

Case Study: Accenture partnered with Commercial Bank of Dubai (CBD) to realize its vision for achieving Digital Excellence and Innovation

Strategic Imperative & Vision for Change

- CBD set out to **simplify and modernize banking across Personal and Wholesale business groups** by delivering a fully digital, technology-enabled experience focused on customer delight and operational agility
- The Bank's vision is to enable **Digital native and online journeys** bringing to life Omnichannel & Channel agnostic experiences
- With **89% of UAE banking customers actively engaging with digital channels**, CBD wanted to capture emerging growth opportunities through accelerated digital reinvention

Strategic Priorities and Focus Areas



Enhancing Brand Image



Strengthening Digital Presence



Maximizing Operational Efficiency



Elevating Customer Experience

Accenture's Value-Driven Approach



Agile Delivery: Mobilized cross-functional digital squads, transitioned delivery from legacy vendors, and established release model to accelerate digital rollout



Architecture & Process Modernization: Microservices architecture approach to ensure reusability and scalability ; cloud-native architecture for scalable, resilient and highly available applications



Capability Uplift: Successfully scaled internal talent development in key areas like OutSystems and Flutter, enhancing delivery agility and technical depth



Strategic Program Expansion: Accenture established as a trusted transformation partner, deepening long term collaboration in the bank's reinvention journey

Transformation Outcomes

8 +

Releases

60+

Features Delivered

180+

User Stories

210+

Screens



Streamlined & more efficient **payment processes**



Enhanced digital service hub for improved UX