificial Intelligence
The data revolution is upon us, and it is absolutely critical for the Nigerian Capital Market to get involved, otherwise we will be left behind.
The NSE Provides...

Issuer Info Display
Enables listed companies display their own stock quotes on their corporate website on a near real-time or delayed basis.

TV End of Day
Enables authorized users to display the end of day all-share index and top traded in each sector.

X Gen News
Receive e-mail alerts on company disclosures as they are disseminated on the trading floor.

Ticker Licenses
Enables a contracted user to display the NSE scrolling Ticker across TV, website, video walls or other public spaces.

Hosting Services
Includes co-location, disaster and recovery plans and hosting solutions.
Contact

For further information on our services, data packages and cost please contact:

Market Services Department
17th Floor, Stock Exchange House, 2-4 Custom Street, Lagos, Nigeria

Telephone:  +234 1 4485857
Email:  Marketservices@nse.com.ng
Website:  www.nse.com.ng
THANK YOU
MARKET DATA PRODUCT SUITES

An NSE Presentation
By
Market Services Department, Shared Services
The Nigerian Stock Exchange

October 19, 2018
Market Data is the information that investors see when trying to buy or sell a security. It is a broad term for trade-related data such as price, ask/bid and volume for financial instruments.
Real Time Market Data.

Real Time Data is the information that is made available during the continuous trading from the exchange.
## End of Day Information

### Daily Official List (Equities) For 17/10/2018

**EQTY - Main Board**

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Security Name</th>
<th>Public Quotation Price (N)</th>
<th>Official Open</th>
<th>Official Close</th>
<th>Current Market Price</th>
<th>Ex - Div</th>
<th>Price</th>
<th>Date</th>
<th>Qty</th>
<th>52 wk High</th>
<th>52 wk Low</th>
<th>Last Ex-Div Date</th>
<th>Last Ex-Sc Date</th>
<th>Dividends</th>
<th>Date Paid</th>
<th>Intar</th>
<th>Fina</th>
<th>EPS</th>
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<tr>
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<td>DIAMOND BANK PLC</td>
<td>0.50</td>
<td></td>
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<td>-</td>
<td>1.20</td>
<td>17/10/18</td>
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### 6 YEARS FIX TRADES SUMMARY

**Value and Quantity Running in Billions**

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<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Quantity</th>
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<td>Yr 2013</td>
<td>7,088.50</td>
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<tr>
<td>Yr 2014</td>
<td>29,755.55</td>
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<td>Yr 2015</td>
<td>60,064.56</td>
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<td>86,960.98</td>
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<td>Yr 2017</td>
<td>122,854.44</td>
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<tr>
<td>Yr 2018</td>
<td>138,976.89</td>
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</tr>
</tbody>
</table>

**6 YEARS OF FIX TRADES**

- **Blue Line**: Quantity
- **Red Line**: Value

The Nigerian Stock Exchange
MARKET DATA PRODUCTS

DATA PORTAL FOR BROKERS

TRADE FLOOR
LEVEL 1 REAL
TIME

TRADE FLOOR
LEVEL 2

EQUITY
LEVEL 1

EQUITY
LEVEL 2

DAILY
TRADE
LOG

The Nigerian Stock Exchange
## Market Data Products

### Data Portal Trade Floor Level 1

**NSE Trading Floor Level 1 Realtime**  
For: 28/09/2014

**Market Watch**

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<thead>
<tr>
<th>Symbol</th>
<th>Company Name</th>
<th>Bid Depth</th>
<th>Bid Price (NGN)</th>
<th>Offer-Depth</th>
<th>Offer Price (NGN)</th>
<th>Total Volume Traded</th>
<th>Average Price (NGN)</th>
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<td>12</td>
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</table>

### Market by Order - Symbol Selected

<table>
<thead>
<tr>
<th>Order Count</th>
<th>Buy Depth</th>
<th>Buy Price</th>
<th>Sell Depth</th>
<th>Sell Price</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>647.00</td>
<td>1</td>
<td>1</td>
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<tr>
<td>2</td>
<td>1</td>
<td>623.51</td>
<td>1</td>
<td>1</td>
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<tr>
<td>3</td>
<td>1</td>
<td>622.51</td>
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<td>4</td>
<td>1</td>
<td>622.51</td>
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<td>1</td>
</tr>
</tbody>
</table>

**SE PLAT**
MARKET DATA PRODUCTS

Issuer Share Price

Display your share price on your corporate website in Real Time.

Share Price

[NGN] 145.50

Current as of 2016-02-14 13:15:27 (WAT)

www.dangotecement.com

www.gtbank.com
NSE MARKET DATA
TIMELY, ACCURATE, RELIABLE

Website: www.nse.com.ng
Email: marketservices@nse.com.ng
Telephone: 01-4485857
What is BLOCKCHAIN?

A distributed ledger that is shared and updated by the members on the Blockchain

* Members are also commonly referred to as nodes

A decentralized asset register with [programmable] transaction capabilities
The Origin of BLOCKCHAIN
• **Blockchain** was invented by **Satoshi Nakamoto**

• Satoshi Nakamoto authored the Bitcoin whitepaper in 2008 giving details on how to implement a “**A Peer-to-Peer Electronic Cash System**” which we now know today as cryptocurrencies.

• Solves the problem of **Double Spending** via its P2P network

• Was invented to serve as the public transaction ledger of the cryptocurrency - **Bitcoin**
INTERNET OF INFORMATION

Amaka

Original

PDF

Bayo

Copy

PDF
BLOCKCHAIN - INTERNET OF VALUE
A transaction is configured online into a block, which is then broadcast to every party in the network. Those in the network verify that the transaction is valid. The block can then be added to the chain, providing an indelible and transparent record of transactions.

**Block 0**
- Index: 0
- Timestamp: 17:15 1/1/2017
- Data: "block0data"
- Hash: 0xea34ad..55
- Previous Hash: 0

**Block 1**
- Index: 1
- Timestamp: 17:17 1/1/2017
- Data: "block1data"
- Hash: 0xf6e1da2..deb
- Previous Hash: 0xea34ad..55

**Block 2**
- Index: 2
- Timestamp: 17:19 1/1/2017
- Data: "block2data"
- Hash: 0x9327eb..35a21
- Previous Hash: 0xf6e1da2..deb

**Chain of Blocks**
Today, most industries operate in a centralized model where you always have a Trusted central authority.
KEY FEATURES OF THE CENTRALIZED MODEL

- Exchange of Value
- Ease of Regulatory and Supervisory Oversight
- Presence of (multiple) intermediaries
- High Transaction costs & fees
A DECENTRALIZED MODEL

Ledger

Ledger

Ledger

Ledger

BlockChain: The Disruption - Are We Ready?
FEATURES OF THE BLOCKCHAIN (DISTRIBUTED LEDGER)

- Records are Decentralized
- Immutability
- Transparency
- Trust
SOME CHALLENGES FACING BLOCKCHAIN & DISTRIBUTED LEDGER TECHNOLOGIES

• Uncertainty around regulation, and how the technology would be governed.

• General lack of Understanding and public awareness

• Integration with Legacy Systems
DISRUPTION

... massive, rapid, and most likely permanent change!

A disruptive technology (or solution) is one that displaces an established technology;

A revolutionary technology that creates a completely new industry
<table>
<thead>
<tr>
<th>Key Points on Disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disruption</td>
</tr>
<tr>
<td>displaces an incumbent, or creates an entirely new model / industry / process</td>
</tr>
<tr>
<td>Disruption is a process</td>
</tr>
<tr>
<td>It would usually happen over a period of time</td>
</tr>
<tr>
<td>If you get disrupted</td>
</tr>
<tr>
<td>you are not coming back!</td>
</tr>
</tbody>
</table>
A Disruptive solution is **simpler, more affordable** and more **accessible** to either a non-consuming group or the low-end of an existing market.
SOME INDUSTRIES THAT COULD BE DISRUPTED BY BLOCKCHAIN

Banking & Financial Industry

Agriculture & Food Technology

Legal Industry

E-commerce & Trade

Healthcare Industry

Education Industry

Real-Estate Industry

Politics

BlockChain: The Disruption - Are We Ready?
THE FINANCIAL INDUSTRY

Corporation

Marketplace

Broker/Dealers

Central Bank

Corporation

Government

Broker/Dealers

BlockChain: The Disruption - Are We Ready?
BLOCKCHAIN: Some Use Cases in the Financial Industry

- **Clearing and Settlement**
  - Speed up and Simplify cross-border payments

- **Syndicate Lending**

- **Trade Finance**

- **Fraud Detection**

- **Digital Currencies**
ARE YOU READY FOR BLOCKCHAIN???
HOW CAN YOU BE AHEAD OF THE DISRUPTION?

- **Identify & Assess the impact to your Industry/Business/Organization**
  - How can Blockchain can be used in your industry/business/organization
  - Critically examine your industry for opportunities
  - Radically internalize your consumers’ perspective(s)

- **Build Capacity and Invest**
  - Organize and/or attend Hackathons, Events, Seminars
  - Hire requisite skill sets and develop human capital

- **Join the Blockchain ecosystem**
  - Partner, Collaborate, Co-create with Blockchain innovators, Blockchain oracles etc.
  - Experiment with Blockchain to make maximum profit

- **Understand the basics of Blockchain technology**
  - Go beyond the hype and learn all about the technology

- **Experiment with Blockchain to make maximum profit**
Our Activities in BlockChain
BlockOne IQ

- corda
- Ethereum
- Quorum

B1IQ

- Share Prices
- Foreign Exchange Rates
- Corporate Actions
- Cryptocurrency Rates
- Financial Benchmarks
- Knowledge Graph
“The Fear of Disruption Can Be More Damaging than Actual Disruption
Resist the urge to react too hastily to major change - or to use it as an excuse not to take action.”

- Paul Leinwand
  Thought leader - strategy, growth, and capability building
Thank you
The importance of investor relations

October 2018
1. What is Investor Relations (IR)

2. Snapshot of IR best practice versus non IR practice ones

3. The growing importance of social media in IR

4. How IR fits into Sustainable Reporting

5. IR engagement approach
What IR is not

It is not a process of stock price manipulation

It is not about performing “magic” to ensure positive analyst coverage on a company goes from 0 to 100

It is not for a closed group of individuals

It is not only about numbers, accounting and finance
What IR is

- It acts as a bridge between listed entities and the investing community
- It is about engagement, visibility and managing perception
- It is about enhancing transparency and disclosure to ensure fair valuations
- It is about effective strategic communications to keep all stakeholders abreast of material information
It protects shareholder value in challenging times

It attracts the right investor class

It helps reduce volatility of investor activity and flows

It provides a transparency premium for valuations
The Growing Importance of Social Media in IR

80% of institutional investors regularly use social media.

30% of institutional investors said material gathered through social media influenced decisions.

37% had based their company’s decision-makers off social media information.

34% said information found on social media influenced a decision to work with a particular client or company.

~40% expect to increase their use of social media in the coming year.

Benefits of Social Media in IR

- It helps companies listen and engage directly with their target audience.
- It allows companies to reach more current investors and potential investors than traditional press releases.
- It creates an avenue for companies to get to measure investors’ perception of stock.
- It helps companies deal with issues real time which in turn helps to reduce message misalignment.
A snapshot of IR best practice versus IR non practice

Comparison of 2018 YTD stock performance

- GTBank, -9.49%
- Nestle, -10.03%
- Dangote Cement, -13%
- NSE YTD, -15%
- Average, -12%
- Zenith Bank, -15.93%
- Lasaco Assurance, -38%
- Regency Alliance, -52%
- Universal Insurance, -54%
- Goldlink Insurance, -1%

Average, -36%
Sustainable reporting is the intersection between investor relations, ESG and the UN SDGs.

Companies are evolving from operating without consideration for the environment to ensuring the entire ecosystem is factored.

Sustainability in Africa is minimal as only 2 African stock exchanges out of 28 have issued ESG guidance for issuers.

However, 41% of global businesses are expected to embed SDGs into their business over the next 5 years.

Aligning is critical as global institutions are investing based on sustainability.
<table>
<thead>
<tr>
<th><strong>AUDIENCE</strong></th>
<th><strong>KEY MESSAGE</strong></th>
<th><strong>CHANNELS</strong></th>
<th><strong>OBJECTIVES</strong></th>
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</thead>
<tbody>
<tr>
<td>Institutional investors</td>
<td>We are a long term opportunity</td>
<td>Conference calls</td>
<td>To frame the narrative that the business is viable and committed to for the long-term</td>
</tr>
<tr>
<td>Retail investors</td>
<td>Enhanced Disclosure and Corporate Governance to engender confidence</td>
<td>1-on-1 engagements</td>
<td>To re-iterate that corporate governance has improved and that stock ownership is not just for the “Big man”</td>
</tr>
<tr>
<td>Brokers</td>
<td>Partners in ensuring trading volumes and interest</td>
<td>Social media</td>
<td>To strengthen the relationship between brokers ensuring they drive trading interest and flows</td>
</tr>
<tr>
<td>Regulator</td>
<td>Partner in keeping value for shareholders</td>
<td>Traditional media</td>
<td>To engage with the regulatory bodies that capital is a global citizen and regulation should reflect that</td>
</tr>
</tbody>
</table>
africapractice

Oluwapelumi Joseph
ojo joseph@africapractice.com

Tim Newbold
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www.africapractice.com

africapractice advises industry and governments; helping them to identify opportunity, manage risk and overcome critical communications challenges.
Presentation @ NSE Market Data Conference
Optimizing Business Performance Through Technology
19th October 2018
Agenda

• FSI Challenges & Opportunities
• Leveraging technology to drive business performance.
• Questions
Critical Capabilities Of a Business Technology Platform

Unified Single Source Of Truth To Run A Business

Easily Extends To Leverage Competitive Differentiators

STP & Streamlined Business Processes
Transforming the value chain

- To become a leading capital market firm, Organization Technology & Processes must be transformed to deliver strategic capabilities and drive value creation.
- Core functions in the business units reengineered and automated with technology to be at least on par with best practice benchmarks.
- Organizational design must reflect consolidated back office functions with STP
A Capital Market Platform

- Leverage technology across all touch points to drive business performance
- Analytics to drive performance mgmt. and planning
- Integration with all key stakeholders to drive accelerate TAT and drive efficiency.
- Support for exiting and new products
- Flexible and cost effective
- Lease what you need and avoid huge capital commitments.
Key Platform Capabilities

- A front-to-back technology platform to support:
  - client interaction (Web & Mobile Enabled)
  - aggressive growth plans (Scalable)
  - process reengineering (Single Data Model)
  - lead generation (CRM functionality)
  - client agreements (Document Management)
  - transaction lifecycle (Workflow Tools)
  - asset servicing (Interface to Ledgers)
  - teamwork (User Groups)

- Technology must deliver strong ROI
Integrate your processes

Streamlined securities value chain where client mandates are captured into a securities order management system and routed in **real-time** to an exchange for execution. Also funding of client accounts, settlement or trades as well as corporate actions are fully automated.
Insight from your data

- **Operational Excellence**
  - Responsive and accurate delivery of customer requests across all channels

- **Analytical Insight**
  - Analyze, predict and drive customer behavior
  - Identify the right time to make the right offer to the right market

- **Process Optimization**
  - Improve visibility and performance across all involved business processes
Key Benefits Of Deploying Technology

- Operations risk management
- Reputational risk reduction
- Increased regulatory compliance

- Supporting aggressive growth plans
- Accommodating workload peaks
- Easily develop and test new products

- Self Service tools
- Grow your channels
- Lead generation
- Straight Through Processing

- Reduction in execution errors
- Improved Execution Quality
- Reduced cost per transaction

- Provide information and service 24/7 to clients
- CRM tools for clients help manage their transactions and the relationship
- Track and manage service delivery across all channels
Summary

• Technology should deliver a single, real-time view of your transactions, customer and sales processes across all departments and all locations
• Solutions should have a low cost of ownership and enterprise class scalability and performance.
• Easily extend functionality
  – Via Built In Customization APIs & Web Services
The Delivery Process

3-phased approach that breaks down transformation roadmap into distinct and manageable stages, each with their own timeline, milestones and deliverables

**Phase 1 – Strategy Formulation**
- Clear understanding of products/services, market forces, business drivers, current operating environment and formulate strategy options.

**Define & agree strategic principles**

**Phase 2 – Business Case**
- Define target business service model, products/services, operating model, organization model and technical architecture; build cases whether to go/no go

**Phase 3 – Implementation**
- Execute the chosen option, implement new procedures and communication plans

The first step to transformation needs to be driven through a clear articulation of the problems with the existing architecture and the establishment of a set of strategic principles.
Questions ??