

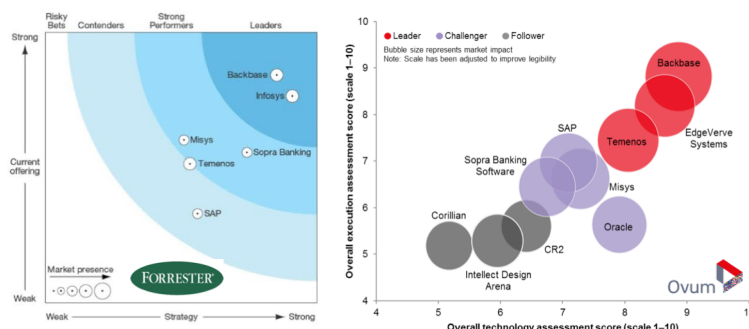
# Engage your customers Create a truly branded experience Backbase Omni Channel Digital Platform

## Digital Banking Business Architecture – „Outside-In“

- The Backbase Digital Banking Platform **eliminates Silos**: different technologies will continuously increase cost and decrease agility in your digital transformation.
- Customer centricity: The Backbase Digital Banking Platform achieves a **true and consistent Outside-In view** of your banking products and services across all touchpoints and enables a unique customer experience.
- The Backbase Digital Banking Platform employs a **Bimodal Architecture** for agile digital innovation in all your customer oriented functions ‘at digital speed’ vs. the product centric core banking functions.
- Dynamic support of the **Digital Business Architecture** from a customer, partner and employee perspective; services from third parties and other industries may be integrated seamlessly resulting in superior customer experiences and services across all channels and touchpoints with cross- and up-selling potential for your individual business model.

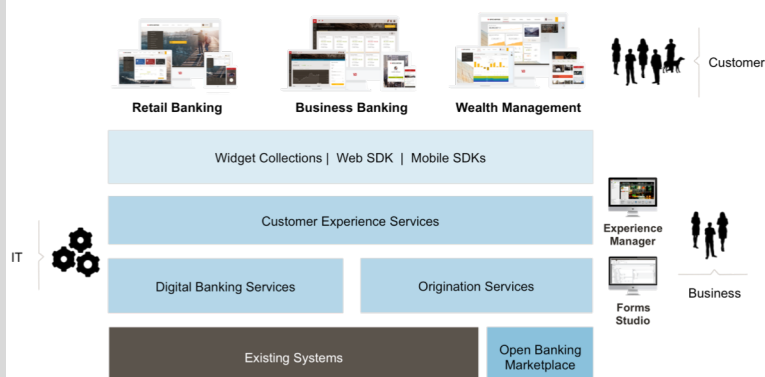


## Leading in Business Functionality, Customer Experience, Technology und Architecture\*



\*John Hoppermann, Forrester

## Comprehensive, rich experience and solid technology – the Backbase Digital Banking Platform



## Strong BACKBASE Client Base with 90+ Banking and Financial Services



### Since 2004 - waser iPM

#### *Customer Experience | Agile | Interim Executive*

- waser iPM is your Trusted Partner for Consulting and Interim Management in your Customer Experience and Digital Banking Platform Initiatives
- Founded 2004 in Zurich
- Certified in Global Customer Experience Management G-CEM®
- Certified in Core Banking Systems, CRM and Digital Banking Experience Platforms
- Business Partner Switzerland, Germany and Austria (DACH) of Miratech, Inc. with 6 R&D centers in Poland, Slovakia and Ukraine
- Business Partner Switzerland and Liechtenstein of Backbase, Inc., the leading Digital Banking Platform Software Provider (Gartner, Ovum and Forrester)

## Customer Experience Orchestration

- The Backbase Customer Experience Services (CXS) are **readily available Banking Services Features** encompassing Presentation, Publishing, Search, Content Management, Personalization and agnostic Security and Integration Services.
- The CXS building blocks from the **Widget Collection for Retail Banking, Wealth Management and Business Banking** are providing a comprehensive Business Functionality for the individual Orchestration of the Customer Journey.
- **Develop once, run across all Channels:** the Customer Experience Services are available across all channels and touchpoints, therefore improve 'time to market', save cost and ensure a consistent user experience.

## Open Banking inclusive

- Open Banking and API Technology is swiftly increasing the integration capabilities for new and enhanced business models with new market participants (FinTech, RegTech, Analytics).
- From a regulatory perspective, in 2018, the Payment Services Directive (PSD2) will require the availability of payment information for third parties (TPP). Bank-internal APIs have to be made available externally. Banks will be challenged to decide their strategic positioning options. The open architecture of the Backbase Digital Banking Platform enables banks and financial services to select their preferred business model, enable the integration of third parties' services and remain agile.
- With **Backbase Open Banking Marketplace** the bank may select and integrate third party solutions in FinTech and RegTech – from PFM to Robo Advisory to Social Tools to Digital Marketing and more.

#### **More information:**

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