

## GSU Global Case Study #2

### The Objective

The growth of the buzz around fintech sets the stage for a survey of the fintech landscape, as well as an analysis of options that financial institutions are presented with today. The case is focused on the uncertainty about GSU (Global Securities United) a large global bank, and their strategic path forward given the emergence of fintech worldwide. You, as consultant at a small consulting firm, have been charged with advising your client on what they should do to address the problem / opportunity statement below, given the changing landscape and the rise of the buzz around fintech. Your consulting firm should do some background research, like “The Global Fintech Landscape, and” “Who Will Win the Battle?”

You will encounter several questions in your quest for a solution like:

- What is fintech?
- What types of markets and products had already been saturated by fintech?
- Which products currently have little competition?
- Where may there be an overlap between her client’s strengths as a global financial institution and the needs of the market, worldwide, or localized in a particular country?
- Should they even try to compete? If so, how specifically should your client adapt?

### Opportunity Statement Provided by GSU Global

What is the next evolution of eCommerce? How will cognitive technologies (like AI) apply to human interactions that the Fintech should start to prepare for. What technologies play a role in this space?

### Engagement Objectives:

- **Goal #1:** Get a good understanding of Global Financial Companies and the challenges/opportunities they are facing in their current business models
- **Goal #2:** Define where eCommerce is now and what the landscape will look like in the future?
- **Goal #3:** What are cognitive technologies and how do they apply to they currently apply to human interactions, and how will they evolve in the future?
- **Goal #4:** What technologies will be required in order to participate in this area.
- **Goal #5:** Recommend a solution from the provided possibilities along with the reason for your choices

### Methodology

- Research Global Financial Companies like FIS, and work to understand their current mission and vision
- Research existing and future technologies as it relates to the assigned case study.
- Determine what the current market looks like from a customer and provider perspective
- Work to align your proposal with the current mission and vision of GSU
- Detail the current resources and technologies that are available to build a list of possible solutions
- Recommend a solution that might fit with both GSU and the Fintech Ecosystem

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### Project Deliverables

The following is a list of key deliverables.

Deliverable	Description	Due Date
#1	<b><u>Problem Statement</u></b> based on discussions with GSU Global and refined further research ( <i>template provided</i> )	See Syllabus
#2	<b><u>Draft Architecture Vision Document</u></b> ( <i>template provided</i> )	See Syllabus
#3	<b><u>Final Architecture Vision Document</u></b> ( <i>template provided</i> )	See Syllabus