

Provide Unparalleled Bank Customer Experiences...Everyday

High performance. Delivered.



Most leading banks are embarking on a digital transformation journey to become the indispensable Everyday Bank, anchoring business on intimate relationships with customers to simplify their everyday lives. It's an open arena that's up for grabs by banks and non-banks alike: 71 percent of North American banking customers consider their banking relationship merely transactional rather than relationship-driven.¹ Banks that take advantage of digital innovations to make the shift from purely transactional activity to solution-based relationship banking have a big opportunity to defend and strengthen their future position—distinguishing their service, boosting brand loyalty, increasing share of customer wallet and regaining meaningful returns on equity.

Accenture and Backbase can help.

A lean, agile, comprehensive solution for relationship banking

Accenture and Backbase are teaming to help banks evolve and adapt their customer relationships for the digital world through a robust customer experience management solution that fully integrates with their new and legacy core banking environments.

A key part of the solution is the Backbase Customer Experience Platform (CXP), a market-leading, full-service, totally integrated, standalone lean portal product that helps banks organize, create and manage compelling customer experiences across any digital device and channel. Backbase CXP, deployed over existing systems, operates under a lean architecture and features a complete set of integrated customer experience management functions:

- Lean Portal Architecture for easy, quick, secure management of composite applications
- CXP Manager for altering, approving and publishing content and running digital marketing campaigns on mobile apps and portals across multiple channels without IT involvement
- Launchpad, the 'digital-bank-in-a-box' for incredibly fast time-to-market
- Mobile Delivery for successful omni-channel experiences with mobile capabilities that support responsive design, hybrid apps, native apps and services to facilitate cross-channel and cross-device customer journeys

- Forms for self-service and smooth onboarding processes throughout digital channels

Backbase currently supports more than 40 financial institutions around the globe.

Accenture wraps around Backbase CXP its broad range of banking industry offerings—from marketing and digital strategy, user experience design and content production to channel optimization, integration and core banking services, as shown in figure 1. Undergirding this wrap is the best of Accenture's global capabilities:

- Vision of the Everyday Bank
- Extensive banking industry and digital transformation experience working with the world's leading financial institutions
- 50,000+ Financial Services professionals, 23,000+ digital professionals
- Deep roots in customer/user experience design
- Distinctive Core Banking, Multichannel Platform and Distribution and Marketing solutions
- Banking Innovation Centers
- Global Delivery Network, the largest and most diversified group of strategy, digital, technology and operations professionals in the world

¹Accenture 2014 North America Consumer Digital Banking Survey

The blend of capabilities from Accenture and Backbase creates a comprehensive, end-to-end architecture that supports every aspect of banks' digital transformation journey. It helps banks to build new digital customer relationships and reach untapped or under-banked market segments with high efficiency—both keys to success in the fiercely competitive digital world.

Better Banking Service, More Loyalty

Banks that want to move forward in their digital adoption—whether looking to transform across all channels, replace and improve legacy orchestration layers, evolve presentation layers or bolster the digital channel—can rely on the Accenture-Backbase alliance to help them be successful.

With Accenture and Backbase, financial institutions gain access to comprehensive solutions to better position themselves to optimize online sales and customer self-care:

- Improve omni-channel interactions, relying on seamless integration to deliver superior, personal, relevant, fast and frictionless service any time and any place
- Enhance cross- and up-sales, tapping into the digital ecosystem to satisfy customers' financial and non-financial needs
- Strengthen customer loyalty, proactively recommending products and services to meet consumer needs
- Increase operational efficiency, reusing existing IT systems and giving users access to all enterprise content from a single source

Get started now, preparing your bank for future customer relationships and engagements that translate into competitive advantage.

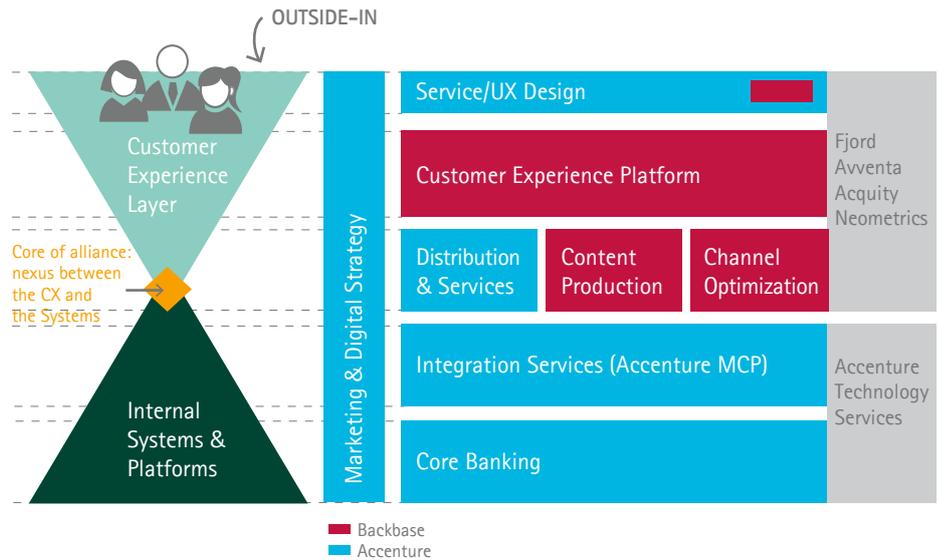
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FIGURE 1. Accenture + Backbase: Covering the entire roadmap of banks' digital transformation journey



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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 293,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

About Backbase

Backbase is the maker of Backbase CXP, the award-winning customer experience platform that helps enterprises create omni-channel, customer-centric digital experiences. Backbase CXP deploys a new, omni-channel presentation layer over underlying infrastructure and IT systems, allowing enterprises to deliver personal, relevant experiences to customers on every device, in any context. Backbase CXP gives enterprises the tools and functionality they need to transform their tired online and mobile channels into engaging customer experiences, holistically managed from a single platform.