



European Banking IT Strategies

AN IDC FINANCIAL INSIGHTS RESEARCH ADVISORY SERVICE

The continued transformation of the European banking sector undoubtedly brings with it new operational and technological challenges, opportunities, and threats, along with accelerating or decelerating key sector trends. Simultaneously, greater clarity on new regulatory requirements — at global, supranational, and national levels — is emerging, while ever-increasing customer expectations regarding both the quality of products and delivery of services place additional pressures upon the region's banks. The goal of the *European Banking IT Strategies* service is to assist financial institutions exploiting IT solutions to maximize returns and retain customers and to help technology vendors further define and execute their strategic marketing programs. Our locally based analysts, supported by in-country technology specialists, actively review self-service delivery and front-, middle-, and back-office systems as well as the evolution of multichannel banking.

Approach

The research agenda follows banking opportunities from customer and vendor perspectives, providing senior-level decision makers with timely market insight into the business opportunities within this dynamic part of the world. Our advisory service provides ongoing research reports, analyst access, and admission to content-rich conferences and Webcasts.

Topics Addressed

Throughout the year, this service will address, among others, the following topics:

- Changing trends in customer-centric strategies for consumer banking, credit, investment, and corporate banking
- Best practices and business models for marketing, supply chains, and governance
- The evolution of mobile banking, NFC, and prepaid cards and other payment trends
- Self-service banking and the role of the Internet and other innovative channel management schemes
- Addressing the Big Data challenge, particularly in the context of business intelligence and analytics
- Understanding how banking can best leverage the opportunities afforded by social networking
- The use of cloud-based services by financial institutions
- IT spending trends in the European banking sector
- New trends in risk and regulatory compliance

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- What are the unique dynamics within European retail and corporate banking, including pan-European initiatives?
- How are European consumers and companies changing, and what will this mean for the banks?
- How can delivery channels be a source of added value through which high-margin relationships can be created and sustained? What makes a difference in winning the larger “share of the wallet” from customers?
- What are the hot trends in the European banking market? How can technology providers optimize their business models to benefit from these opportunities?
- How can financial institutions leverage innovative partnerships and net-centric collaboration with service vendors and leverage relationships with supermarkets, telecommunications providers, or other companies?
- Trends in IT product areas (i.e., hardware, software, IT services, and ebanking opportunity modeling)
- What new technologies are being adopted?

Who Should Subscribe

Financial institutions and technology vendors that support them use our research to guide their internal investment decisions, help them plan for future technology needs, benchmark the competition, and stay current on solution offerings. We also provide clients an open dialogue with our expert analysts to support key FinTech investment strategies.

Return on Research Investment

Core Benefits

- Regional analysis of relevant solution providers
- Strategic business planning for European adoption of core banking transformation projects
- Concise briefings and guidance on key IT trends and challenges within the segment
- Guidance for more responsive, customer-centric campaigns

Standard Subscription Deliverables

IDC Financial Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via www.idc-fi.com
- Discounted admission to specific IDC Financial Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

Join Our Community

Our IDC Insights Community is designed to enable technology buyers to engage with our industry analysts, share knowledge and best practices, and connect with colleagues. To participate in our community, members create a profile to:

- Participate in our discussions in our blogs, forums, and polls
- Learn about and share best practices, tips, tricks, and tools related to business/technology alignment
- Network with colleagues and join groups within each industry
- Provide feedback to IDC's industry analysts and hear what we're up to

Visit us at: <http://idc-insights-community.com> and join our conversations.

Related Offerings

Related offerings to our industry-specific research practices include IT Spending Guides — segmented regional and country-level analysis by solution area; Go-to-Market Services (GMS) — a modular set of deliverables to assist clients in extending their market reach, validating their market strategy, and producing more responsive customer-centric marketing campaigns; and IDC Advisory Tools — a growing set of solutions designed to ensure clients that technology purchasing and deployment decisions are optimized. In addition, IDC Financial Insights experts are available for individualized consulting engagements to address specific challenges or to customize the results of our syndicated research offerings.

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IDC Financial Insights assists financial service businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research teams analyze and advise on business and technology issues facing the banking, insurance, and securities and investments industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary