

North American Banking IT Spending Guide

A FINANCIAL INSIGHTS SPECIAL REPORT

The Financial Insights *North American Banking IT Spending Guide* is an analysis of the current status and projected growth of IT spending in the banking industry. This five year outlook on IT spending by commercial banks, thrifts, and credit unions provides IT vendors with key information needed to develop effective market strategies and measure growth areas. Financial service providers and IT vendors that target the financial services industry need to effectively position themselves in this significant and evolving market and understand the impact of IT spending patterns versus other solution spending at all types of banks.

Financial Insights provides this benchmark tool with consistent, detailed market data on US and Canadian banks, providing a profile of the IT growth opportunity segmented by technology components, solution categories, institution types and sizes. This pivot table tool presents spending forecasts according to current assumptions relating to economic trends, end-user surveys, and Financial Insights' comprehensive segmented research expertise. In addition, the Guide provides targeted data for sales organizations with specific spending predictions and analysis correlated by financial institution size and type.

Key Questions Answered

- What is the impact of economic, industry, and technology trends on IT spending amongst the banking industry?
- What technology needs in the banking industry are driving key growth opportunities for IT vendors?
- How does the outlook for IT spending differ amongst types of institutions and solution spend areas?
- Where are your best prospects within the banking industry?
- How does institution size and charter impact IT investment strategies?

Market Segments and Subjects Analyzed

North American Banking Industry IT growth opportunities are segmented by:

- Technology Components – Hardware, Software, IT Services, Internal Services
- Solution Categories – Consumer Lending, Payments, Core Processing, Commercial Finance, Treasury, Trade, Wealth Management, Channels, Credit Cards, Risk Management and more
- Institution Types – Banks, Thrifts, Credit Unions, Specialty Finance
- Institution Size – Tier 1 through Tier 4

Competitive Analysis and Advisory Services

By presenting a regional and segmented perspective on IT spending by financial institutions, the *North American Banking IT Spending Guide* helps IT suppliers that are targeting the banking sector to identify market opportunities and to execute an effective strategy. In addition, the detailed market segment data will assist financial institutions to plan their budget allocations more effectively.

Research Topics

The Guide provides a comprehensive spending view of the bank functions and supporting technologies. In conjunction with the Guide, one receives the Financial Insights Taxonomy benchmark, a framework from which to categorize and relate functions and solutions in banking. The Guide starts at a high level with categories of hardware, software, and IT services (both internal and external). The second level then reveals banking segments such as Corporate & Institutional Banking, Shared Services, Consumer Banking, Enterprise Utilities, etc. The third level of detail then allows for specific spending numbers and delineates accordingly by institution type and tier level. For example:

Corporate & Institutional Banking - Functional Process / Solution Category Components:

- Channels & Tools
- Collections
- Disbursements
- Foreign Exchange
- Investing
- Commercial Finance - Term & Revolving, Leasing, Real Estate, Syndication, General
- Deposits - Corporate & Institutional
- Treasury, Trade, Trading & Investing - Institutional

Deliverables

Financial Insights delivers the Guide annually for the Banking Industry as well as provides access to the Banking Taxonomy report, a framework from which to categorize and relate functions and solutions in banking. This framework demonstrates the relationship between banking functions and provides insight as to where technology solutions are properly applied. Documenting the function and solution relationship will provide a greater understanding of the application of technology to the business of banking. Our high quality benchmark data and analysis also includes:

- ANALYST INQUIRY TIME (fee based) to answer specific questions on the market segmentation and spending forecasts within the specific Guide
- 24 x 7 ACCESS for five (5) users to the Guide and Taxonomy reports via financial-insights.com, a dynamic and personalized Web experience
- DISCOUNTED ADMISSION to specific Financial Insights or IDC conferences
- COMPLIMENTARY FORUM INVITATIONS (webcasts, telebriefings, industry briefings)

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