

An Innovative Approach to Progressive Core Modernization in Banking

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Shift in Banking and Financial Services



Competition

New Players
- Digital Only Banks
- Payment Banks

More choices for Customers



Regulation

Increasing interventions

Quick policy changes



Customer Expectations

Better Services

Reasonable Charges

Personalized Offers

Rewards



Profitability

Price war among competition

Scrutiny over budgets



Technology

Adaptability to changes

Future Proof

Skills

Go Digital – Transform Vs Modernize

Modernize progressively with minimal disruption

- Transform by adopting Industry best practices
- Progressively modernize vs core replacement/transformation
 - Minimize Risks
 - Avoid unnecessary costs
- Business value from real time information flow between core systems & Zafin application



Technical Proof Points

- Externalizing Product and Pricing from Core Systems
- Data
 - Stays in the Systems of Record
 - Realtime – Data as of yesterday VS Data as of now
 - Transform the data into information and process
- Batch based processing
 - Periodic recurring rewards
- Standard Interfaces - Ingestion of data through APIs

Information Flow



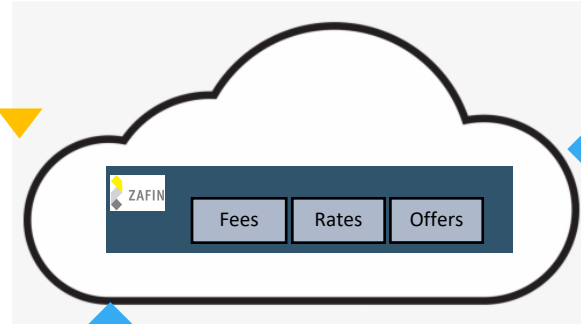
2

- Accept requests from channels and sends request for information to IBM Z DIH
- ✓ Process the response from Z DIH and responds to channels

1

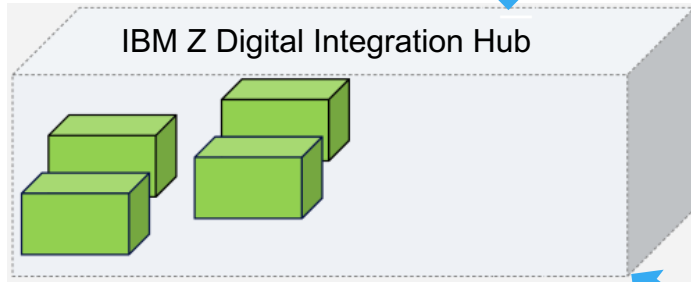
Requests are originated from channels

- Online
- Mobile
- Branch



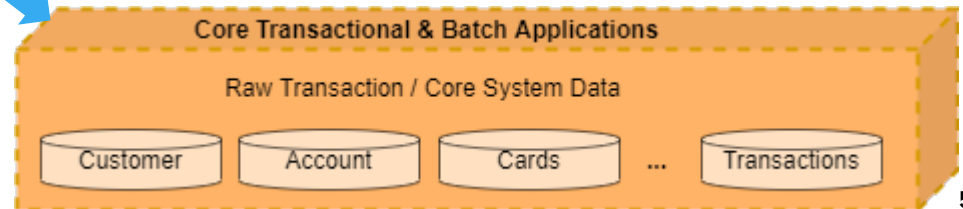
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- Accept requests from Zafin application and retrieves data from Systems of records
- ✓ Process the data and responds to Zafin application with information computed / derived from data



4

- ✓ Accept requests from Z DIH and responds with data



Demo: What you will see today



In this demo we will cover the following

- Rates Management – Deposit Rates Pricing
- Plan Rewards – Instant Cash Back Reward
- Product Bundles – Cross Product Offer

Product

- Fees & waivers
- Rates Management

Rewards

- Cash Rewards
- Transactional Rewards
- Merchandise Rewards

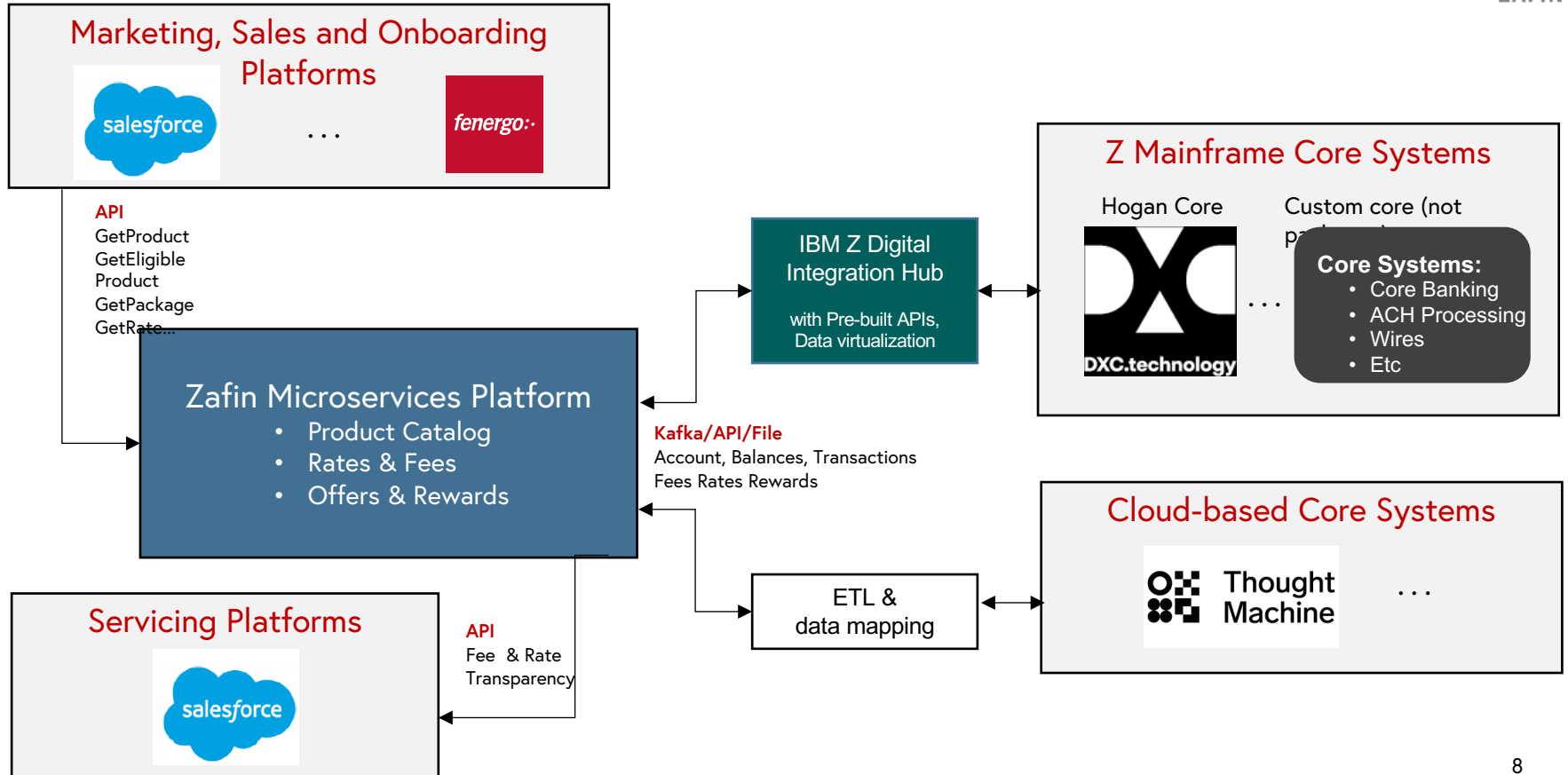
Bundles

- Packages
- Multi Product Offers

Deployment considerations

- Artifacts developed are re-usable for deployments at financial institutions (FIs)
 - Zafin Application – Pre-integrated with IBM Z Digital Integration Hub
 - Ready to use APIs
- Additional development required
 - Zafin & Z Digital Integration Hub can be integrated for other use cases
 - Underlying data mapping is required for FI's specific core systems to Zafin APIs

Build Plug & Play Ecosystem using BIAN Framework



Zafin & IBM Z Digital Integration Hub combined value



- Aligned with BIAN industry standards
- Enables client to broaden ecosystem without disrupting core systems
- Business value from real time information flow between core systems & Zafin application
- Data stays on platform — limits risk of raw data exposure
- Pre-built APIs & reusable assets from the Zafin integration with Z Digital Integration Hub

Comments & Questions

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ABOUT ZAFIN



Zafin provides a comprehensive solution for product and pricing control, fee & rate integrity and conduct risk assurance. In the current environment it is critical for financial institutions to know which client has which product(s) and services, be able to assure that the pricing is appropriate and fair and be able to substantiate that the fees/interest are consistent with the contractual arrangement.

Zafin's solution is a Cloud based SaaS platform that can be implemented quickly and with minimal to no changes required to existing product systems. This means that the institution can externalize product control into a single business application. Once the platform has been implemented, institutions can expect faster time to market for new offers, improved visibility across the product portfolio and assurance of robust product and pricing governance.

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