

DIGITAL TRANSFORMATION PROJECT

JPMORGAN CHASE

FINANCIAL SERVICES COMPANY



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INTRODUCTION

COMPANY INTRODUCTION

- **Global Financial Leader:**
Provides banking, investment, and risk management services.
- **Worldwide Operations:**
Active in 100+ countries.
- **Innovation-Driven:**
Focuses on digital transformation.
[1]

CURRENT SITUATION OF THE COMPANY

- **Leading Digital Transformation:**
Adopts cloud computing, blockchain, AI, and big data.
- **Enhanced Efficiency:**
Improves customer experience, operations, and security.
- **Key Innovations:**
JPM Coin, AI fraud detection, and IT modernization.
[1]

PROBLEMS AND CHALLENGES

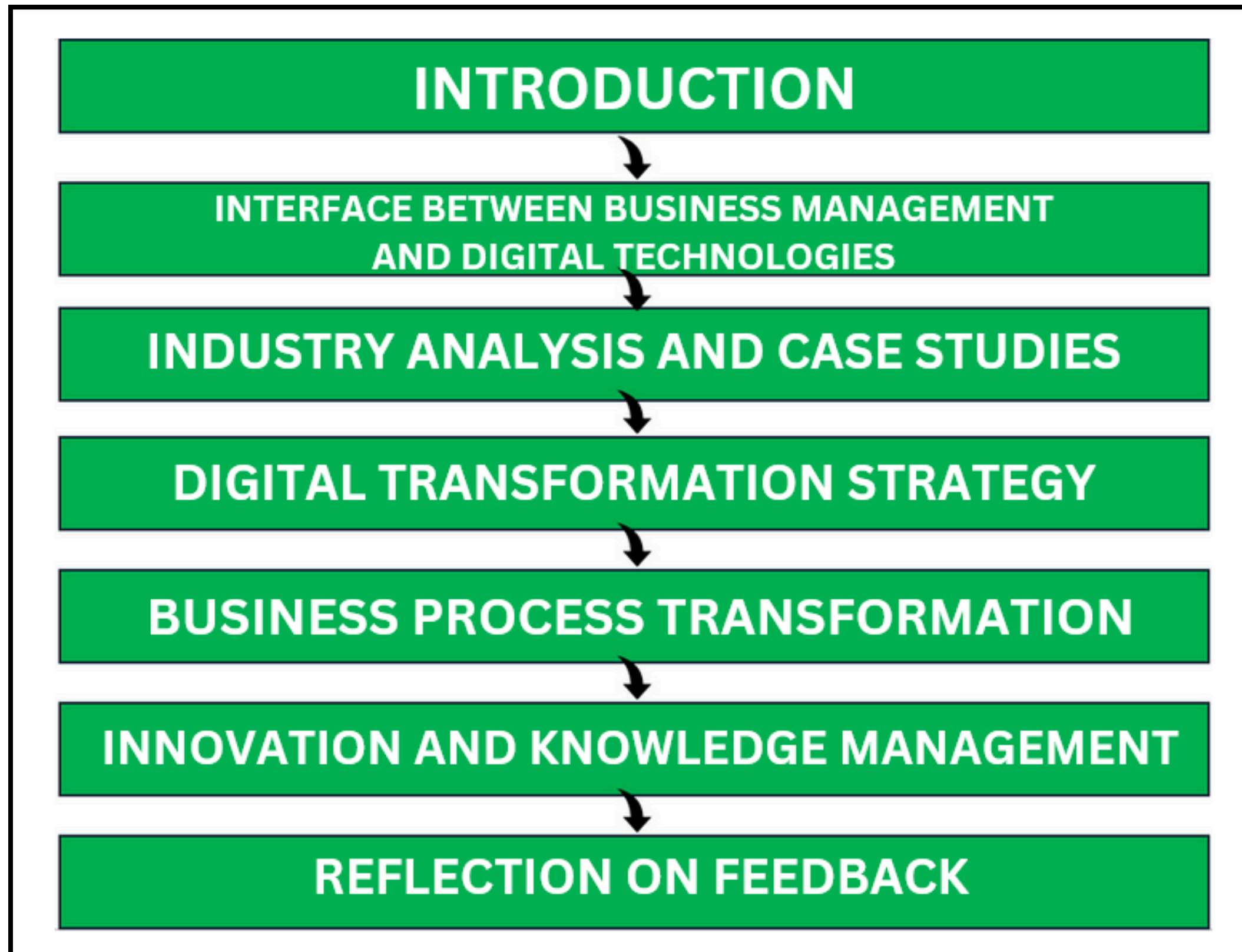
- **Key Challenges:**
Cost management, data security, and tech integration.
- **Cloud Transition:**
Requires cost estimation, risk mitigation, and compliance.
- **Tech Integration:**
Ensuring seamless adoption of IoT and AI for competitiveness.
[1]

• JUSTIFICATION: WHY JPMORGAN?

1-Industry Leadership in Digital Banking 2-Scalability and Global Influence 3-Relevance to Business and Technology

PROJECTED DOCUMENT OUTLINE

- The final report's main sections and subjects covered are as follows:



- Business Overview
- Current State Analysis - Problems
- Impact Analysis
- Strategy Linkagen
- Industry Structure
- Case Studies
- Customer Networks - Platform Models
- Data as an Asset -Social Media Impact
- Integration of automation, AI, and cloud computing
- Innovation Strategies
- Collaborative Working
- Feedback Summary
- Incorporation of Feedback

LITERATURE REVIEW

EXAMPLE USE CASE: FRAUD DETECTION AT JPMORGAN

- Fraud Detection Models

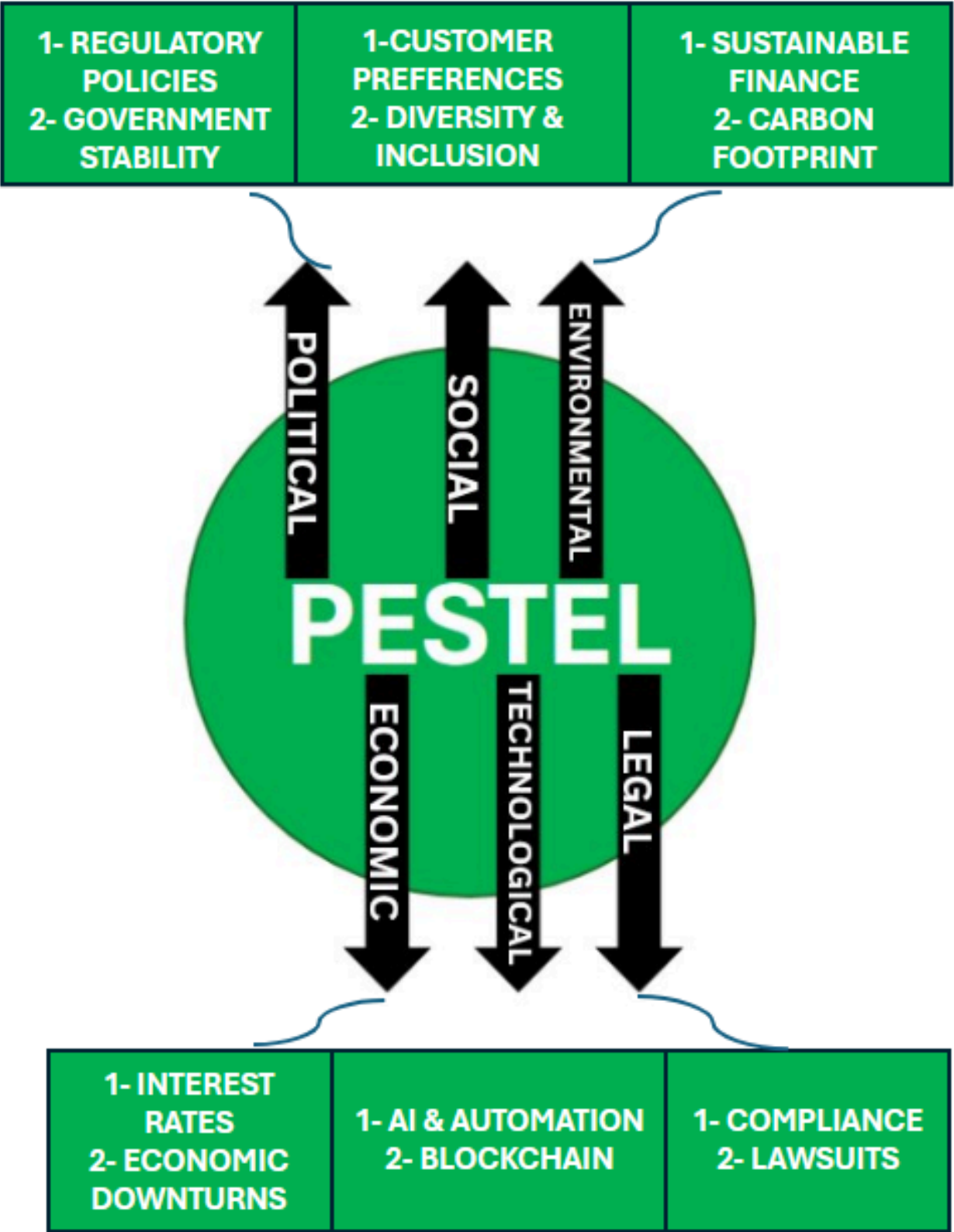
AI-driven fraud detection models are crucial for identifying suspicious financial activities and preventing fraud at JPMorgan.

- Combining Jira & Azure Pricing Calculator

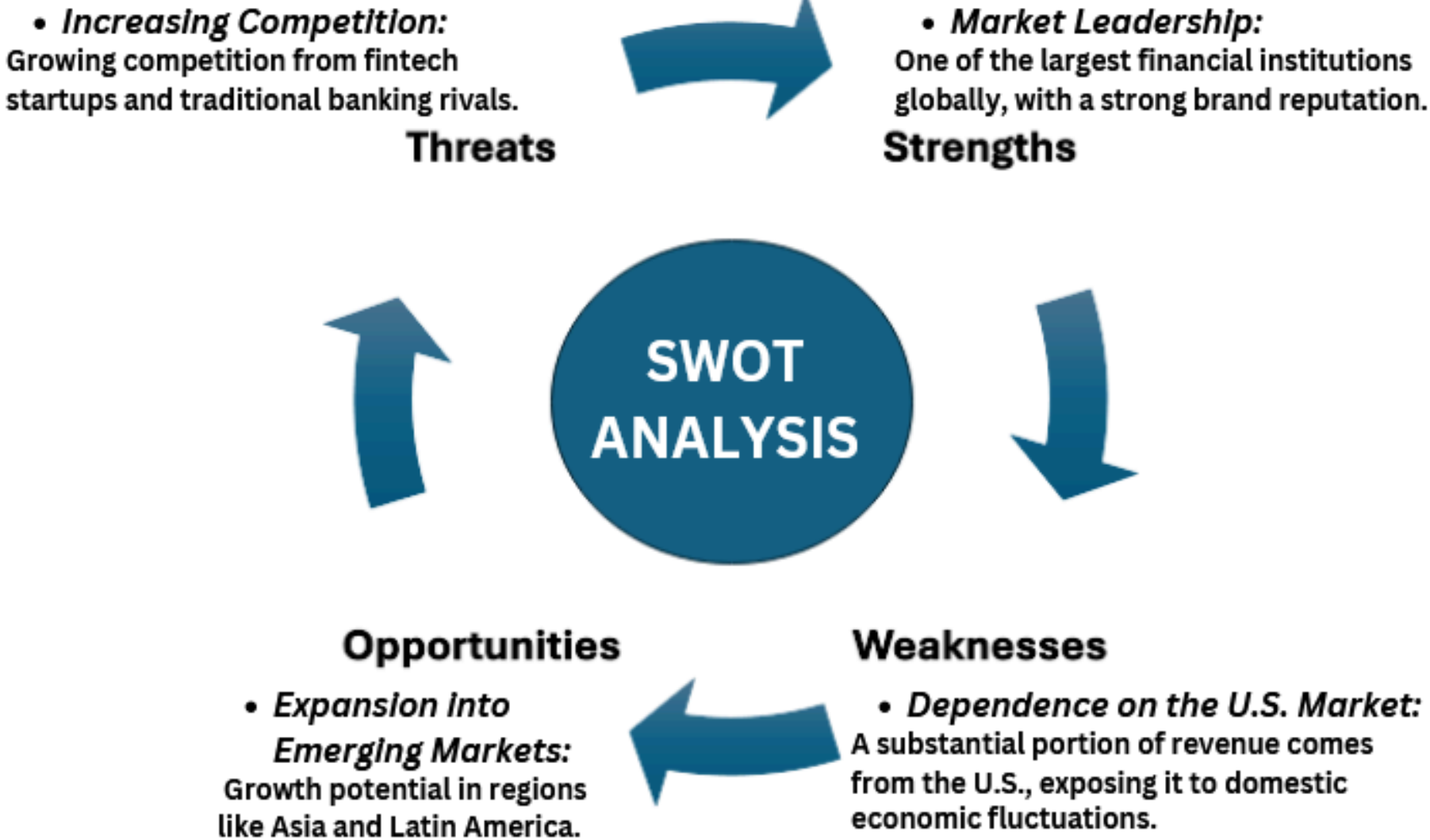
Together, Jira and the Azure Pricing Calculator enable JPMorgan to efficiently manage fraud detection projects, optimize costs, and ensure smooth execution of digital transformation efforts.



- This study uses PESTEL to evaluate external factors and includes SWOT analysis to provide comprehensive insights into JPMorgan's digital transformation strategy.



[2]



[3]

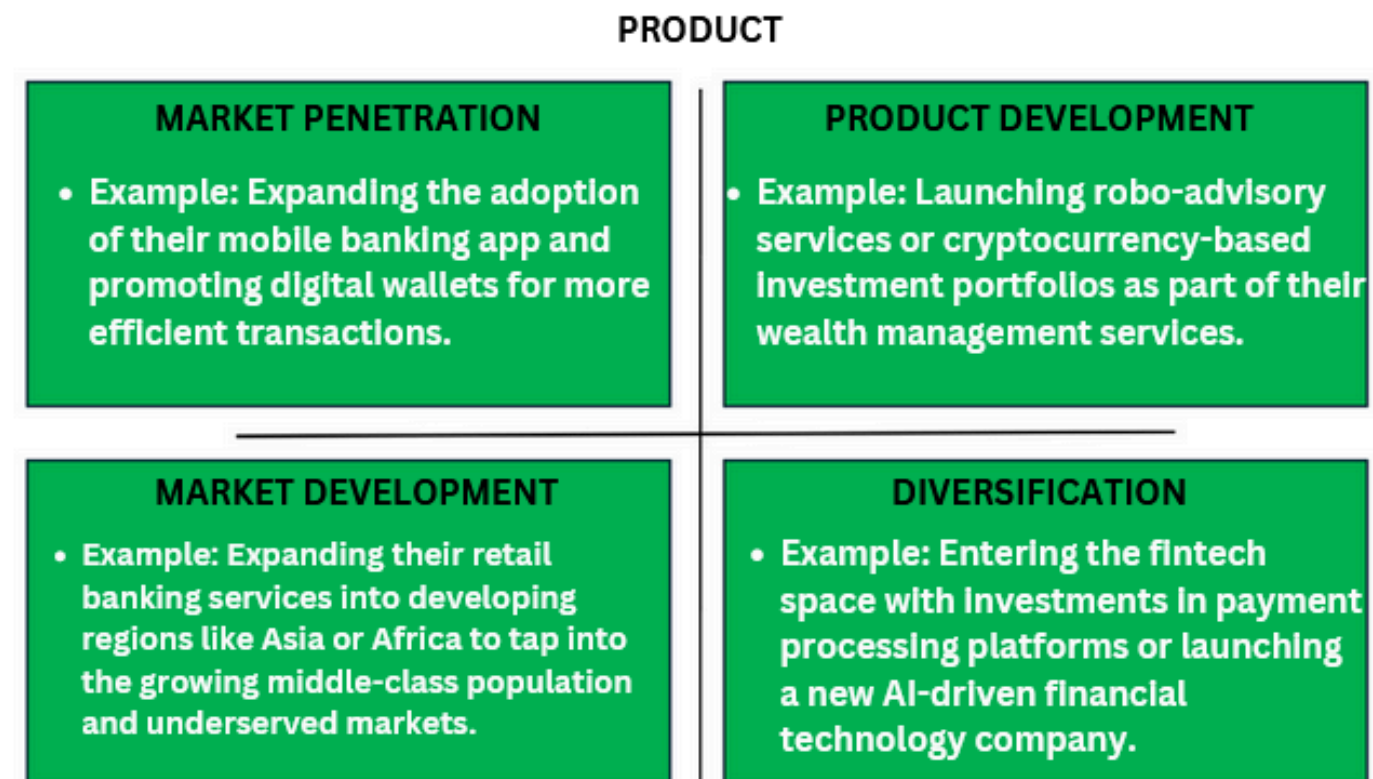
- Porter's Five Forces to analyze competition

- Ansoff Matrix, and ROI analysis to provide comprehensive insights into JPMorgan's digital transformation strategy.

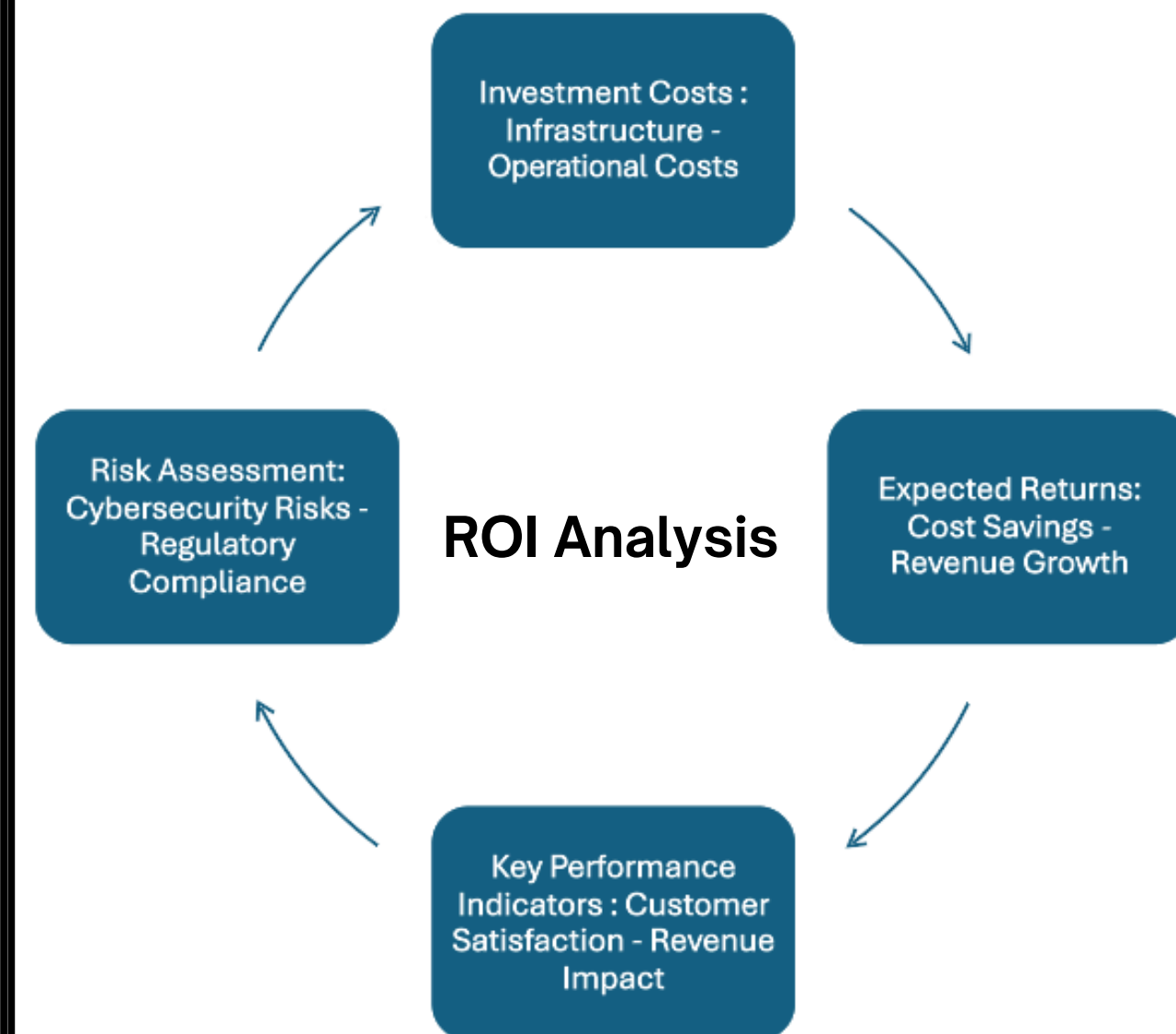


[4]

Ansoff Matrix



[5]




[6]

IDENTIFICATION OF RELEVANT DATASETS

MICROSOFT AZURE – COST CALCULATION & DATA STORAGE

- JPMorgan uses cloud technologies for scalable, secure operations.
- Azure can be used for financial transaction prediction modeling, risk analysis, and cost prediction.

• Example Use Case: Predicting the expenses of IT infrastructure and managing cloud resources for *fraud detection* models

| HOW THESE TECHNOLOGIES SUPPORT JPMORGAN'S STRATEGY | |
|---|--|
|  | <ul style="list-style-type: none">• Azure provides real-time financial insights and scalability for large-scale data processing. |
|  | <ul style="list-style-type: none">• JIRA enhances workflow efficiency, ensuring smooth implementation of digital initiatives. |
| <ul style="list-style-type: none">• Both technologies reduce operational costs, improve decision-making, and accelerate innovation. | |

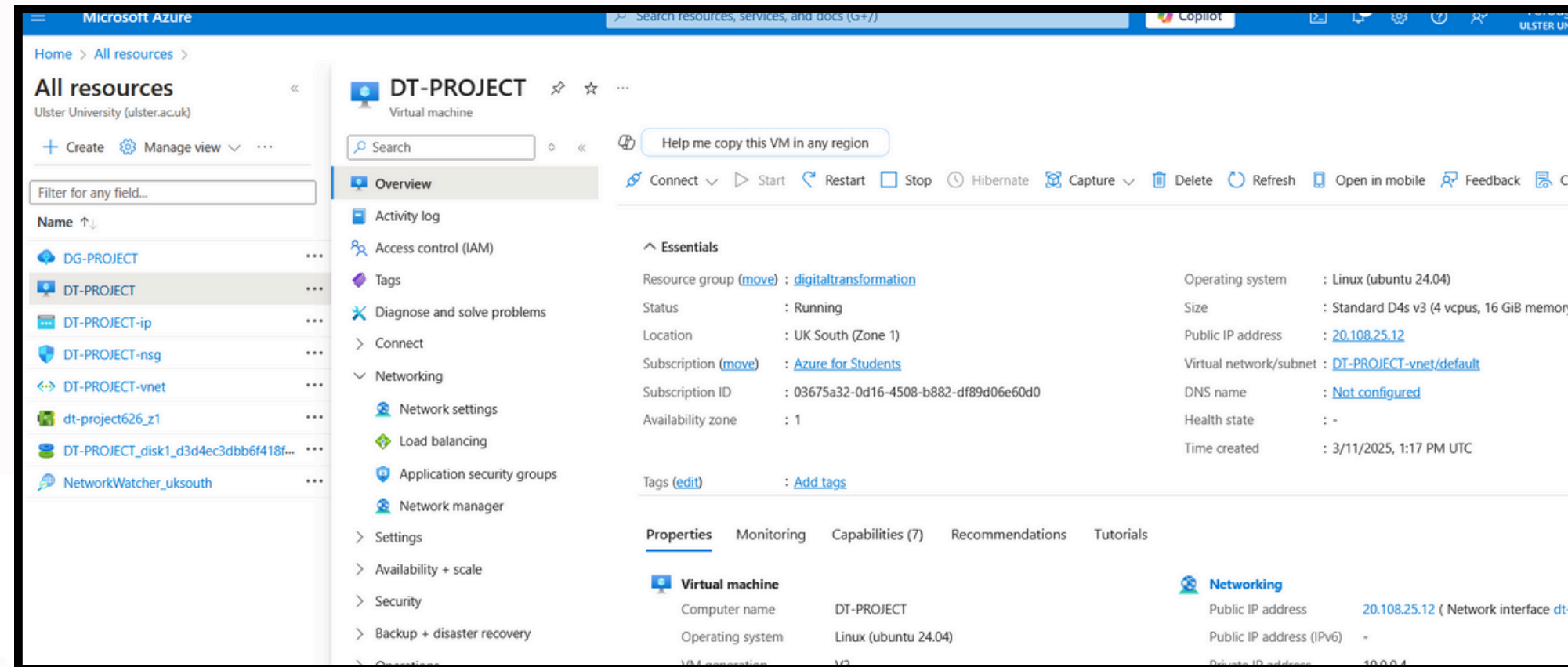
JIRA – PROJECT MANAGEMENT & WORKFLOW OPTIMIZATION

- JIRA is used by JPMorgan to track project progress, manage software development, and optimize Agile workflows.
- Enables task tracking, team collaboration, and risk management for digital transformation.

• Example Use Case: Monitoring team progress, cycle deadlines, and solving problems to manage the implementation of AI-driven *fraud detection*.

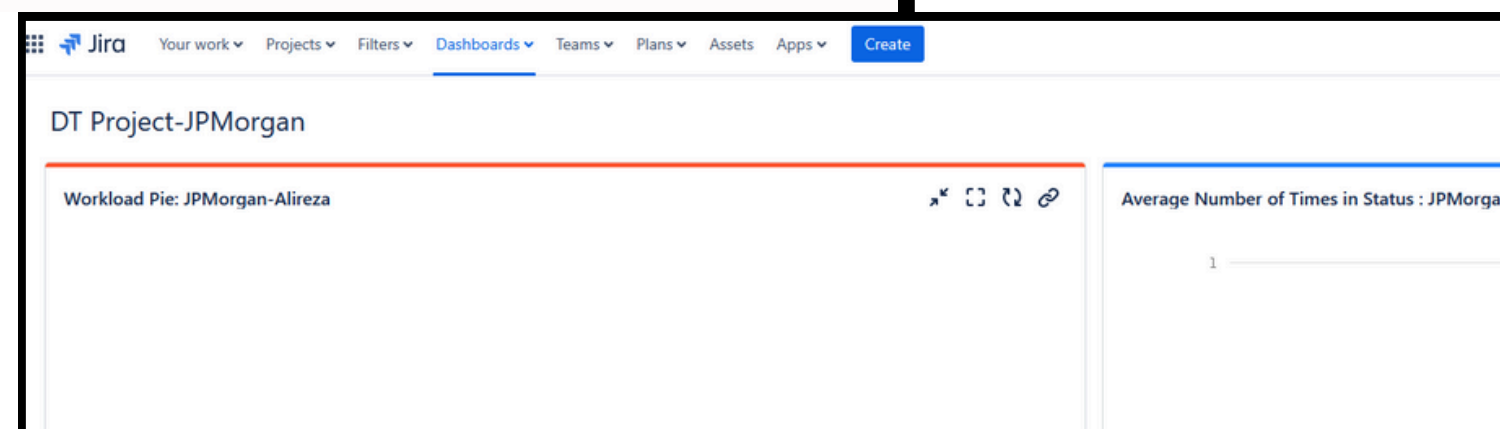
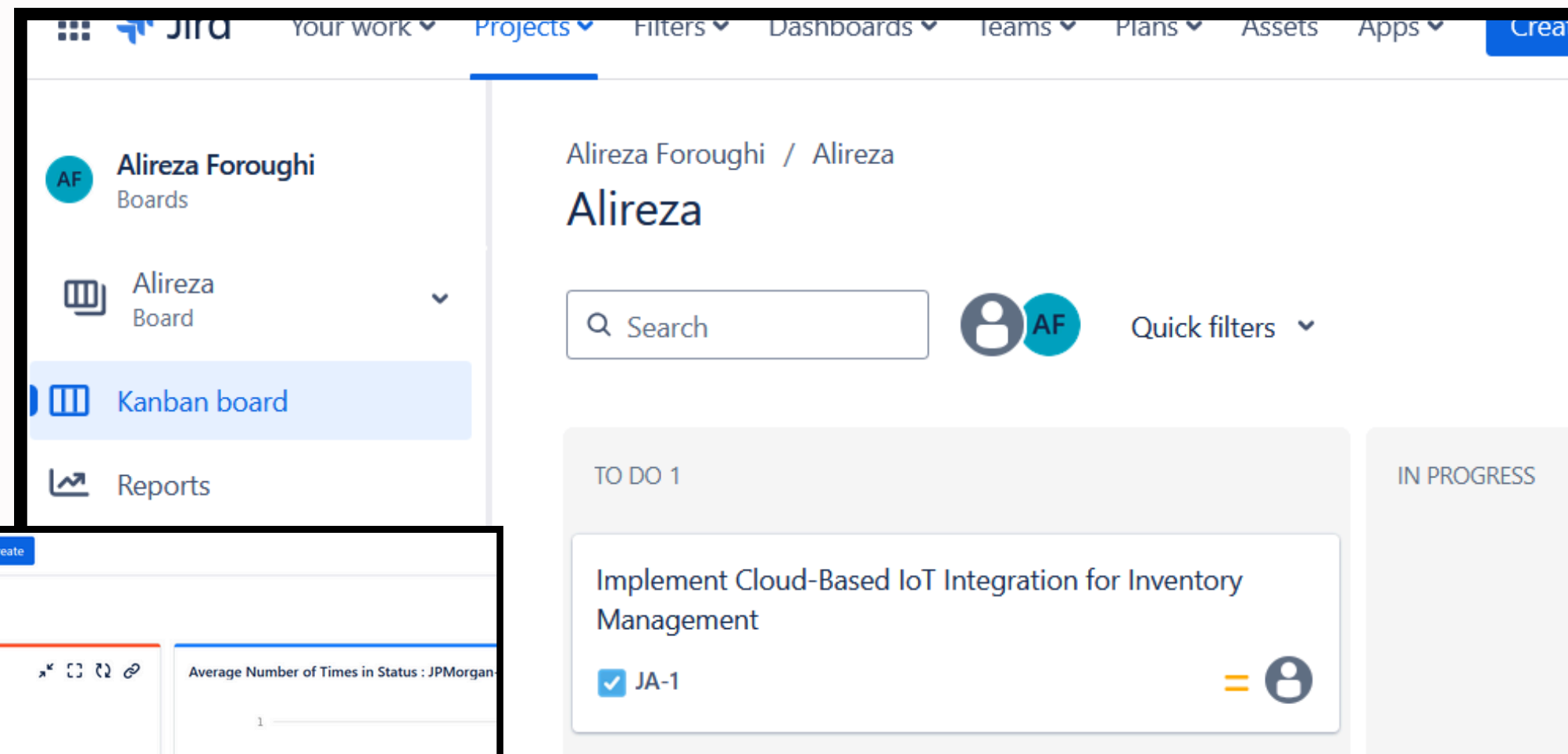
PROTOTYPES OF DATA ANALYSIS OR SOFTWARE

- The **Azure Pricing Calculator** estimates cloud resource costs, ensuring scalable and affordable infrastructure for **fraud detection** models, processing transaction data, running AI algorithms, and maintaining secure environments.



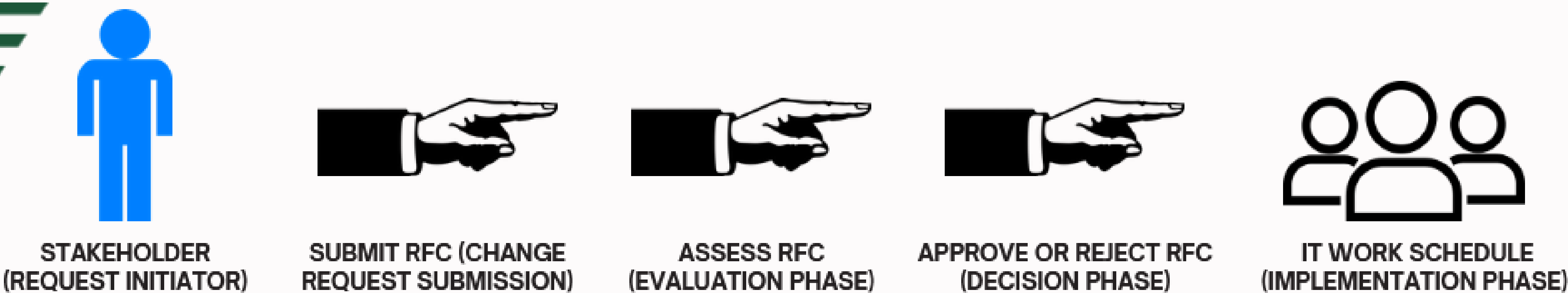
- This prototype showcases **Jira's Kanban** board for tracking **fraud detection** initiatives.

The real-time dashboard helps teams manage changes, prioritize issues, and ensure smooth collaboration in AI-driven fraud detection implementation.



OTHER RELEVANT ARTEFACTS

JPMORGAN’S CHANGE MANAGEMENT APPROVAL PROCESS FOR DIGITAL TRANSFORMATION



JPMorgan’s Digital Transformation RFC Approval Process, adapted from organizational change management procedures (Sugden, 2024).

| 1 | 2 | 3 | 4 | 5 |
|--|--|---|--|--|
| <ul style="list-style-type: none">Stakeholder: JPMorgan employees, project managers, or IT teamsRole: Submit RFC for digital transformation (e.g., AI fraud detection, Azure migration) | <p>Process: Proposal of changes (e.g., cloud-based analytics, cybersecurity upgrades)</p> <p>Tool Used: JIRA for project tracking.</p> | <p>Role: Review the request, evaluating:</p> <ul style="list-style-type: none">Business impactRegulatory complianceRisk analysisCost (using Microsoft Azure) | <p>Approval: If aligned with the digital strategy, the change is approved and scheduled.</p> <p>Rejection: If risks are too high, changes are rejected or require modifications.</p> | <p>Stakeholder: IT & Digital Transformation Teams</p> <p>Process: Approved changes are added to the IT roadmap, with JIRA for tracking and Azure for deployment.</p> |

CONCLUSION

DIGITAL TRANSFORMATION

- JPMorgan leverages cloud computing, AI, and big data for enhanced efficiency, security, and customer experience.

KEY INNOVATIONS

- Innovations like JPM Coin and AI-driven fraud detection position JPMorgan as a leader in the financial sector.

TECHNOLOGY INTEGRATION

- Azure Pricing Calculator helps estimate costs, while Jira optimizes project management and fraud detection implementation.

STRATEGIC ALIGNMENT

- These technologies optimize operations, costs, and risk management, ensuring JPMorgan's competitiveness and innovation.

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