

CASE STUDY



CONGRATULATIONS!

Congratulations for making it to the final stage of this interview process. This guide will provide you with the expectation for the case presentation. If you have any questions, please reach out to **Liz at Liz.Low@fisglobal.com**.



PRESENTATION DAY

The agenda:

- 1. Roleplay based on the Alpha Bank case**
(40 minutes)
- 2. Business Case – GTM**
(20 minutes)
- 3. Feedback**
(10 minutes)

1) ROLE PLAY

The role play will simulate the dynamics of a typical **FIS Sales Cycle** and makes you take a dive into our domain and proposition.

An interactive meeting of **40 minutes** where the **participants will play an active role**.

Here are some key-words of what we find important for this part of your presentation (in addition to the previous ones)

Objection handling | FIS Value Prop. |
Identify the real pains/motivators | Value
Selling| Time Management |



2) BUSINESS PLAN

GTM

- As a senior sales executive in FIS, we want to understand what will be your go to market for the following solutions:
 - FIS SyndTrak – Asia
 - FIS Commercial Loan Servicing – Asia
- So tell us what your go to market plan is and what you need to be successful



RECOMMENDED TOPICS

Some things go without saying, but we'll give them to you anyway **to align our expectations**

- Make sure you know who is in the room;
- Validate your understanding of the challenges they have or pains they want to solve. Value based selling, give and take in your case study. Try to uncover pain points and identify needs.
- Leave room for questions between your topics, this will be an interactive session;
- Make sure to close the meeting with a clear follow-up.



CASE DESCRIPTION

CURRENT SITUATION

You met with the CIO briefly in an event. He recently joined the bank and is open to understanding what FIS has to offer in the commercial lending space. You have gathered the following information from the CIO:

- He is new to the bank
- His mandate is to drive modernization and he is open to working with vendors
- Currently has no defined project yet
- Bank aims to grow commercial business
- He is willing to have an exploratory meeting; he wants to hear from FIS, but he will invite his colleagues from relevant teams.

ALPHA BANK BACKGROUND

- Singapore-based mid-sized bank
- 70% Retail, 30% Commercial
- Products: Deposits, Loans, Treasury, Trade finance
- Publicly available information:
 - Financial Snapshot
 - Total Assets: \$42B
 - Loan Book: \$29B
 - Loan Growth YoY:
 - Retail: +8%
 - Commercial: +3% (slowing for 3 years)
 - Cost-to-Income Ratio: 52% (higher than peers)
 - Asset Quality
 - Overall NPL: 1.6%
 - Commercial NPL: 3.1% (higher than market average)
 - Annual report notes “operational inefficiencies” in monitoring complex commercial exposure
- Market Position:
 - Strong retail brand, commercial seen as “traditional”
 - Core banking system: Upgraded 12+ years ago
 - Operational risk incidents in the past related to manual adjustments, interest accrual errors and covenant tracking gaps.
- Strategic Direction (CEO/Annual Report)
 - Increase commercial business from 30%-40% in 5 years
 - Improve cost to income ratio.

MEETING SETUP

You will meet for 40 minutes with:

- CIO
- Head of Commercial Banking
- Chief Credit Officer

No prior discovery with Commercial Head or CCO.

YOUR MISSION

is to deliver an interactive session with a compelling storyline. This is your chance to further understand their challenges and pain points and to position FIS as a leading partner to the bank.

Prepare to:

- Introduce yourself and FIS
- Conduct discovery to understand needs (give and take approach)
- Position FIS at a high level and try to identify if there is an opportunity for FIS within the account
- Drive clear and realistic next steps