

Backbase

Ignite Labs Overview



Objectives of Ignite Labs

01

Bank<client> Strategy &
Backbase Fitment

- Align with client FI on key organizational strategic objective & how **Backbase fits**
- Identify **differentiating strategies** & use cases and Backbase fitment

02

Align on Prioritization for
Roadmap and MVP Live

- Value & complexity based prioritization for **client FI roadmap**
- Define scope for **next go live**

03

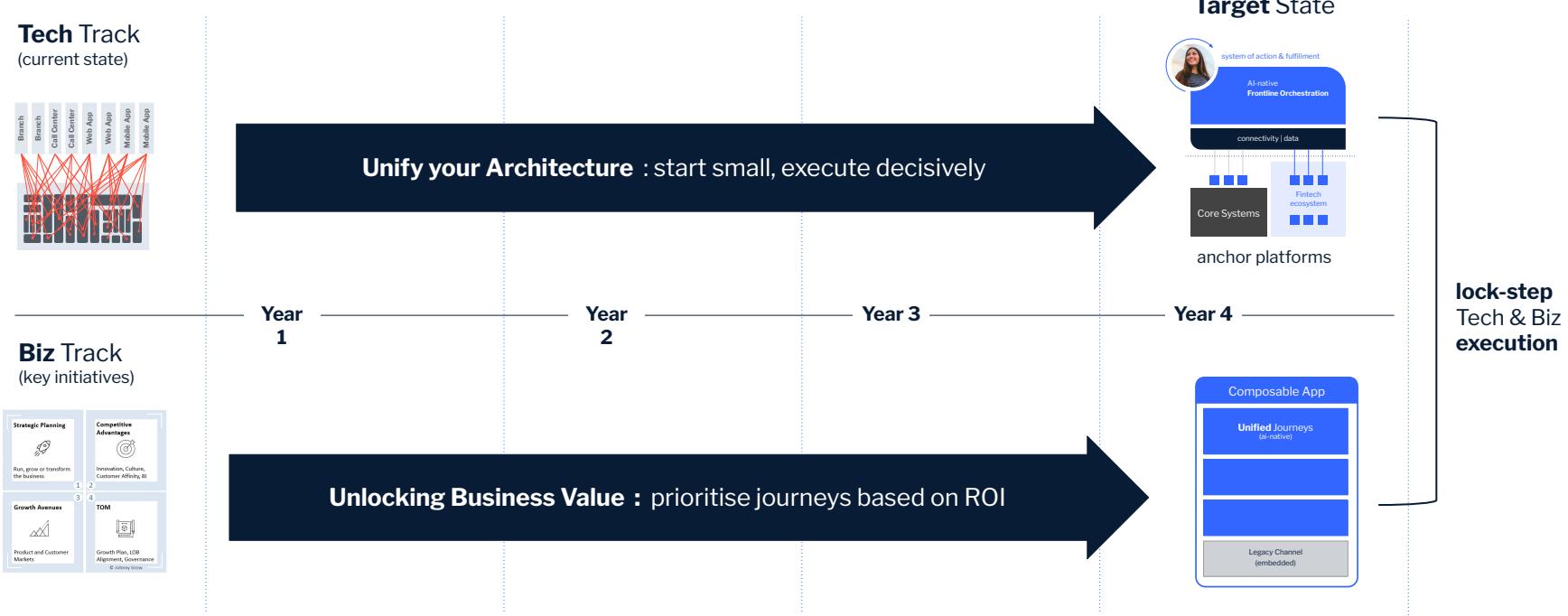
Creating Architectural &
Implementation Blueprint

- Create **target architecture** with key dependencies & effort areas
- Plan for **implementation of 2nextgo live** and create WBS

client FI - Backbase Ignite Lab

Ignite Labs • align biz & tech → joint roadmap → target state

because transformation needs a blueprint, not another project.



Introducing IGNITE

Key Deliverables for Bank:
Strategy to Execution

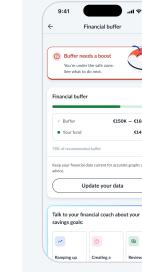
Bank Strategy -Usecases & Backbase Fit



Roadmap aligned to business value

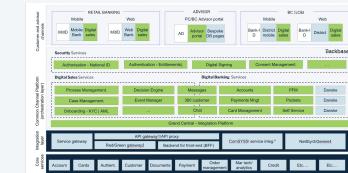


Uncover Differentiating & AI Use Cases



- Talk to your financial coach about your savings goals:
- Ramping up your financial buffer
 - Creating a budget
 - Reviewing your monthly expenses

Architecture Blueprint



Summary of the Engagement Plan | Key points



Focus of Ignite Onsite

Backbase engagement will be focused on presenting tailored proposition & Backbase fit for client FI



'V' Approach

We will start with executive statements, drill down on key themes at operational level and present it back during executive readout



6 Hours of Investment

Required for **meetings** (workshops, strategy & business alignment, branch, call center & IT) depending on agreed duration



High level data intake

We will collect high level data around customer journeys, processes and technology to develop business value



Tailored Content

Backbase will create tailored case studies, assessments and solutions /demos as per the client FI strategic themes & challenges



Validation before Ignite

Report and solutioning ready for executive read out before final Ignite Day

THANK YOU



Backbase