# Appian

# A Digital Platform for PSD2

## IMPLEMENT A LOW-CODE PLATFORM TO RAPIDLY DEPLOY APPS AND DIGITALLY TRANSFORM PROCESSES FOR PSD2

> Deploy apps faster, including KYC and AML, and flawlessly integrate authentication technology into on-boarding processes

> Accelerate management and resolution of payment disputes, investigations, claims and refunds

> Enable investigation of financial crime or fraud incidents with dynamic Case Management

> Proactively address effective risk data aggregation and regulatory reporting, including disputes and fraud investigations

### EVOLVING REGULATIONS DRIVE DISRUPTION

The year 2018 is expected to be the game-changing year for EU banking. As the PSD2 (Revised Payment Service Directive) gets implemented, banks' monopoly on their customer account information and payment services is about to disappear. Industry pundits perceive PSD2 as a disruptive force, threatening revenues—and potential earnings—and jeopardizing bank ownership of their customer relationships. The intent of PSD2 is to:

- Drive the banks to achieve greater efficiencies and deliver more innovative services

- Create a uniquely open and competitive market

- Protect digital consumers

- Promote innovative technology whilst keeping payments safe and secured.

The combined forces around customer expectations, emerging technologies, and demanding regulations are already significantly changing the payments landscape.

**The existing operating model promises to be inadequate**
PSD2 is impacting EU banks when they are already facing complex regulatory requirements, including IFRS 9, MiFID2, and GDPR. This legislation is a data and technology-driven directive, intended to increase competition, drive innovation and deliver transparency across the payments' ecosystem—while enhancing the security of internet payments and account access.

Banks need to revisit and refine their payments strategy along with internal operations in conjunction with their technology layout, followed by successful execution and deployment.

This regulation opens up third-party account access and banking Application Programming Interfaces (APIs) to licensed third-party provider companies. The faster growing digital commerce firms will potentially gain market share from the banks weakening their direct relationship with the client.

**How can banks cost-effectively manage customer relationships under PSD2, while capturing new revenue?**
Despite much uncertainty around PSD2, there are opportunities for banks to capture new revenue. Banks could become the digital identity holders, central to customers' daily interactions and transactions.

As banks take measures to comply with PSD2—among other complex and overlapping regulations—traditional approaches to technology will be quickly rendered ineffective. PSD2 represents an exciting opportunity for banks who can effectively provide customers with access to all account data in one place with a digital transformation platform approach.

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## IMPLEMENT A DIGITAL TRANSFORMATION PLATFORM TO ENABLE COMPLIANCE

While PSD2 will have profound changes for the payments ecosystem, anecdotal evidence indicates that, for the time being, many banks have taken a cautious approach to comply with this emerging regulation. This is due to lack of sufficient technical details, but also relates to uncertainty as to how legislation will change the payments landscape and pending alliances or partnerships. Yet innovative technology is available to move forward confidently.

Proactively address the many challenges PSD2 presents with Appian, The Digital Transformation Platform™, providing unified information views, proven security, and a powerful and intuitive interface. Appian provides the coordination and visibility of all data and processes involved to meet this emerging regulation head-on. Appian offers a means to flex and modify the changing shape of the bank operating model to remain compliant, secure and competitive.

## APPIAN ENABLES YOU TO MEET CRITICAL OBJECTIVES FOR YOUR INSTITUTION:

**Master rapidly changing regulations**

This goal demands technology with a flexible, yet disciplined approach. Appian's integrated unified digital platform and intuitive interface addresses the challenges around compliance and delivers differentiated customer experiences.

**Detect and fight fraud with greater visibility**

Provide compliance officers the relevant information, on-demand, for prevention of potential fraud. Dynamic Case Management provides a unified view of all data, files, tasks and actions.

**Launch new products & services in weeks**

With low-code, Appian enables banks to deliver differentiated, personalized services and launch new products in weeks, reducing time-to-market and fostering innovation.

**Converge data and process to drive efficiencies**

Eliminate employee time spent logging into multiple systems. Strategically shift your operating model to real-time analysis and execution.

**Uncover cross-sell opportunities**

Take a leadership role as the custodian of customer identities. Instill trust and grab cross-sell opportunities. Appian integrates legacy systems, converging data and process for a unified view.

### FOCUS

Focus your efforts to meet all compliance challenges. With Appian, you can:

- Manage basic cases and more complex scenarios within the same process

- Create comprehensive views across events, departments, products and regions

- Conduct ongoing screening with reasonable review and escalation of exception cases

### TAKE CONTROL

Take control of performance with the Appian application platform, a powerful yet easy to use platform for managing complex business processes. Quickly build and deploy enterprise apps for:

- Customer Acquisition
- Compliance
- Customer On-Boarding
- Product Management
- Business Operations
- IT and FinTech partners

### PREPARE FOR THE FUTURE

- Pressure is mounting to deliver innovation in the Financial Services sector. Alleviate the pressure with Appian. Streamline operations, reduce costs, facilitate collaboration and navigate change.

- Unify relevant information and systems to get work done. Achieve significant efficiency in work execution while leveraging your legacy IT investments.

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Appian provides a leading low-code software development platform that enables Financial Services Institutions to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation. **For more information, visit** www.appian.com