

# Digital Transformation

## September 2018



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Digital Solution & Delivery

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# Changing client behavior is driving transformation process of banks today

Banking  
20 years ago

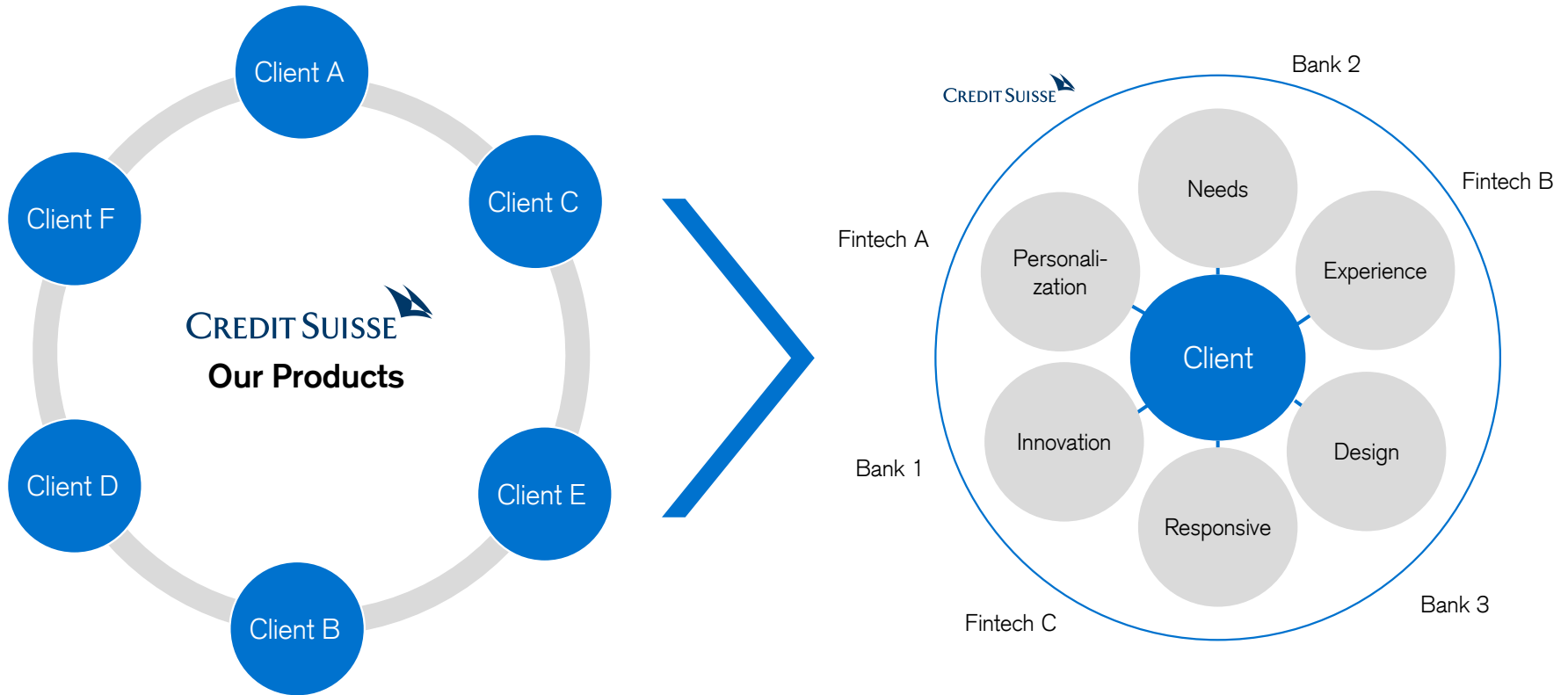


Banking  
today



## 4 main reasons banks need to transform their services

# 1. Banking is democratizing

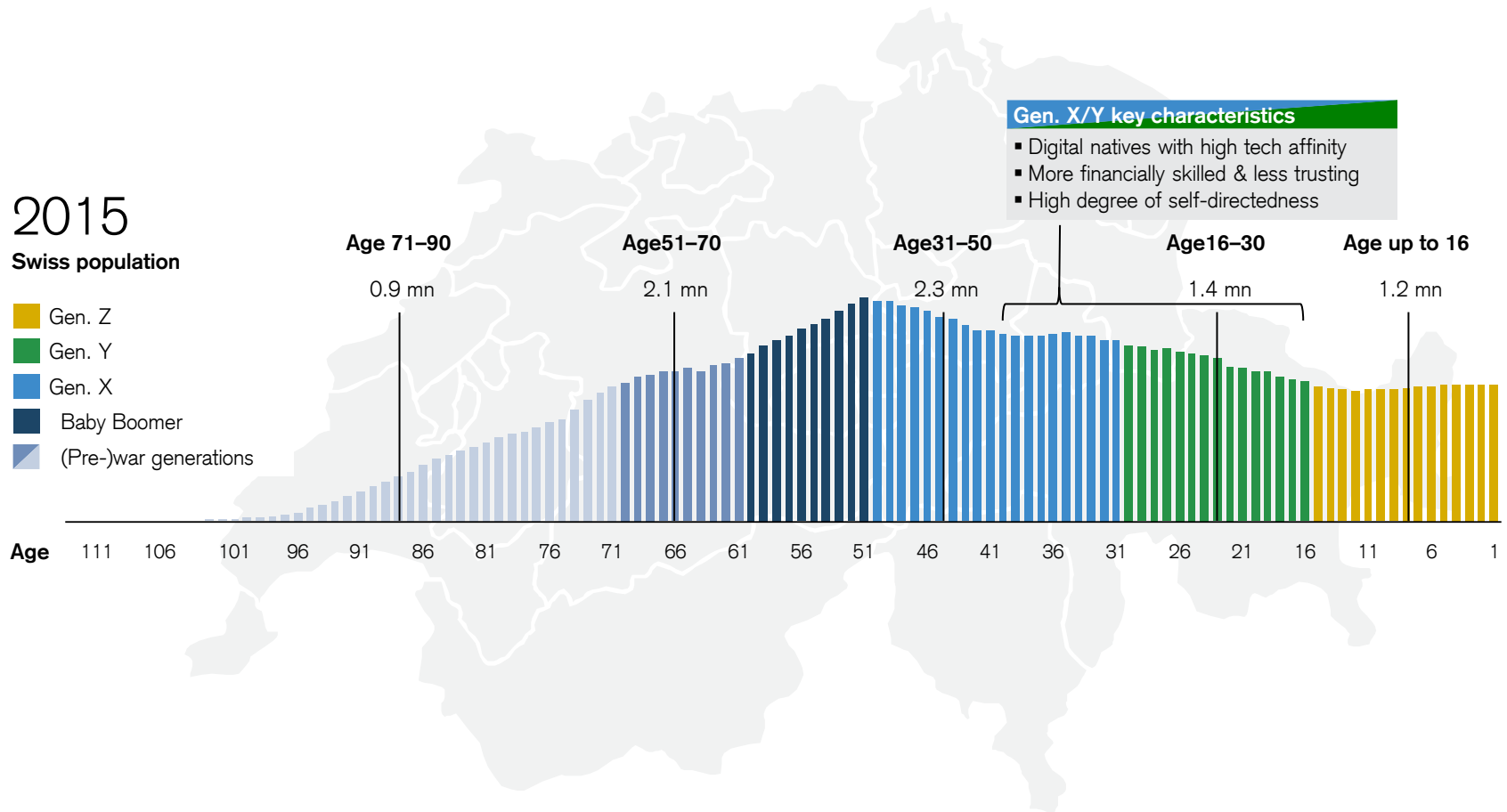


# 2. Newer generations will demand digital services

2015

Swiss population

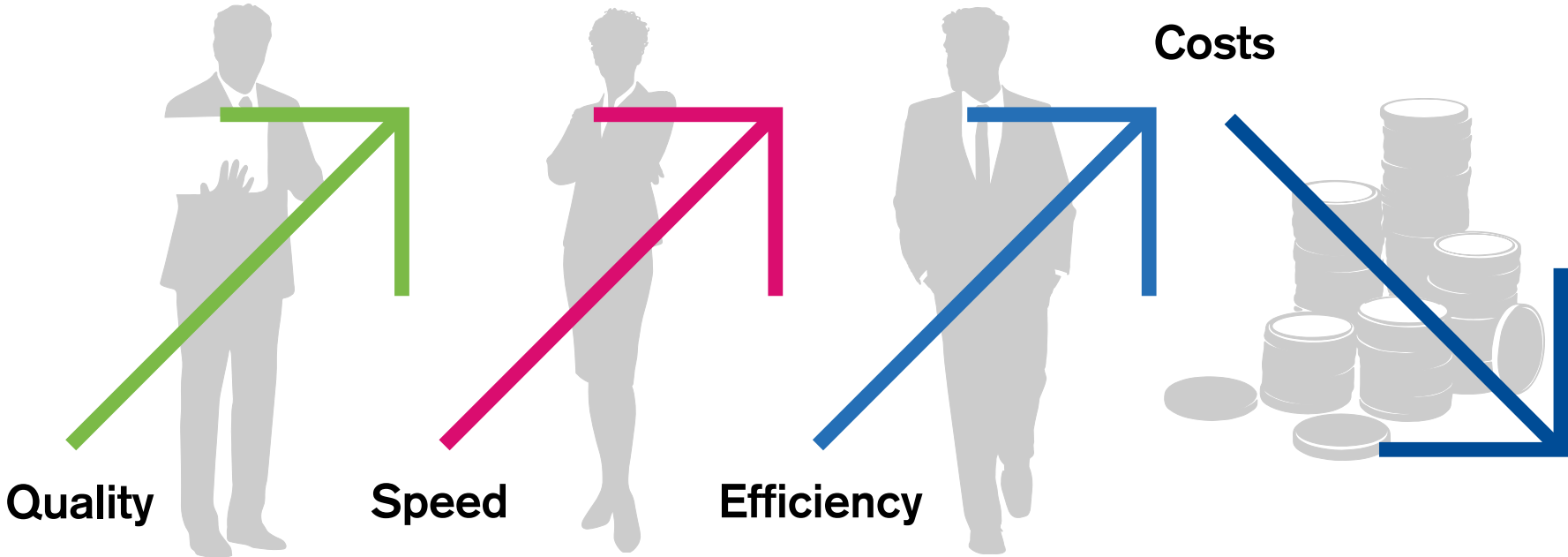
- Gen. Z
- Gen. Y
- Gen. X
- Baby Boomer
- (Pre-)war generations



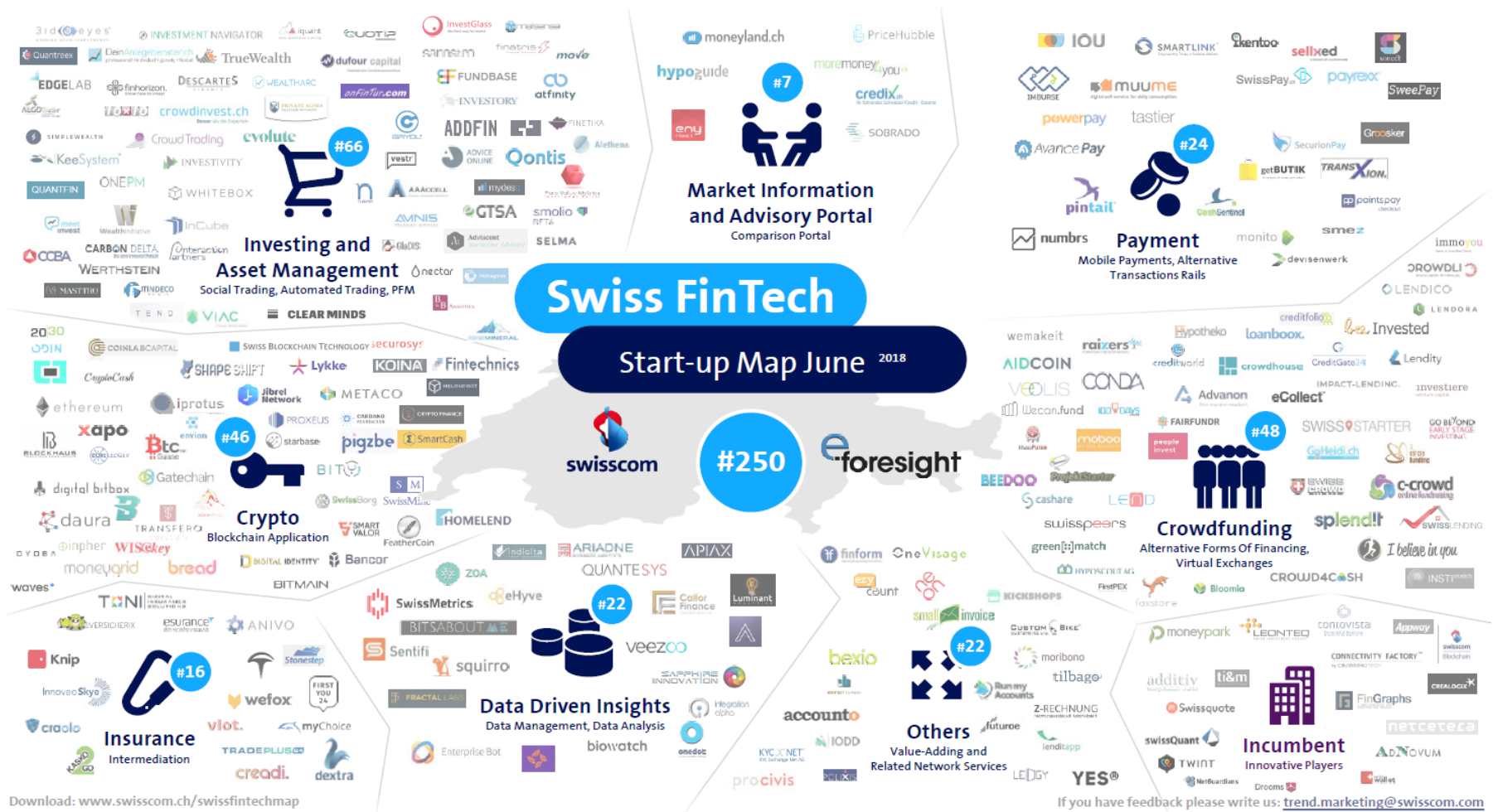
- Gen. X/Y key characteristics**
- Digital natives with high tech affinity
  - More financially skilled & less trusting
  - High degree of self-directedness

Source BfS

# 3. Efficiency is critical to be able to compete

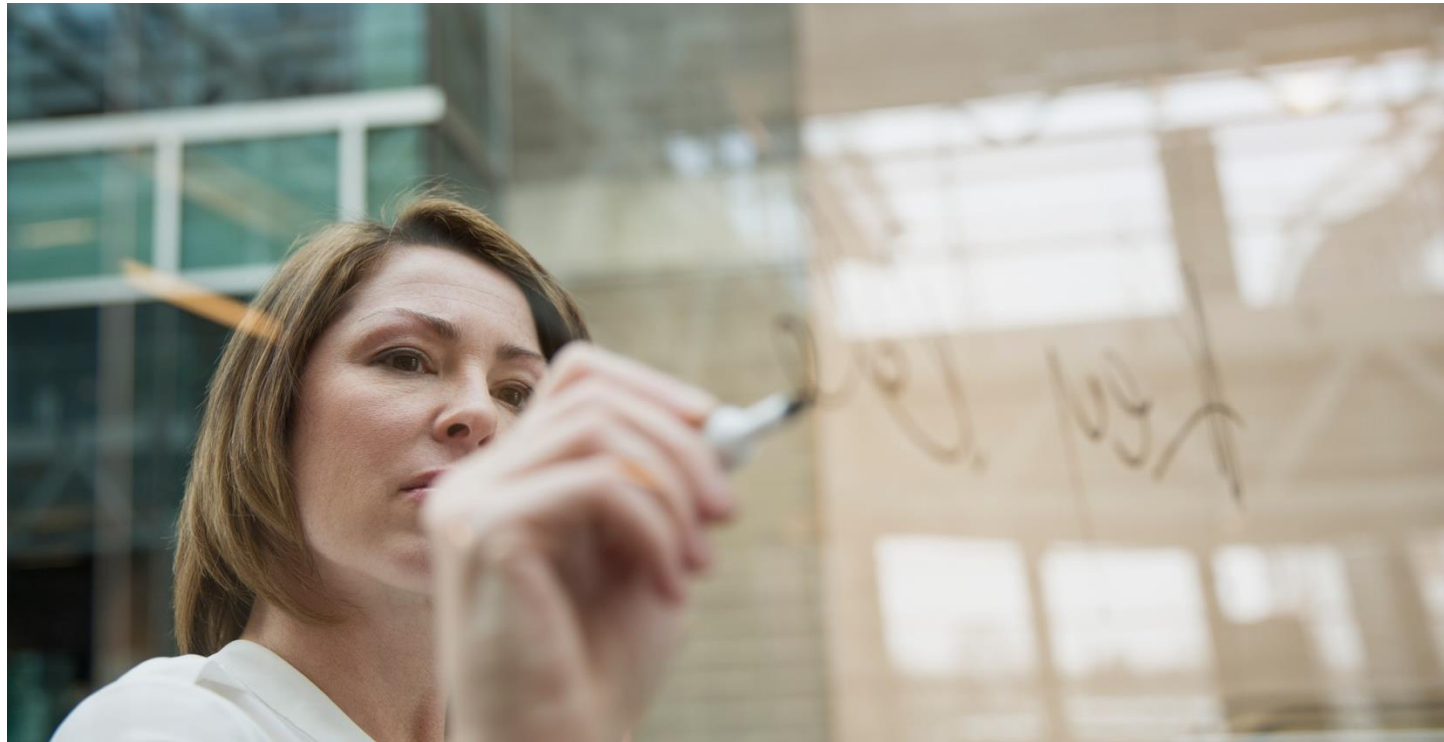


# 4. If banks don't do it, someone else will



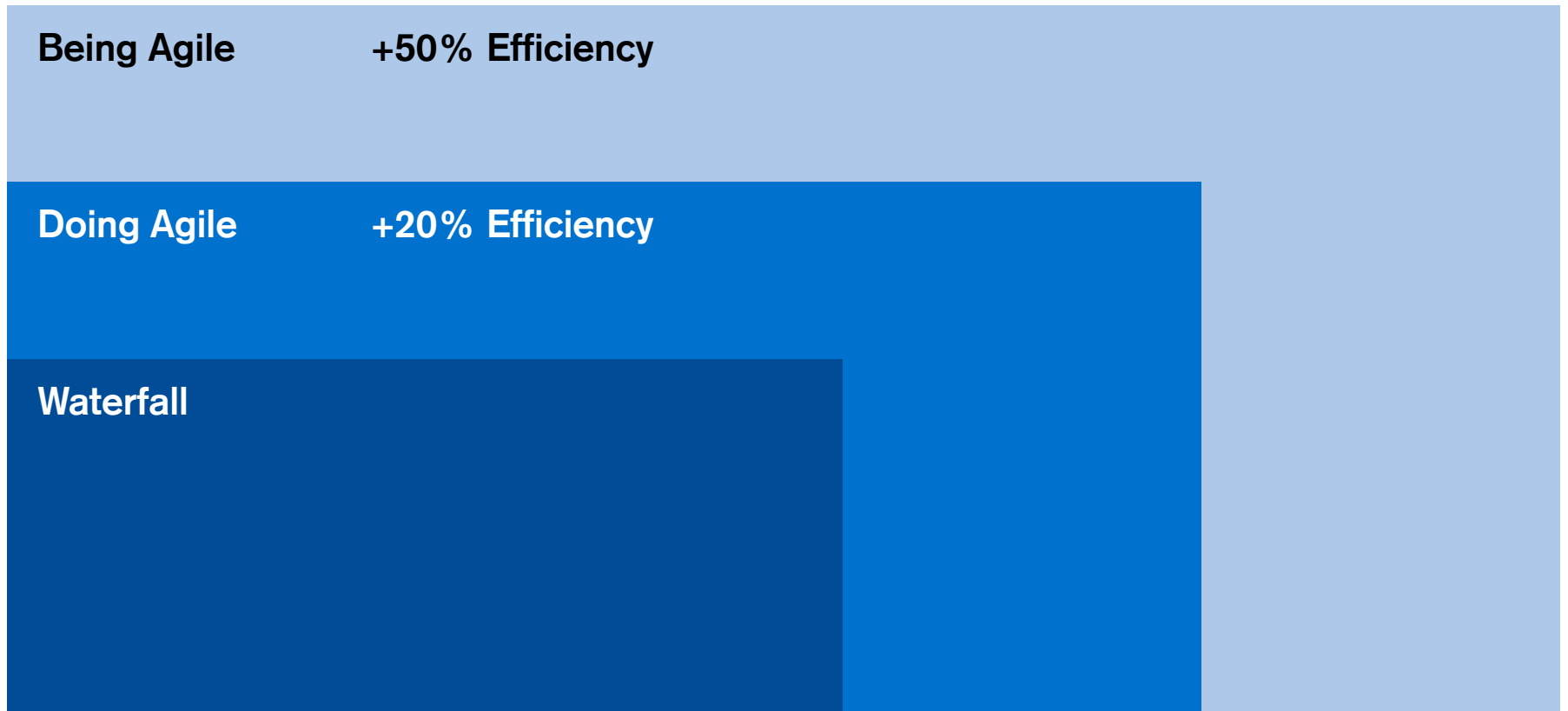


# How do we get there? A few words about Agile...



# Benefits of Agile

## How Agile are we at Credit Suisse?





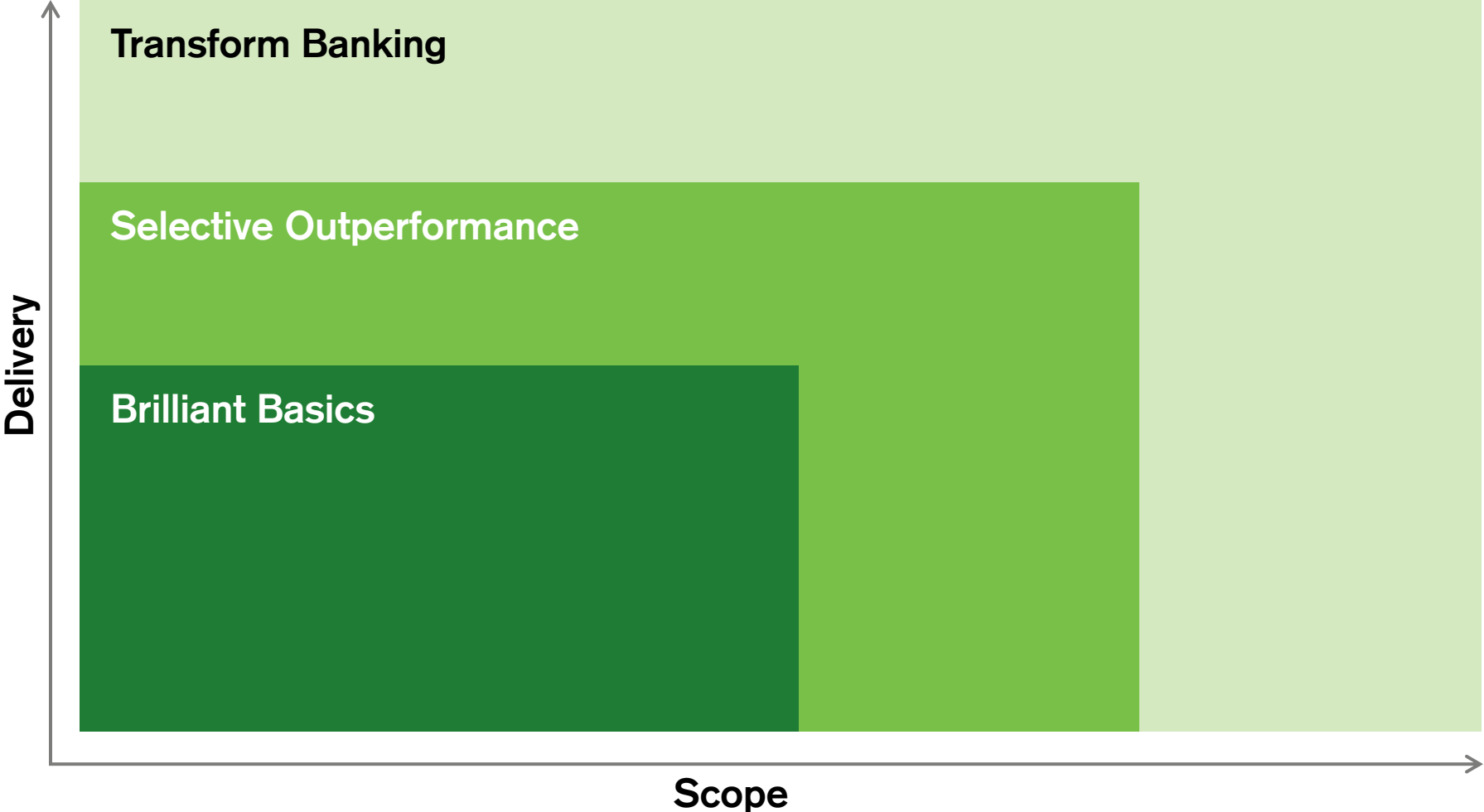
# Agile as key enabler for our client centric digital journey

“Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.”

# Insights into Digital Strategy and Roadmap of Credit Suisse



# Our Digital Strategy to serve the Needs of our Clients



# The importance of Digital Adoption ...



# Digitalization Dashboard – July 2018

## How Digital Adoption is measured at Credit Suisse

$$\begin{array}{c} \text{Delivery} \\ \times \\ \text{Adoption} \\ = \\ \text{Success} \end{array}$$

# Innovation & change culture as key drivers for digital transformation

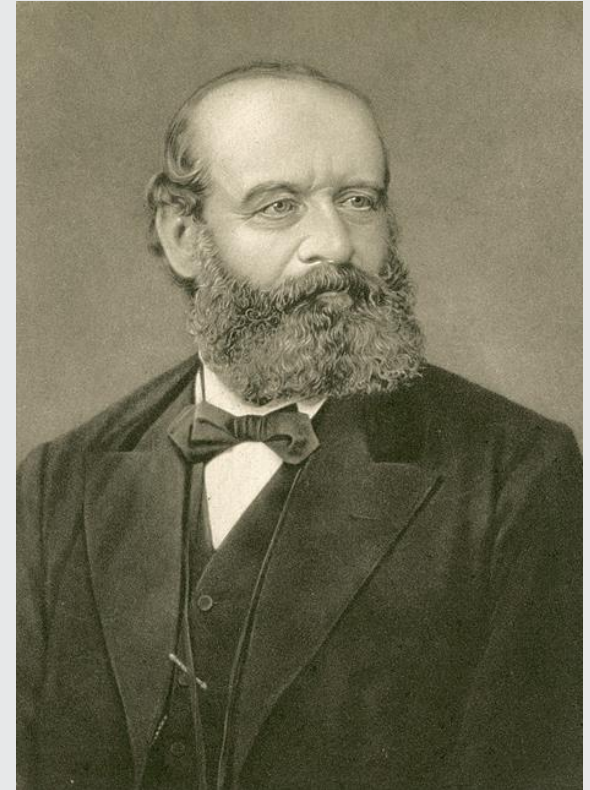


# Our genetic disposition is innovation and change ...

**Railroad** was a disruptive innovation.  
The **Gotthard Tunnel** was an enabler for the railroad.

We were founded on innovation, evolved with **innovation**  
and will move forward with innovation.

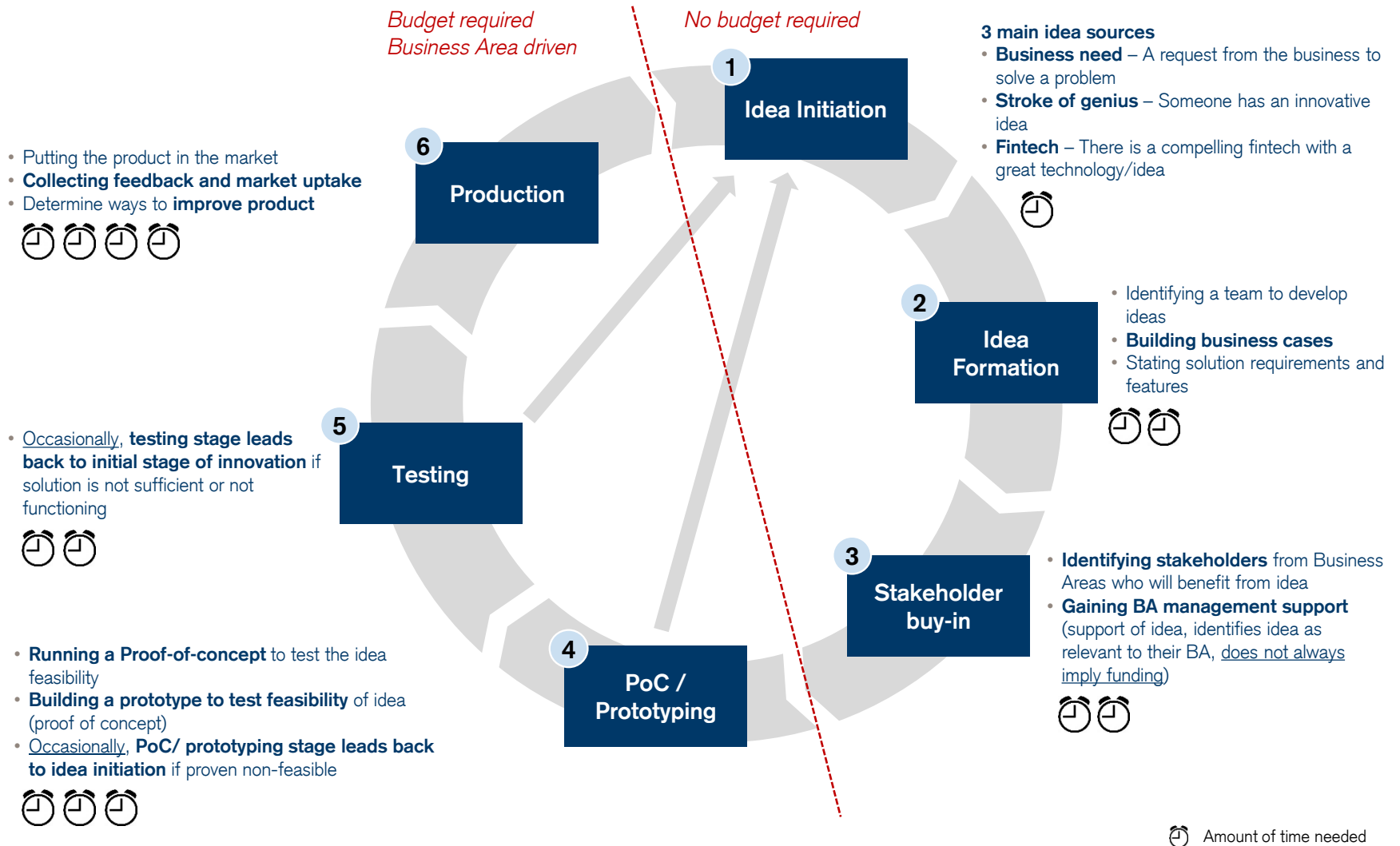
Our digital efforts are a **key driver** for innovation within  
Credit Suisse.



Source: [https://de.wikipedia.org/wiki/Alfred\\_Escher](https://de.wikipedia.org/wiki/Alfred_Escher)



# Credit Suisse Innovation Lifecycle



# Credit Suisse continues to participate in partnerships to bring innovation into the bank

To do so, CS participates in several FinTech partnerships to gain outreach and exposure to innovative FinTechs. Some examples of these partnerships in Switzerland are:

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- **Digital Switzerland (DCH)** is a collaboration of several top Swiss-based corporations and entities to promote Switzerland as an innovation hub
- Members of DCH include CS, UBS, EY, Swisscom, Migros, Coop, Google CH, ETH, City of Zurich, etc.



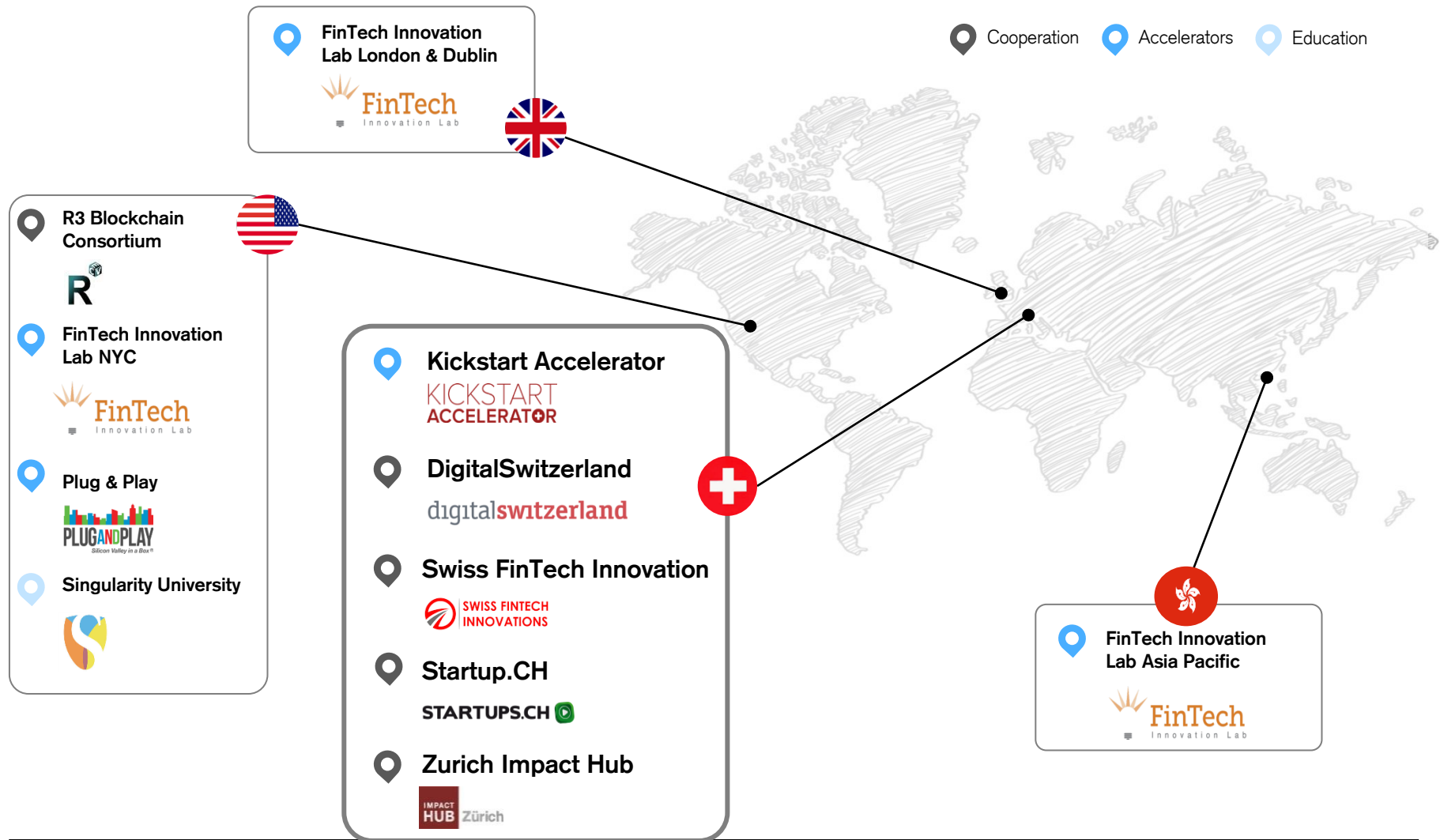
- **Kickstart Accelerator** is an annual DCH initiative to accelerate the growth of a selected batch of high quality Startups from all over the world
- Opportunity for CS to identify Fintech startups with strong potential to establish pilots with the bank



- **Swiss FinTech Innovations (SFTI)** is a consortium of Swiss banks and insurances to promote FinTech and Insuretech collaboration industry-wide
- Working groups are set up within SFTI to test key topic use cases and understand implications on industry

**And more...**

# Likewise, we are also active in such FinTech collaborations around the globe



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