



Why employees take pole position for **Financial Services Institutions**



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ThinkPad 25

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1 The impact of digital transformation on the financial sector

The financial services industry (FSI) is moving at breakneck speed towards digital transformation. If you don't keep up with its rapid pace, you might find yourself becoming obsolete soon. New technologies such as AI, cognitive analytics, IoT, augmented reality and robotics are posing new realms of growth and innovations. Also, new age cloud, data center infrastructure and collaboration

technologies are enabling more effective and cost optimized platforms to build and adopt the new technologies.

A survey conducted by MIT Sloan Management Review and Deloitte shows that financial institutions are investing heavily to improve customer experience and engagement with the help of new digital products and capabilities.



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93% agree or strongly agree that the **objective** of their digital strategy is to **improve customer experience and engagement.***

It looks like the stars are aligned: we have great technology and FSIs have the desire to use this technology to improve customer experience and engagement. But constant upgrades are costing financial services institutions. They're looking at costly upgrades even before they've used their current solution to its full potential. What is needed then is a solution that can help them be future-ready.

This paper highlights a key sticking point associated with the financial sector's adoption of digital transformation.

Financial services institutions have used an 'outside in' approach, where they focus almost exclusively on their customers. Unfortunately, with digital transformation, an 'inside out' approach is needed. They must focus as much on their employees as on their customers to achieve their business objectives.

The results from the MIT Sloan Management Review and Deloitte survey* show why it is critical to focus on employees:



Skill Acquisition and Retention

76% of the survey* respondents consider it **very important or extremely important** to work for an organization that is **digitally enabled** or is a **digital leader**.



Employee Productivity

Only **38%** of FSI respondents **agree or strongly agree** that their organization **offers employees the resources or skill-development opportunities** they would need to **thrive in a digital environment**.

*Source: 2016 MIT Sloan Management Review; Deloitte Digital's global study and Deloitte Center for Financial Services Analysis

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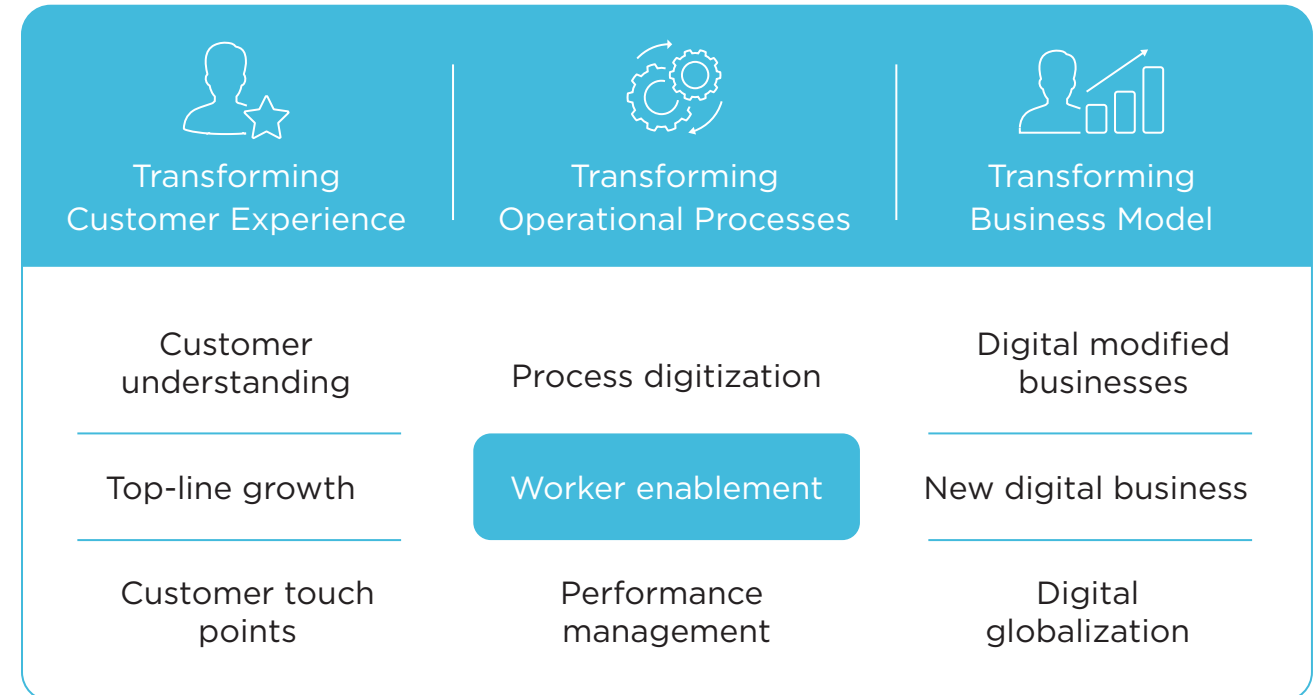


2 Transform employee experience for improved customer experience

When you break digital transformation into three pillars, you quickly realize that financial services institutions primarily focus on the first pillar.



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Of course, the first pillar is critical. The new generation of customers expect financial institutions to be more agile, and are much more demanding in terms of services and security. But it's impossible to truly transform the customer experience without also transforming operational processes and the business model. The three pillars go hand in hand. **Very critically, employees are at the heart of the second and third pillars.**

So where do you begin?

To bring about a larger digital change, financial services institutions need to look at changing their core organizational culture to involve employee's at the core of their strategy. They need to focus on the 'how efficiently the work gets done' aspect. So, the question that needs to be addressed is: are employees equipped with the right tools and devices to do their jobs effectively and productively without losing time because of end computing device inefficiencies?

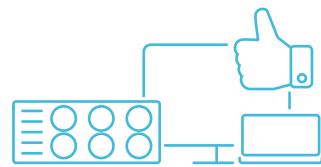
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3 Have you deployed the right endpoint devices?

One device doesn't suit all

Employees are responsible for a multitude of tasks in an organization. It is critical to ensure that they are equipped with **endpoint devices that complement their job functions.** The right devices can improve productivity, efficiency and satisfaction, both for employees and customers.



Use this checklist to help determine the best devices for your employees.



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Business Development and Sales

Business development and sales personnel need to:

- Identify sales opportunities
- Pitch to new clients
- Build relationships
- Connect to other departments to receive relevant information
- Write reports



ThinkPad X1 Carbon

Their devices should:



Be easy to carry around



Last a long time without charge



Have good connectivity features



Have robust security features

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Retail Banking

Retail bankers are in a customer service role. They're required to advise and assist with:

- Setting up bank accounts
- Authorizing loans
- Moving money



ThinkCentre M17q Thin Client

• **Security ranks high among retail banking professionals. Their devices must give them:**



Quick access to customer information



High and robust security

This is possible with a Virtual Desktop Interface (VDI) that is scalable, flexible, secure and easy to deploy.



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• Big Data and Analytics •

Data analysts are sought after by financial services institutions. They help:

- Interpret and analyze large volumes of data
- Identify trends or patterns
- Make better business decisions
- Personalize interactions with customers
- Develop customized banking products
- Create marketing campaigns
- Identify new or untapped markets



ThinkCentre M710 Tiny Desktop

• **Data analysts need high-performance systems which:**



Need to connect multiple monitors



Have plenty of memory



Are easily upgraded



Have best security features

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Product Design

Product designers are required to:

- Develop new products and services
- Improve the way an existing product works and looks
- Have a good eye for detail
- Simulate how the product/service will render across various channels



ThinkStation P410 Workstation

The top design requirements are:



High processing speed



High-capacity internal storage and RAM



Ability to run special applications and professional graphics with ease



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Investment Banking

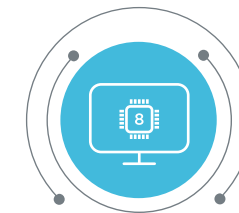
Investment bankers primarily:

- Assist clients with mergers and acquisitions
- Advise them on unique investment opportunities



ThinkStation P910 Tower Workstation

Hence, they require the right technology and devices that:



Handle increased volumes with ease



Are high on processing power and memory to handle heavy workloads



Are speedy and flexible to trade across markets



Run specialized software

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4

Conclusion

Going digital is imperative given the demand of next-gen customers. Financial services institutions have the technology and the desire to use it to enhance customer experience. But although they spend large amounts getting the latest IT solutions, they still find themselves investing heavily in IT upgrades. And hence, they're often in search of solutions that keep them future-ready as the IT landscape changes.

Digital transformation is one such strategic change that the financial services industry is adopting to meet the changing and growing demands of the customers. The most successful digital transformation strategies are the ones that take an 'inside out' approach rather than an 'outside in' approach.

An 'inside out' approach points out that focusing solely on transforming customer experience will not suffice - they must focus as much on their employees. The three pillars of digital transformation go hand in hand. The operational processes and business model must both see significant changes for improved customer experience.

Enabling the workforce is one way to transform operational processes. Employees are constantly faced with customers seeking a seamless digital experience and need to be well equipped to meet these demands. For the multitude of tasks they perform, employees must have access to endpoint devices that complement their job functions. The right devices can improve productivity, efficiency and satisfaction, both for employees and customers.



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Why Lenovo for the financial services industry

Lenovo's IT infrastructure solutions are uniquely capable of equipping the workforce in financial sectors to deliver on the promise of a customer-focused approach.

Lenovo is widely known for reliability, as our products have proven time and again. And this means you never have to stop doing business.

Reliability

Our infrastructure solutions meet the highest standards and are integrated with superior technologies.

ThinkPads pass through 12 Mil-Spec tests plus a test suite that includes:

- LCD Open and Close Cycle Test
- Power Cycling Test
- Solder Joint Strain Measurement

Technological innovations

Lenovo's solutions display tech superiority:

- Wave keyboard, new antenna location and narrow bezel design
- New carbon fiber topcover and precision touchpad
- ThinkPad Glance allows automatic locking using the IR camera
- Anti-Fry protection on USB-C, SmartAmp and intelligent cooling and sensing



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Enable the future of financial technology with Lenovo

- Given that security is one of the most critical aspects for the FSI, Lenovo has ensured that its **ThinkPad devices are FIDO* certified**
- **Lenovo** devices, even at a hardware level, function effectively with a **mixed reality environment**

*Fast IDentity Online

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5

reasons

why Lenovo is a difference maker



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