

# Digital Business Model Development

An advanced, intelligent business model - based on existing products and new services.

Type of Company  
**Retail Banking**

Company Name  
-

## Challenge

The digital, customer-centric services offered by FinTechs represent a new type of competition for established financial institutions. To remain competitive in the future, traditional firms view the digital evolution of their business model as the next logical step. However, experience shows that the difficulty of intelligently integrating existing products with new services and addressing additional customer groups is significantly underestimated.

## Approach

- Analysis and documentation of existing reports to derive essential information requirements from the business model.
- Conceptual definition of design, content structure, and fundamental functionalities in report mockups.
- Integration of various data sources into a central Data Warehouse (DWH).
- Optimization of the data model for optimal use of predefined functionalities in MS Power BI.
- Implementation of the first report in the new reporting tool to validate functionalities and ensure consistent report notation.
- Testing by selected end-users, followed by rollout initially to top management and then to all operational units.



## Result



Validation of functionalities and report notation through the first implemented report.



Successful rollout of the reports from top management to operational units following final testing.

## Your Benefits

By adopting a cross-industry perspective and regularly validating with the customer, it is ensured that customer desires and problems are concretely addressed and integrated into the roadmap (MVP planning). Additionally, the customer benefits from the inclusion of adjacent interfaces from the service's conception to its market launch and establishment.

## Your Temporary Co-Drivers



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