Week 1: Recommend a Policy Strategy

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# Recommend a Policy Strategy

NCU-F specializes in Banking-as-a-Service and payment processing services across North America, Europe, and Asia. The organization has ten thousand employees that serve over a million customers. Those customers rely on the business for several integral capabilities, such as facilitating online purchases and enabling friends to send one another money. NCU-F also offers mortgage services, investment specializations, checking and savings accounts, and personal loans. Over the last decade, the organization has seen aggressive expansion through acquisitions. While this strategy enables the business to reach new markets and deliver customer value quickly, it also led to a fragmented technology platform. For instance, customers must maintain multiple distinct profiles and cannot easily navigate between the various products. Additionally, NCU-F is inefficiently utilizing its resources as many business units are recreating similar solutions to the same problems. The senior leadership team wants to improve upon these issues through IT Governance.

## Mission and Vision Statement

NCU-F wants to democratize financial serves through a comprehensive portfolio of capabilities. The company’s founders found that existing banking services were not inclusive, often penalizing small account holders with arbitrary fees. While this approach is profitable, it does not create a positive customer experience or lead to a sustainable business model. This long-term focus earned the organization a broad customer base, which fuels its ability to acquire innovative competitors. Today, the business has numerous financial products that exist as application silos without a consistent interface. Instead, NCU-F envisions modernizing these systems to improve cross-selling, reduce operational overhead, and standardize the experience.

## Strategic Goals