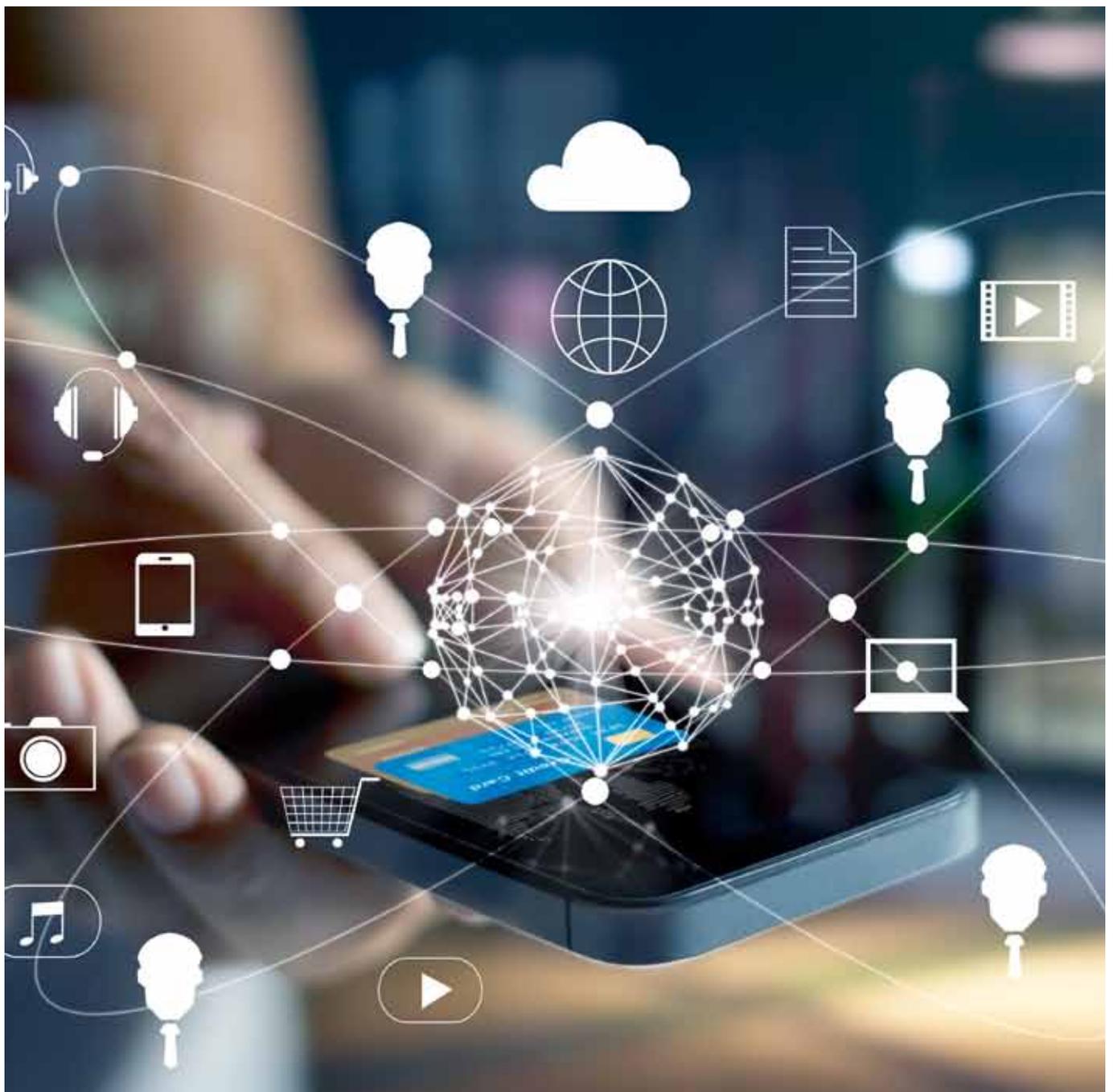


# TCS BaNCS Digital



# Accelerate Digital Transformation With TCS BaNCS Digital

Customers today decide how they will interact with your bank. They expect your bank to deliver a compelling, omni-channel digital experience that exemplifies convenience, efficiency, and contextual and intuitive interactions. When choosing when to open an account, they place more importance on the digital experience rather than a friendly teller at a branch.

The pace of digital transformation has been rapid and most banks are now finding themselves in a place where they are replacing ageing mobile and internet banking systems. More importantly, they are having to re-engineer their banking technology to be more customer experience-centric rather than product-centric. The movement towards open banking is also fast catching on, where APIs are helping integration with third-party services in a secure, controlled environment.

Does this mean replacing legacy systems and waiting to catch up with peers as the industry gathers digital momentum and moves ahead? Or does it mean deploying a digital banking solution, like TCS BaNCS Digital that can help you configure and build components and processes in real-time and also integrate and connect seamlessly with back-end systems?

To compete with new incumbents, ever-changing regulatory mandates and discerning customers, banks must be able to retain competitive advantage and reassure their value position through game-changing digital solutions that can empower them to:

- Expand customer base and provide superior, relevant advisory services through digital transformation
- Build apps themselves, and release new features, using easily configurable financial widgets
- Provide a consistent, intuitive and interactive UX across any device
- Reduce the complexity involved in ageing online and mobile solutions and speed up innovation
- Rapidly roll out services to cater to newer devices, while smoothly maintaining legacy systems
- Generate valuable data-driven insights on business performance and customer behavior, by leveraging transaction data and predictive analytics tools
- Personalize user experiences by anticipating customer needs and convenience

## Deliver an Impressive Digital Experience and Stay Ahead of the Curve

TCS BaNCS Digital is an enterprise-wide solution suite that enables banks, credit unions and financial institutions to provide their customers the flexibility and convenience of managing their finances anywhere, anytime. The easily deployable and highly scalable solution caters to retail and corporate banks focused on Small and Medium businesses (SMBs) and wealth management.

TCS BaNCS Digital is a suite of consumer and enterprise apps, based on a hybrid architecture and responsive web design that integrates social media, real-time analytics and banking functions.

TCS BaNCS Digital can set your bank on a fast pace of transformation through:

### **An integrated digital strategy for a channel-agnostic customer experience**

- Real-time process flow enables data consistency across channels
- Customers can commence, continue, and complete transactions across channels

### **Personalized user experience for superior customer engagement**

- Offers multiple user experiences with varied flavors for target customer segments; for example, providing a 'gamified' digital experience for the millennial generation
- User experience can be optimized for different devices, through responsive and adaptive design
- Allows business users to build and configure their own apps with financial widgets
- Abstracted user interface for faster custom rollouts
- Loose coupling of user interfaces enables development of multiple UX designs and apps on the same underlying codebase
- Ease of cross-platform development with reusable components
- The hybrid architecture accelerates rollout of apps for multiple mobile operating systems, by reusing HTML5, CSS3 and JavaScript components



**Designed to meet the business requirements of the global financial services industry**

- The data model is based on the IFX Business Message Specification
- It integrates with TCS BaNCS for Core Banking and third-party solutions; and is compatible with multiple protocols and services

**Secure application design to gain customer trust**

- Adheres to secure application guidelines recommended by OWASP and regulatory practices
- The solution platform leverages Apache Cordova to access native resources
- In-built, multi-factor authentication along with JAAS-based integration capabilities
- Use of TLS for secure data transmission between browser and web server; provisioning of additional encryption capabilities
- Provides incident response as per FFIEC recommendations
- Supports OAuth and SAML standards

**Advanced analytics deliver business insights**

- Descriptive analytics on banking products and their performance

- Predictive analytics on customer behavior to help manage default-related risks and for accelerated business development

**Support for banking operations—anywhere, anytime**

- Offers remote check deposits, alerts, real-time transfers, and third-party payments capabilities
- Enables origination of products and services for existing and new customers
- Facilitates launch of personalized offers and campaigns for sales growth

**To support financial institutions in their transformation journey, we have built solutions that cater to the specific needs of banks:**

- **Build Your Own Apps Platform – BaNCS ADK (Application Development Kit)**
- **Retail Banking**
- **Digital Account Opening**
- **Small and Medium Business Banking**
- **APIfication**
- **Analytics and Insights**



## BaNCS ADK – Fostering a “Build your Own Apps” Strategy

Traditionally, building a tech solution involves business users conceptualizing the rules, requirements and outcomes, which are then presented to the IT team for evaluation. The accepted specs are designed into the solution, which is followed by a development cycle, testing and, finally, the delivery for launch. This traditional process can take anywhere from six months to a year. Often times, the business user is frustrated by the end of this process, as the market has moved ahead and new functional enhancements may be required. These requirements are again addressed by the IT team through a change management process, which can lead to further delays in launching the solution.

Historically, the digital banking world has been no different. Building enterprise or consumer apps go through the same process. However, in a fast evolving world of digital and a discerning customer, can one afford to wait and not be the first to launch?

BaNCS ADK (App Development Kit) is a solution that both empowers business and IT users and addresses the key requirements of the business – rich user experience, comprehensive functionality and the ability to upgrade in real time.

Answering the question – “Can I build an app for, say, retail banking, in a few weeks for my customers?” BaNCS ADK is a solution that involves domain-aware financial widgets that can be deployed in near-real time. More importantly, it is a fully integrated solution that can connect seamlessly to back-end systems. For instance, if a user needs a funds transfer processing app, BaNCS ADK will provide a component that does this service, taking care of all the steps involved in such a process. A licensable component of TCS BaNCS Digital, it can be deployed on top of our digital solution, which is in turn fully integrated with our core banking system.

It is back-end agnostic and can integrate with third-party legacy solutions, while it can also be deployed with TCS BaNCS for Core Banking, an award-winning solution that has been deployed across 300 banks worldwide.

## Design. Configure. Brand. Test. Launch.

BaNCS ADK is a tool that is easy to use, unencumbered by any kind of technological complexity, and free from the need to validate or worry about business processes. Using simple ‘drag and drop’ features, a user can design and build an app to specific configurations, branding and colors, and then test the solution and launch it—all within a matter of a few weeks. It addresses much of what banks need today:

- Ultrafast time to market
- Broad control and assured predictability over technology
- Unusually low TCO and dependency on IT skills

**Domain-aware Financial Widgets:** These widgets are built within a business domain context and can be configured for banking use cases and functionality easily.

**Generic Data Model (GDM):** Based on IFX standards, GDM defines data and attributes for widgets with functional breadth available out-of-the box.

**TCS BaNCS Connectors:** Enables ease of integration with industry-standard service definitions, making the solution especially hospitable to most back-end systems. It is available as a pre-integrated solution to the TCS BaNCS suite of components for Banking and Capital Markets.

**In short,** if your bank wishes to simplify the customer experience and enhance brand loyalty, BaNCS ADK can take you on this path in rapid time and help you become an agile leader richly empowered to deliver solutions as part of your end customers’ journeys.



## Retail Banking

Built on a strong framework, the retail banking solution can support purpose-built as well as monolithic apps from the same code base. It comes with the following features:

**Accounts:** Supports multi-currency accounts, aggregated view of assets and liabilities accounts, pre-login account balance view, mini statement, graphical and tabular transaction summaries, statement download (PDF, XLS, CSV, QIF, etc.), transaction search

**Transfers and payments:** Inter and intra bank account, multi-currency, immediate and recurring transfers, payee, biller and limit management, quick pay, future and scheduled payments, creation and management of payee groups, electronic bill payments, automatic bill and social media support

**Credit Card:** Ability to view credit card details, billed and unbilled transactions, reward points

**Remote check deposit:** Deposit checks, manage limits, view check images

**Peer to peer payments:** Send funds to email or phone numbers, with request for money features, orchestration of group payments, and viewing of payment history

**Service requests:** Track status of service requests, access account statements, view check status, stop check, revoke stop check, upload documents, change customer profile, close accounts

**Settings:** Manage account view settings, account and transaction passwords, security questions, security tips, theme, language, date format, privacy, and mobile devices

**Investments:** Enables views and dashboards for tracking investment portfolios, financial plans and trades. Place requests for equity and mutual fund trades

**Alerts and notifications:** Configuration of different types of alerts over SMS and email, on specific accounts and amount thresholds. Transactions, check posted, interest posted, address change, password change, insufficient funds, available balance (frequency), transfer, loan payment

**Financial calendar:** Calendar of upcoming transfers, bills and payments. Managing schedules and future dated payments

**Wealth management:** View current portfolio and holdings, ensure mark-to-market valuation of holdings, financial planning with current and target portfolios, buying and selling of mutual funds and equities

**Personal finance management:** Transaction categorization, aggregation, classification editing, financial goals, analytics and reporting

**Tools:** Investment maturity growth and amount calculator, installment and loan eligibility calculators

**Location services:** ATM and branch locator, geo-specific offers

**Campaign management:** Accept or reject offers, schedule an interaction

**Reports:** Channel usage reports, customer activity logs, user session reports, transaction reports

**Assistance:** Frequently asked questions (FAQs), text and video chat assistance

## Small and Medium Business Banking

Small and medium businesses (SMBs) need to manage their finances and time effectively and productively. To ensure sustained business growth, such enterprises must harness digital banking for real-time management of cash flows, account monitoring, payments and fund transfers.

TCS BaNCS Digital offers a tailor-made solution that helps SMBs increase organizational efficiency, allowing business owners and employees to manage financial activities effortlessly and focus on core operations.



## Features

### Delegate tasks safely, and maintain user privileges of employees, with an easy-to-use 'account access' feature

- Assign account level access privileges to employees and partners
- Review, modify, or add privileges and task access at any time

### Establish authorization levels for businesses

Define task and transaction-based authorization levels based on business hierarchy

- Assign multiple signatories to accounts
- View and authorize pending transactions
- Approve and authorize dashboard view and item categorization

### Manage payments

- Ensure smooth payroll processing for employees with batch scheduling
- Set up, monitor, and manage batch schedules for payments
- Send electronic payments to billers and payees
- Make ad hoc, scheduled, and recurring payments

### Pay taxes online

- Manage single or multiple tax payments
- View and print tax payment history
- E-filing of taxes

### View and download online statements in the desired format

- Download statements in multiple formats such as PDF, CSV, XLS and OFX. Query for payment history across various categories such as time period and beneficiary name.

### Manage cash flows and accelerate business expansion

- View and oversee a cash management facility for an entity
- Orchestrate cash pooling across both single and multiple entities for effective fund management

### Enable convenient payments with payee and biller management

- Manage external and internal beneficiaries
- Allow payee group to initiate payments to multiple beneficiaries
- Provision financial calendar for tracking of upcoming payments

## Digital Account Opening

The TCS BaNCS Digital Account Opening solution provides you and your customers with a single engagement platform for opening new accounts – be it through a browser, tablet, or a smartphone, and covering a range of banking products, including deposits, credit cards, and consumer loans.

It can be integrated with industry leading products for identity verification and validation, and leverages native features embedded in mobile devices such as location identification and image capture. It also provides dashboards and application management tools to improve conversion. By presenting customers with sales and marketing offers at the points of acquisition, you can look at increasing wallet share and brand stickiness. With this solution, banks can gain from:

### An omni-channel experience through the flexible 'Save and Retrieve' feature:

- Customers can commence, continue, and complete their application across multiple channels

### **An engaging customer experience through ‘click and capture’ of information:**

- Quick completion of applications using image capture of data and integration with an optical character recognition (OCR) engine
- Reduced data entry through digital information capture

### **Instant account funding**

- Remote check deposit (RDC), ACH direct debit and credit cards supported
- Additional funding options can be enabled, based on customer type

### **Smooth on-boarding through real-time decision making**

- Integration with multiple backend platforms for robust identity and fraud management, OFAC checks and downstream core banking platforms
- “Customer in good standing” checks for existing customers

### **Simplified processes due to pre-filling of applications**

- Auto-population of customer data post authentication
- Ability to update changes in personal information with second factor authentication

### **Personalized and targeted marketing campaigns**

- Ease of integration with campaign and content management systems, empowering banks to launch personalized offers and campaigns
- Ability to render rich media content for campaigns and promotions
- Manage product bundling and promotional codes

### **Manage customer on-boarding with ease, using the updated, centralized administration capability that offers:**

- A central dashboard providing customer on-boarding analytics
- Provisioning of business insights regarding effectiveness of marketing campaigns
- Manual intervention to assist and reduce abandonment
- Standardized, out-of-the-box reports on customer on-boarding

## **Analytics and Insights**

The Analytics and Insights component is an enterprise-wide offering under the TCS BaNCS Digital suite that enables a bank to understand customer needs better for enhanced engagement and brand stickiness. The solution provides a bouquet of descriptive, prescriptive and predictive analytical models that foster quick decision making around customer engagement and retention, product planning and business performance.

**With over 40 years of experience in the financial services industry, and more than 370 successful implementations, we understand the complexities involved in orchestrating a successful digital transformation. TCS Financial Solutions is the right technology partner to help financial institutions accelerate their digital transformation while also achieving improved operational efficiency and delivering a superior customer experience.**

## **Features**

### **Intuitive customer insights by forecasting customer behavior through**

- Churn prediction
- Probability of defaulting on payments against loan outstanding
- Ability to pay versus willingness to pay

### **Customer retention strategy for enhanced customer experience**

- Offers a perspective of Customer Lifetime Value (CLV) and associated projected loss due to attrition
- Personalization of products and services using recommendation engines, for increased conversions and brand loyalty

### **Organizational performance insights on**

- Product traction trends
- Demand forecasting around deposit renewals and new account openings
- Customer buying behavior through segmentation
- Branch performance

### **Descriptive Analytics and Easy-to-Build Dashboards through**

- Data mining and visualization
- Analysis of portfolio performance
- Mining of customer acquisition trends

### **Easy to deploy and integrate with**

- Existing core banking systems
- Disparate data sources
- TCS BaNCS Digital for enhanced end user experience through enterprise apps

### **On-demand scoring for**

- Real-time or near real-time decision making
- Batch mode for planned execution of models on larger datasets

### **Future proofing through provisioning of advanced capabilities around**

- Natural language processing and sentiment analysis
- Anomaly detection by using unsupervised methods for the detection of usual and unusual patterns
- Social network analysis to identify unknown relationships
- Big Data analytics and scalable machine learning to help train algorithms over time

## Why TCS BaNCS

The TCS BaNCS product suite for banking, capital markets and insurance enables business transformation in financial services. Increasing operational efficiency and helping financial institutions stay agile, our solutions deliver a competitive edge with unmatched certainty. We aspire to be better than established benchmarks, which is why we have embedded an Alpha (“α”), representing superior returns delivered to our customers, consciously and prominently within our brand. The plug and play, component-based product suite consistently turns in impressive benchmark results, with a fine-tuned, highly scalable technology architecture that supports financial institutions with the highest capacities for transaction volumes, peak transactions per second, and transaction history size. With such a track record, it is only natural that the TCS BaNCS product suite can help financial institutions of any size gain a distinct, competitive edge.

## To know more

Visit the [Banking](http://sites.tcs.com/tcsbanacs/banking/tcs-banacs-digital/) page on <http://sites.tcs.com/tcsbanacs/banking/tcs-banacs-digital/>  
Email: [tcs.banacs@tcs.com](mailto:tcs.banacs@tcs.com)

## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India’s largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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