

Here's an initiative I generated from an AI RAG (Retrieval Augmented Generation) backlog tool that is part of my **SitelineOS Business Gaming System** (currently under development). **All initiative samples are available at:** <https://github.com/jamesksmithiii/AI-Automated-Backlog>

Notes:

- Included prioritization methodology I developed called "Cost of Barriers/Guardrail Weight." Auto-generated by RAG template system. See end of document.
- LLM is proprietary as per use agreement included with my instance of Microsoft Azure AI.
- **Data for this initiative is from an untrained model. Training the LLM with organization specific/proprietary information would yield more actionable results.**
- Initiative is generated by a re-usable template executed by the Siteline template system.
- Generated by James Smith, jksmith@grid-sky.com 20250220.
- Generation time 8-18 seconds.

Generate initiative for for 2026: Bank Of New York

Single input required: "bny"

Strengths

- ****Global Presence:**** BNY Mellon operates in over 35 countries, serving more than 100 markets worldwide, with approximately 48,500 employees.
- ****Leading Custody Bank:**** It is the world's largest custodian bank, managing \$43 trillion in assets under custody and \$2.3 trillion in assets under management.
- ****Technological Innovation:**** The company invests heavily in technology, including advanced digital banking platforms and blockchain, enhancing its service offerings. -
- ****Strong Financial Performance:**** BNY Mellon has demonstrated consistent financial stability, with a net income of \$4.1 billion in 2023 and a return on equity of 12.4%.

Weaknesses

- ****High Operational Costs:**** Maintaining a complex global infrastructure results in significant operational expenses, with \$15.7 billion reported in 2023.
- ****Regulatory Compliance Challenges:**** Operating across multiple international markets introduces complexities in adhering to diverse regulatory requirements.
- ****Limited Retail Banking Presence:**** Compared to competitors, BNY Mellon's retail banking segment is relatively small, contributing only 8.3% to total revenue in 2023.
- ****Interest Rate Sensitivity:**** The company's net interest income is vulnerable to fluctuations in interest rates, impacting earnings.

Opportunities

- **Expansion into Emerging Markets:** Entering Latin American countries could enhance revenue streams.
- **Diversification of Services:** Collaborations, such as with Touchstone Investments, can expand offerings in mutual funds and advisory services.
- **Retail Banking Growth:** Expanding retail banking services would allow BNY Mellon to compete more effectively with top U.S. banks.
- **Platform Business Model:** Developing an emerging platform business model to provide more services to existing clients.

Threats

- **Regulatory Changes:** Alterations in U.S. regulations could adversely affect operations.
- **Economic Downturns:** A slowing U.S. economy poses significant risks to financial performance.
- **Intense Competition:** Facing challenges from global financial institutions and emerging fintech companies.
- **Market Volatility:** Exposure to equity market fluctuations can impact financial stability.

Top Initiative for 2026:

Develop and implement a comprehensive platform business model to enhance service offerings to existing clients, integrating advanced technologies such as blockchain and AI-driven analytics to provide innovative financial solutions.

Acceptance Criteria

- **Client Adoption:** Achieve a 25% increase in platform usage among existing clients within the first year of implementation.
- **Revenue Growth:** Generate an additional \$500 million in annual revenue from platform services by the end of 2026.
- **Operational Efficiency:** Reduce operational costs by 10% through streamlined processes and automation.
- **Client Satisfaction:** Attain a client satisfaction score of 90% or higher for the new platform services.

Guardrail 1: Stakeholder Dependencies

Collaboration with technology partners and internal IT departments is crucial. Factors influencing these dependencies include the availability of skilled personnel, alignment of technological capabilities, and effective communication channels. Score: 8

Guardrail 2: Dependencies on other Initiatives

The platform's success depends on the integration with existing digital banking initiatives and ongoing technological upgrades. Factors include compatibility with current systems and the timeline of concurrent projects. Score: 5

Guardrail 3: Cost Estimation

Projected costs encompass technology development, infrastructure upgrades, and training programs, estimated at \$200 million over two years. Factors include technology acquisition expenses, personnel training, and potential unforeseen technological challenges. Score: 8

Guardrail 4: Portfolio Capacity

BNY Mellon's robust financial health and strategic focus on innovation position the company well to undertake this initiative. Factors impacting execution capacity include resource allocation efficiency, management support, and the ability to adapt to technological advancements. Score: 13

Cost of Barriers: 21

Guardrail Weight: 1.62 (Cost of Barriers/Portfolio Capacity)

This analysis indicates that while there are significant barriers to implementing the platform business model, BNY Mellon's strong portfolio capacity suggests a favorable position to overcome these challenges and achieve the initiative's objectives.

Constraint: Generate proposed epics for this initiative that have no dependencies on the commercial real estate market.

Epic: Expand wealth management services to high-net-worth individuals.

Test 1: Evaluate revenue growth in wealth management division over a 12-month period.

Test 2: Measure customer acquisition rate in the wealth management sector.

Epic: Introduce premium banking services with higher fee structures.

Test 1: Monitor the adoption rate of premium banking services.

Test 2: Compare revenue generated from premium services pre- and post-implementation.

Non-Technical Dependencies:

- Expansion of financial advisory teams.
- Market research on premium banking service demands.
- Development of strategic partnerships with financial institutions.
- Employee training on wealth management solutions.

Technical Dependencies:

- Implementation of AI-driven wealth management tools.
- Enhancement of mobile banking platforms to support premium services.
- Deployment of secure digital verification systems for high-value clients.

Additional Benefits:

- Increased customer retention through personalized services.
- Expansion of market share in the wealth management sector.
- Reduction in cost per call using IVR system.
- Estimated daily cost savings: $(8 * 300,000) = \$2.4M$ per day with IVR implementation.

Acceptance Criteria:

- Achieve a 10% revenue increase by 2026.
- Ensure non-reliance on the real estate market for revenue growth.
- Successfully implement new premium banking services.
- Increase high-net-worth customer base by 15%.

Risks:

- Market resistance to new premium services.
- Regulatory challenges in wealth management expansion.
- Increased operational costs in hiring specialized personnel.
- Potential cybersecurity threats in digital banking expansion.