

PROJECT CHARTER

1. General Project Information		
Project Name	HSBC Comprehensive Digital Banking Revamp	
Project Sponsor(s)	Global Head of Digital Banking	
Project Manager(s)	Robert Samuel	
Project Budget	\$500M	
2. Stakeholders		
Identify the main stakeholders involved in the project.		
	Title	Department
	Project Sponsor	Global Head of Digital Banking
	Technical Implementation	IT Department
	Chief Information Security Officer	Cybersecurity Team
	Chief Compliance Officer (CCO)	Regulatory Compliance
3. Business Case		
Explain the rationale behind the project, including the problem or opportunity it addresses and how it aligns with the organization's strategic objectives.		
<p>Problems:</p> <ul style="list-style-type: none">➤ <i>Security Vulnerabilities: The platform lacks advanced security features, risking customer data and the bank's reputation.</i>➤ <i>Operational Inefficiencies: Complex processes increase operational costs and service delays.</i> <p>Opportunities:</p> <ul style="list-style-type: none">➤ <i>Enhanced Customer Experience: A platform overhaul can create a more user-friendly interface, boosting satisfaction and loyalty.</i>➤ <i>Advanced Security Measures: Integrating modern security technologies can enhance protection and regulatory compliance.</i>		
4. Objectives (in business terms)		
List the key project objectives. Objectives are statements that describe in more detail what the project will achieve. All objectives listed should be Specific, Measurable, Achievable, Realistic, and Time-bound (SMART).		
<p>Improve UX for accessible digital banking platform to exceed customer expectations globally.</p> <p>Implement advanced security to safeguard data, transactions, and privacy, ensuring global regulatory compliance.</p> <p>operations to boost efficiency, reduce redundancies, and ensure smooth customer account migration without disruptions.</p> <p>Ensure compliance with international regulations and standards throughout the project and beyond.</p>		

<div> <div>5. Success Criteria</div> <div>Briefly describe the various metrics to be undertaken to measure the project's success.</div> <div> <div>➤ Smooth migration of customer accounts with zero or minimal service disruptions.</div> <div>➤ Advanced security measures effectively protect customer data, transactions, and privacy.</div> <div>➤ The digital banking platform is intuitive, seamless, and accessible across all regions.</div> </div> </div>				
<div> <div>6. Scope</div> <div>List what is and what is not included in the project.</div> </div>				
In Scope		Out of Scope		
<ul style="list-style-type: none"> Redesign and implementation Migration of customer accounts Integration with existing systems Cybersecurity enhancement Regulatory compliance Cross Functional Collaboration Testing and Quality Assurance 		<ul style="list-style-type: none"> Physical banking infrastructure New banking products or services Legacy systems unrelated to digital platform 		
<div> <div>7. Major Known Risks</div> <div>Identify potential risks or obstacles that may impact the project and cause it to fail.</div> <div>List any major assumptions or constraints that may limit the project team's options regarding resources, personnel, or schedule.</div> <div>List any project activities which will:</div> <div>Impact an activity external to the project.</div> <div>Be impacted by the non-delivery of an activity external to the project.</div> </div>				
Risks	<div> <div>Risk: Potential service interruptions or data loss during migration.</div> <div>Risk: Difficulty meeting different regulations across regionsCybersecurity .</div> <div>Risk: New vulnerabilities could lead to data breaches.</div> </div>			
Assumptions	<div> <div>➤ Budget availability</div> <div>➤ infrastructure compatibility</div> <div>➤ stakeholder availability</div> </div>			
External Dependencies				
<div> <div>8. Communication Strategy</div> <div>Specify how the project manager will communicate with the Executive Sponsor, Project Team members, and Stakeholders, e.g., the frequency of status reports, the frequency of Project Team meetings, etc.</div> </div>				
<div> <div>➤ Weekly Updates: Email newsletters to stakeholders.</div> <div>➤ Monthly Status Reports: Detailed project status reports.</div> <div>➤ Real-Time Communication: Dedicated project communication channel (e.g., Microsoft Teams).</div> <div>➤ Post-Launch Communication: Training resources and customer support channels.</div> </div>				
<div> <div>9. Sign-Off</div> </div>				
	Name	Role (Approver/Reviewer)	Signature	Date

Project Sponsor(s)	Travis	Project Sponsor		
Stakeholder(s)	Francisco	Chief Information Security Officer		
Project Manager	Robert Samuel	Head of IT Engineering		
10. Notes				