

**Leveraging IT To Drive Innovation in
Federal Financial Sector**

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- Imperatives
- Lead the Innovation Revolution – Call to IT

Here and Now

- Attention Grabbers
 - Productivity, Efficiency, Cost
 - Simplification
 - Agility, Speed
- Ongoing priorities
 - Security, Privacy
 - Regulatory response, Risk Management
 - Enterprise Knowledge and Collaboration

Longer-term

- Attention Grabbers
 - Understanding Customers and Markets
 - Customer Experience
 - Ubiquity
- Strategic Bets
 - Environment
 - Healthcare
 - Education
 - Urbanization
 - Transportation

In the Banking and Financial Services Industry...

- Increasing attention to Security, Fraud, Risk and Regulatory Compliance
- Divesting Lines of Business and Consolidation through M&A
- Diverse Channels for Service Delivery and Single View of Customer
- Cost Reduction, Cost Reduction, Cost Reduction through Technology
 - Standardization, Systems Integration, IT Rationalization
 - Infrastructure Optimization
- Next generation web presence

In the Insurance Industry...

- Standardize IT Systems (Policy Administration Platforms)
 - Process Automation Projects (workflow/imaging)
 - Move towards SOA to become more flexible
 - Enterprise Data Integration to enable better CRM
- Cost Reduction, Cost Reduction, Cost Reduction through Technology
 - Channel priorities for technology Investment
 - Internet – Sales
 - Internet – Services
 - Call Centers
 - Bancassurance/ Bank Distribution
 - Captive / Tied agent
 - Financial Advisor (Independent)
 - Core Systems Replacement and Rationalization
 - Regulatory Compliance spurs investment in DM, BI, Analytics Technologies
 - Move towards a Shared Services/SOA Models
- BPO gains momentum amongst medium sized insurers

In the Retail Industry...

- Online retail business as real opportunity for growth
- Adapting IT systems to enable retailers to move to an integrated online channel
- Customer interaction and personalization
- Multichannel services
- Providing a seamless multi-channel experience encouraged growth through loyalty.

More than **25%** of search results on Google for the world's 20 largest brands are links to **consumer generated content**

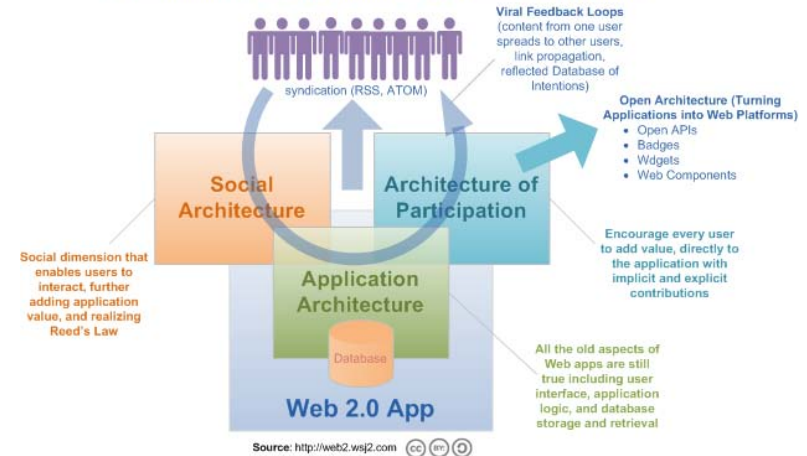
Source: Nielsen Buzz Metrics

Government 2.0... A through Z

- Accessible
- Agile
- Alert
- Analytics Driven
- Collaborative
- Connected
- Cost Effective
- ...
- Empathetic
- Green
- Lean
- ...
- Open
- Responsive
- Smart
- Transparent
- ...
- Zealous



Web 2.0 Apps: Networked Applications that Explicitly Leverage Network Effects via an Architecture of Participation (optionally) reinforced by a Social Architecture



If myspace were a country—it would be the **8th largest country in the world.**
 Source: Social Storm Report, Jupiter Research, March, 2007

- Defining Trends of the Past Decade
- **Lead the Innovation Revolution – Call to IT**

Getting Organized to Deliver Innovation

- Set the Organizational Context
- Relate Innovation Categories and your 'Business'
- Establish an Enabling Process for Innovation
- Articulate the value proposition to your internal and external customers
- Establish Internal and External Capacity for Innovation
- Build and sustain a culture of innovation
- Measure, manage and improve

Winds of Change Driven by Information Technology

- MCA21 → India truly “Open for Business” implementing Economic Reforms of the early 90s
- mKrishi – Mobile-based Agro Advisory service (Ubiquitous Information)
- Passport Seva (Operational Efficiency)
- Home Infotainment Platform (Ubiquitous Information)
- Low Cost Water Filter (Conserve the environment)
- Miniature Portable ECG Monitoring device (Anytime anywhere healthcare)

Points of View

- Improving Efficiency of End User Computing
- Leveraging Cloud Computing
- Optimizing Enterprise Information & Knowledge

THANK YOU
