

## Task 2 Design a Business Case

Present a high-level overview of the costs, benefits, and considerations.

### Benefits Realization-

Some of the potential benefits to be realized from an online banking solution will include understanding customer demographics. Online platform and large records of data will help in customer segmentation and market analysis. Low manual interactions will lead to more productivity. Better management of resources will also happen.

### Increased Automation-

With introduction of mobile application and online portal, many tasks can be automated. For example- payment of bills, premium payment, repayment of loans, bill payment. Offerings to the customers can also be increased. As, it is based on Cloud Platforms, scaling up can be done very easily. Thus, we can scale up easily.

### Cost Analysis-

Cost reduction will happen from making the complete system online. Cloud based platforms have flexible costing structures, with pay as we use models. The payment will be proportional to the amount of cloud resources we use. Hence cost estimation will be easy. There will be lower overhead and operating costs. Infrastructure costs will be reduced. For the same number of staff, more customers can be served, increasing the profitability.

### Process Improvement-

Betterment of the User Interface for the mobile applications, mobile and web browsers. Services not needing human contact can be automated. Applications, forms can be done online.

### Submitted by-

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