



FINANCIAL SERVICES

Commercial Banking

TRANSFORM THE CLIENT EXPERIENCE THROUGH SIMPLIFIED PROCESSES

Leading commercial banks trust Appian for products and services with the flexibility to support today's evolving, global digital economy.

APIAN HELPS COMMERCIAL BANKS STREAMLINE OPERATIONS

Today's commercial banks need to react quickly to meet regulatory challenges, exceed customer expectations and keep up with the pace of the business. Aging infrastructure and disparate data sources can make that difficult. Deploying applications through fast and simple low-code development platform enables commercial banks to rapidly unify data and applications from across the organization, and present them through a single intuitive interface, resulting in significant improvements in employee and client experience.

Commercial banks are reinventing their back-office processes through digitization for better decision making, performance tracking, and customer insights

PROMOTE HIGHER REVENUE GENERATION

Constantly changing customer needs and intense margin pressures demand customer service strategies that increase productivity and efficiency, with improved oversight and accountability for decision making and staff effectiveness. Commercial banks can do more with less by implementing technology that allows employees to do their work in an effective and controlled way, streamlining the middle office while unlocking greater revenue potential. This allows banks to cost-effectively focus on the number one priority – solving customer business problems and deepening relationships through bespoke targeted offers.

APPROACH COMPLIANCE HOLISTICALLY

Automation can reduce redundancy in data, create greater transparency, execution control, and accountability to improve compliance capabilities and create business opportunity, efficiently. Commercial banks are adopting robotic process automation (RPA) technology and integrating it with business process management (BPM) capabilities that improve compliance cost-efficiency and further customer relationships through greater execution control and accountability, at lower costs.

“Commercial banks can improve productivity and customer service by more than 50 percent if they both automate processes and use IT solutions to manage residual manual operations” – MCKINSEY

THE APIAN DIFFERENCE FOR COMMERCIAL BANKING

- **Deepen client relationships.** Empower your relationship managers to better serve your clients through greater visibility, across all channels.
- **Engage your customers with client-focused on-boarding.** Increase the lifetime value of your clients through a simplified on-boarding process.
- **Continuously improve compliance and risk management.** Gain control through increased visibility and empower your people to take action in the moment.
- **Speed time to revenue.** Unlock the potential of your employees with technology that allows them to do their work in an effective and controlled way.



Explore the Appian suite of applications for Commercial Banking

New Business

- Product Launch Management
- Sales Automation Marketing Management

Lending

- Loan Management
- Loan Origination
- Loan Syndication

Customer Service

- Customer On-Boarding Coordination
- Customer Transaction Lifecycle Management
- Contact Center Automation

Operational Effectiveness

- Omni-Channel Case Management
- Corporate Actions
- Internal Audit
- Enterprise Risk Response and Investigations

Governance, Risk, and Compliance

- Anti-Money Laundering (AML)
- GDPR
- CIP / KYC / Enhanced Due Diligence
- Fraud Investigations
- Enterprise Risk Management

APPIAN COMMERCIAL BANKING CUSTOMERS CAN:

 Simplify On-Boarding

 Manage Compliance Globally

 Drive Revenue Growth with Expanded Product and Services Offerings

REPRESENTATIVE APPIAN COMMERCIAL BANKING CUSTOMERS:



Learn more about Appian's capabilities for commercial banking: appian.com/finserv



Appian provides a leading low-code software development platform that enables Financial Services Institutions to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation. For more information, visit www.appian.com