



Technology Innovation | an enabler and key differentiator to financial community

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Dion
Powering Financial Solutions

Agenda

1

- MSME overview from technology adoption perspective

2

- Industry overview of financial sector

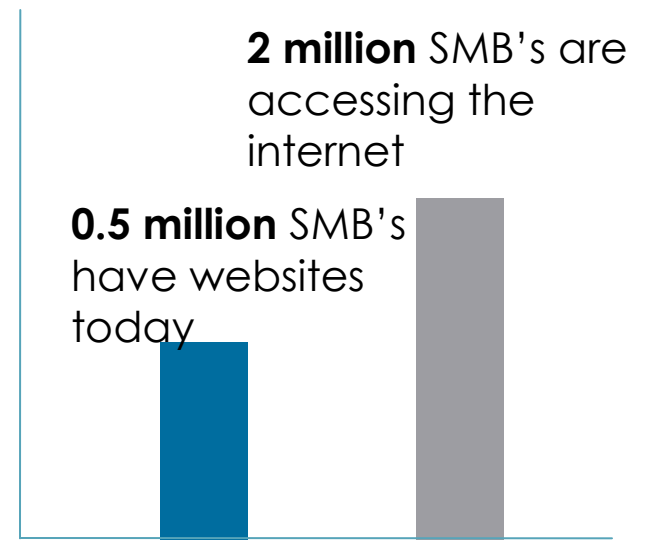
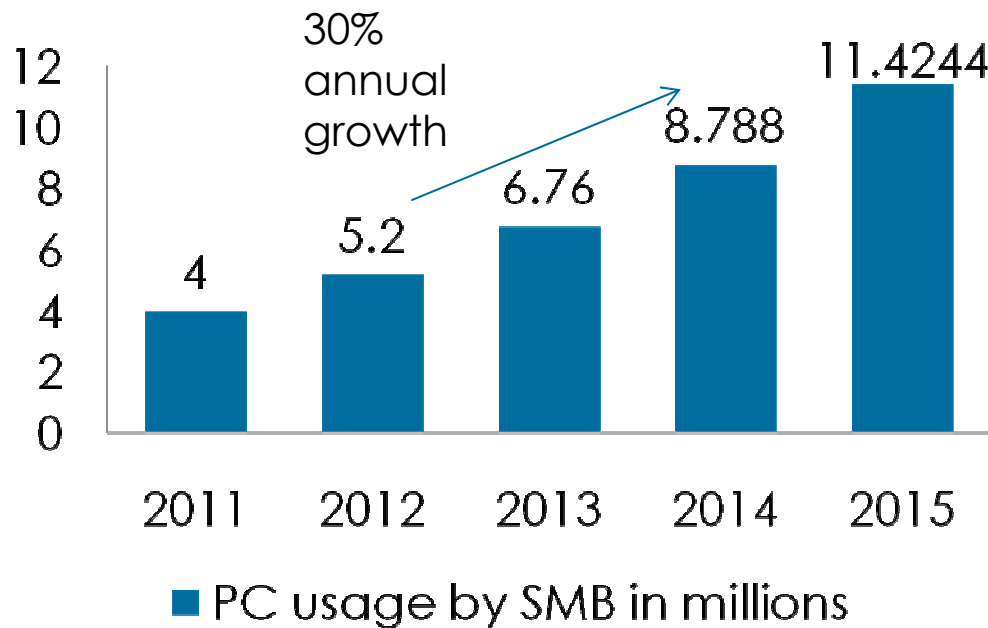
3

- Technology | enabling businesses

4

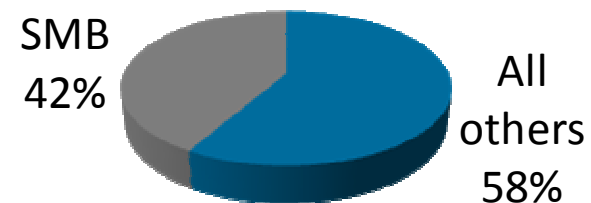
- Conclusion

Tech trends In India



SMBs to contribute more than one third of Domestic IT spend by 2015. Domestic IT Market is expected to be **\$36bn** by 2015. SMBs at the same time will grow at a CAGR of 15% contributing **\$15bn** by 2015.

Estimate of domestic IT spending in 2015



*stats taken from 'Indian SMB ICT Adoption Insights by Zinnov consulting
 SMB i.e. small & medium size business and SME i.e. small and medium size enterprise is used Interchangeable they refer to the same

Challenges to technology adoption

Lack of technical know-how

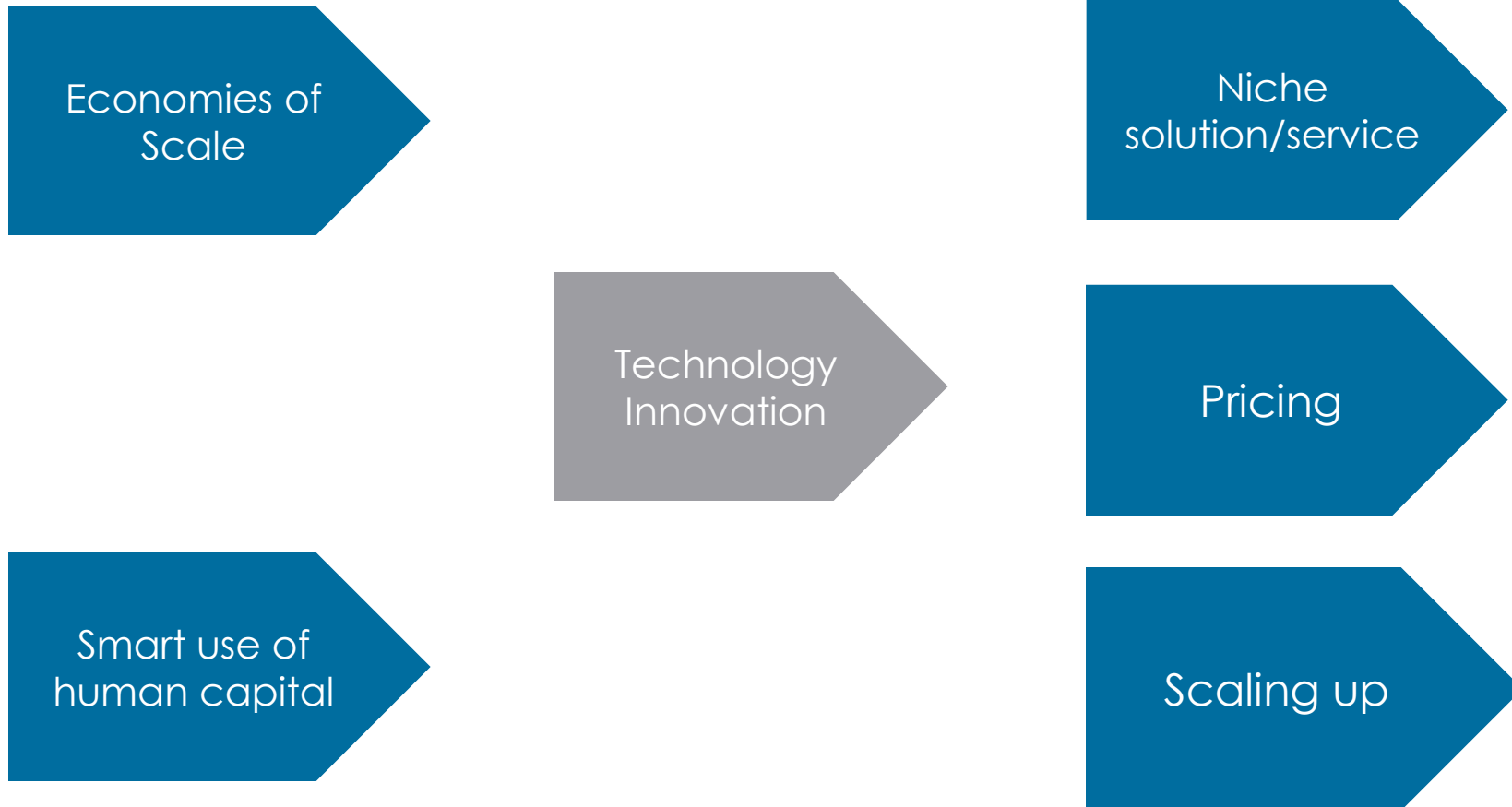
Unclear return on investment

Cluttered product portfolios

High cost of technical support

High investment made in legacy systems

Proven approaches for sustainable growth



How technology can help

Reduce
operational costs

Help widen
distribution
channels

Offer flexibility

Reduce response
time

Offer means to
sustainable growth

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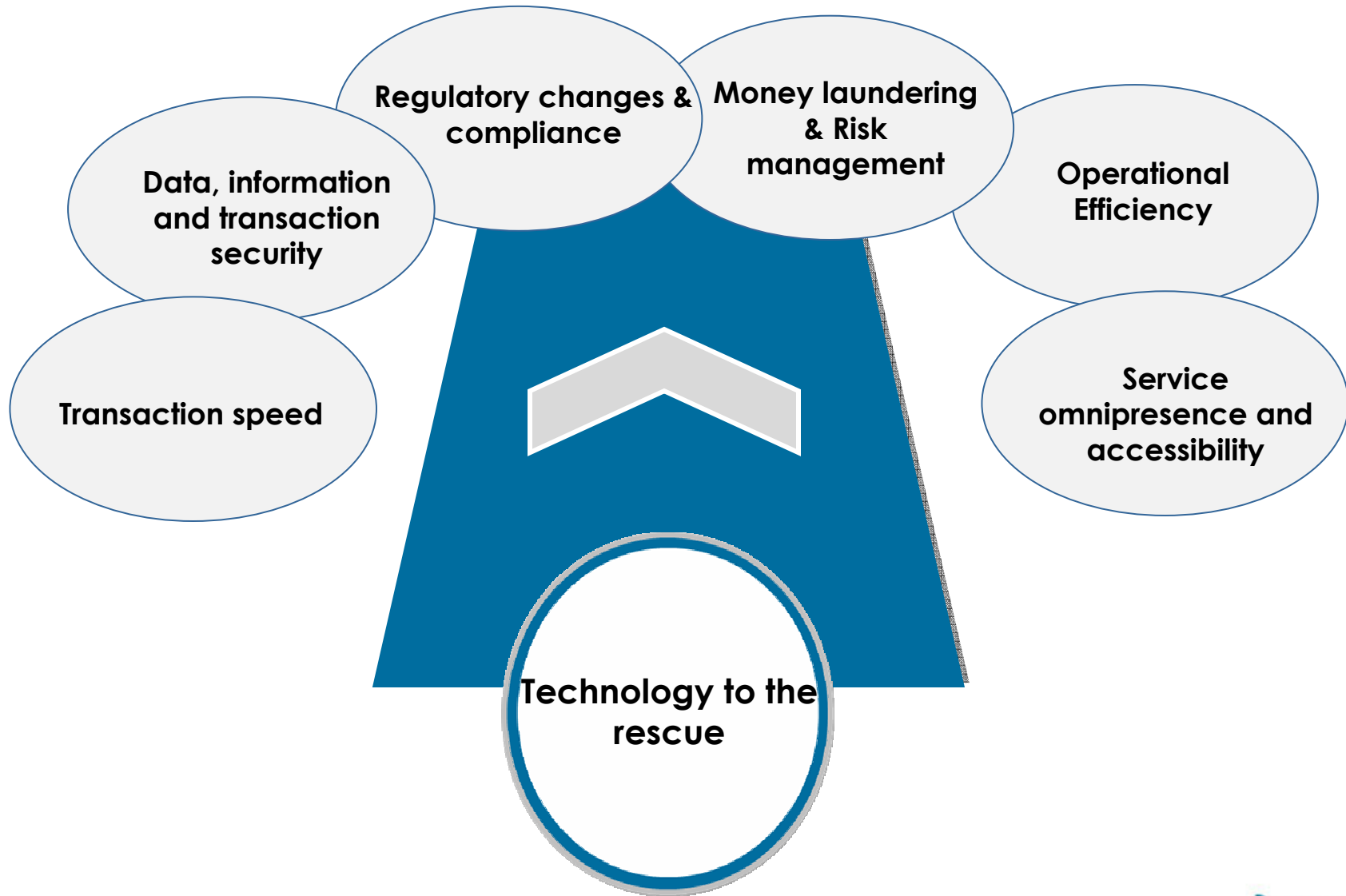
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Key concerns of the financial industry

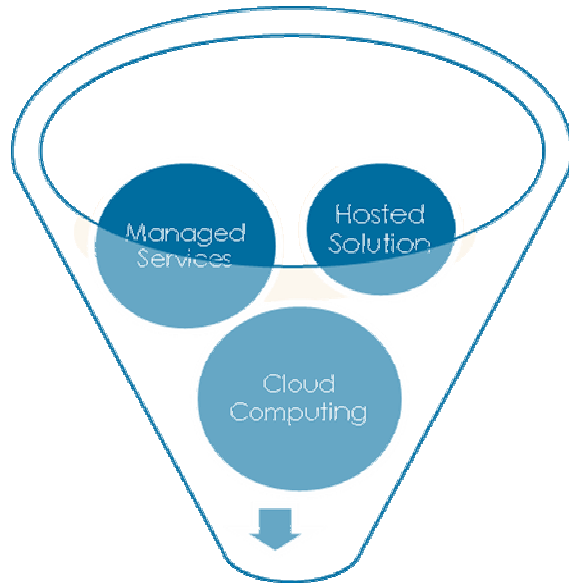


Transaction speed

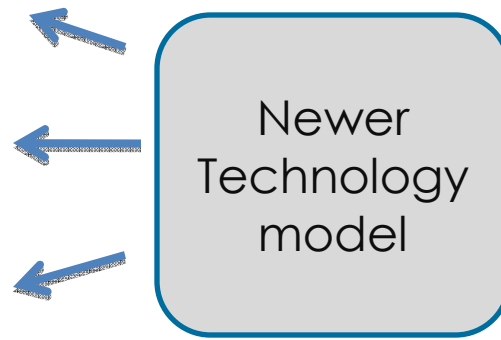
- Online fund transfer
 - Bill payment
 - Credit/debit card
 - Sale/purchase of security(stock)
- And many more, at the click of a button or a swipe

Enabled through

IT infrastructure



High speed at reduced cost



Cloud computing

Could be reduced through



Security

Data Security

- Audit trails/logs
- Firewalls
- Access policies and codes

Transaction Security

- Secure login / virtual keyboards/ authentication (captcha)
- Session time-outs
- Encryption & network security (SSL TLS*)
- IP registration and blocking

It's Technology!
that can make
the systems safe
and secure

Don't let jargons bog you down

*Secure Sockets Layer Transport layer Security

Regulatory changes & compliance

- Changes are frequent and erratic!
- The right information to reach at the right time, through right medium/channel to the right person
- Flexible and highly adaptable system

Money laundering & risk management

- Know your customer (KYC) and information documentation and storage
- Cash transaction reports, suspicious transaction reports etc to know of any suspicious transaction.

- Risk on account of customers and financial regulators
- Rule based system with filters and alerts
- Real time risk monitoring to avoid risk
- Flexible risk parameters

Technology can enable a complete & robust risk management

Operational efficiency and business analytics

Operational efficiency

- Single (Integrated) solution.
- Dashboards with flexible reporting.
- Custom management/on-demand solutions.

Business analytics

- Data! Data! Data!
- Decode the data. derive transaction patterns, cross referencing, use data to understand buying pattern/ habits (use information) to cross-sell, up-sell.
- Make informed and better investment decision for a smart tomorrow.

Product/brand differentiation

- One size does not fit all. Differentiate to stay in business.
- Give the customer what they want, customized, white labeled solutions for a unique experience.
- Help you promote your customer service to your prospects.

Service Omnipresence | Mobility

Mobility and its need

Anywhere, anytime service for people on the move

Engaging and intuitive interfaces

Features and functionalities

Security

Light weight application

What Technology has to offer

WAP Vs. Native Apps

Speed, security, features and engagement

Ability to do more with less

When one number becomes business identity

Cell phone has become a revolution and more an enabler
For some it is the source of livelihood.



Service Omnipresence | World Wide Web

Enhance internal and external communication

Expansion of markets by breaking geographical boundaries

Better support to customers



World Wide Web and endless possibilities

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open source tools for accounting

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24 Jan 2011 – Here is a list of 9 best **open source accounting** software that we have come across. All these **open source accounting** software are a great **tool** ...

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Technology | enabling businesses

- Identify the right platform
 - ❖ Web based Vs machine executable
 - ❖ Choose from so many technology options like Silver light | Dot. Net | Web services
- Choose the right technology model
 - ❖ Conventional IT infrastructure
 - ❖ SaaS; cloud (Public or private)
 - ❖ Mobility | mobile solution
- Choose technology to market yourself and to create necessary differentiation for yourself
 - ❖ Be online
 - ❖ Social media
 - ❖ Look for innovative tools or apps that help you rather entice you
- Be aware & explore
 - ❖ Technology
 - ❖ Tools/application
 - ❖ Medium/platform

that can offer sustainable growth means to you and your company.

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New imperatives for growth & sustainance

Learn to adapt, quickly

Learn to improvise

Learn to innovate

Learn to Un-complicate

Learn to un-learn & re-learn,
quickly

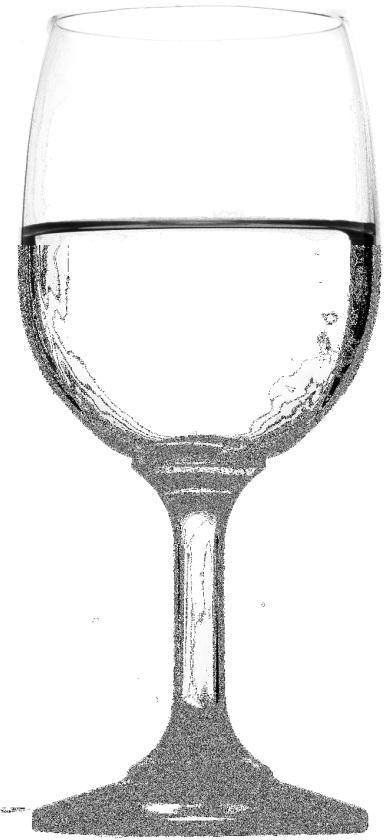
Learn to be flexible

Learn to choose the right
technology

Change of perception

You don't **spend** on
technology,

You **invest** in it.



Glass half filled or half empty!

Thank You

Appendix 1 The cloud revolution

