

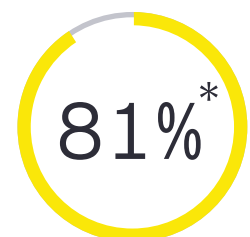
Powering frictionless business

EY Nexus for Banking

EY Nexus is a business transformation platform optimized for financial services. It accelerates innovation, unlocks value in ecosystems and powers frictionless customer experiences. EY Nexus for Banking combines our deep financial services knowledge with a flexible platform and powerful ecosystems. It helps you push the boundaries of new ideas and services faster to meet your customers' needs.

What business issues are banks facing today?

- ▶ The global success of the big tech companies has put pressure on all sectors to provide an increasingly engaging, hyper-contextual, in-the-moment and frictionless experience. This has forced banks to re-evaluate their current business models, customer segments and supporting processes and reinvigorate them with contemporary technologies.
- ▶ Traditional banks are also under threat from new market entrants that specialize in areas such as digital payments: 27% of global consumers have relationships with neobanks.*
- ▶ Many banks do not have the discretionary budget and in-house capabilities to deliver the disruptive innovation required to compete in a complex world.
- ▶ They also have complex legacy IT infrastructure that is costly to maintain and hard to connect with new products and platforms.
- ▶ This slows product development and innovation, makes experimenting with new products and services expensive, and prevents banks from creating dynamic and appealing customer experiences.



of Gen Z survey respondents say personalization could deepen financial services relationships.

What are the business benefits of using EY Nexus for Banking?

EY Nexus for Banking helps you to:

- ▶ Implement digital and business transformation quickly, securely and cost-effectively.
- ▶ Seamlessly connect new platforms, legacy systems and third-party products to unlock the power of data and advanced analytics and access new solutions as they become available.
- ▶ Increase the pace of innovation – deliver at the speed of opportunity rather than the speed of legacy constraints.
- ▶ Create dynamic, frictionless customer journeys and a richer, more intuitive customer experience.
- ▶ Gain valuable insights into customer behavior, intent and needs in real time.
- ▶ Make better personalization decisions for customers and generate nudge action.
- ▶ Leverage the power of a pre-curated, ever-growing ecosystem of partners to help deliver new, customer-centric products and experiences more quickly and cost-effectively.
- ▶ Future-proof your IT infrastructure.



Configurable product examples

<p>Consent and Preference</p> <p>Due to increasing regulation and oversight, it is challenging to remain compliant when using customer data. This solution is designed to boost customer trust by unifying and applying consumer consent and preferences across all channels in an intuitive and simplified manner.</p>	<p>Augmented Interaction Manager</p> <p>Positioned at the interface of human and digital experience, this solution provides real-time insights to relationship managers. This enables them to monetize client conversations and helps better service clients and drive improved business outcomes.</p>	<p>Open Banking</p> <p>In the fast-moving world of connected commerce, this solution allows banks to securely and compliantly connect with customers, partners and developers to innovate, build and operate in new ways that maximize revenue growth potential.</p>
<p>Intelligent Disputes</p> <p>Uses intelligence-driven insights to streamline the dispute resolution process. This drives down operational costs for merchants, avoids unnecessary disputes and helps to deliver an optimal customer experience.</p>	<p>Lending</p> <p>Helps banks offer personalized lending products for retail customers, small and medium-sized enterprises and corporations. This solution offers a configurable lending experience proven to increase application completion rates and customer engagement.</p>	<p>Merchant Offers and Insights</p> <p>Helps enable businesses to better understand customers' behaviors and needs by turning transaction data into personalized, insight-driven experiences. This helps merchants to create, launch and manage targeted campaigns delivered in real time, driving increased conversion, loyalty and revenue.</p>

EY Nexus in action

- ▶ The first implementation of Intelligent Disputes was built in four months; it was estimated that it would have taken a year without EY Nexus.
- ▶ The Open Banking solution manages customer data-sharing preferences to facilitate open banking. It is designed to respond to regulatory change, and has improved the speed of making those changes for three Australian banks.
- ▶ The Augmented Interaction Manager analyzes relationship managers' calls with customers in real time and provides insights to help them provide a more personalized and relevant service.
- ▶ The Nudge Framework uses advanced analytics to make better personalization decisions for customers by choosing the 'next best action' for them based on their behavior.
- ▶ The EY Nexus core has an ecosystem adaptor layer that standardizes and accelerates the process of onboarding new partners and enables them to collaborate with existing ecosystem partners immediately.

Why EY?

Our deep sector knowledge, combined with our traditional strengths in consulting, assurance and tax, forms the foundation of everything we create with EY Nexus. All our solutions are founded on a high level of business experience and intelligence.

Our experience of orchestrating and curating trusted ecosystems – which include specialist technology and data service providers as well as EY clients' own ecosystems of internal and external resources – means we can help them achieve their transformation goals quickly and securely.

To find out how EY Nexus can help you, get in touch:



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EY | Building a better working world

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Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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