



Fusion Inception

Maximize launch success

Collaborative design in action



The market landscape

Are you ready for change?

There’s never been a better or more urgent time to transform. Fusion Inception provides the ultimate foundation for the change you need. We work with you to transform your vision into a unique product proposition that will attract customers and elevate their experience. Our approach is designed to accelerate time to market and value, mitigate risk and maximize predictability.

Fast and effective transformation is critical

Cloud, changing customer expectations and the rapid spread of AI are creating a unique moment in banking, with unique challenges.

 *Hover over the images to learn more*

Sources: [Gartner](#) ; [Open Banking](#); [Open Banking 2019 review](#); [Business Insider](#)

New approach

Fusion Inception

Two-thirds of executive leaders believe their companies must pick up the pace of digitalization to remain competitive*. In today's market, it is critical to nurture your vision for software implementation quickly, while setting the right expectations for success. To do this means addressing several challenges:

- The competing needs of customers, which can lead to projects increasing in scope
- Different vision between key stakeholders in your business
- Competitors' time-to-market and the speed of market change
- Boundaries of chosen software and resources
- The need for assumptions and a lack of validation prior to go-live

The Fusion Inception difference

Fusion Inception helps you to quickly and effectively navigate the journey from inception to launch.

- Prioritize the scope for initial launch and phased rollout of further functionality in line with your customers' requirements
- Align key stakeholders on a united vision of business goals, through transparency and open communication
- Accelerate your time to market and value, by fast-tracking the launch of your product and crafting the path to deliver incremental value
- Fully understand how best to leverage the functionality of Finastra's software, as well as your wider ecosystem of partners, to achieve your vision
- Maximize the predictability of launch in terms of cost, quality and time, and enable a feedback-driven approach to growing your solution

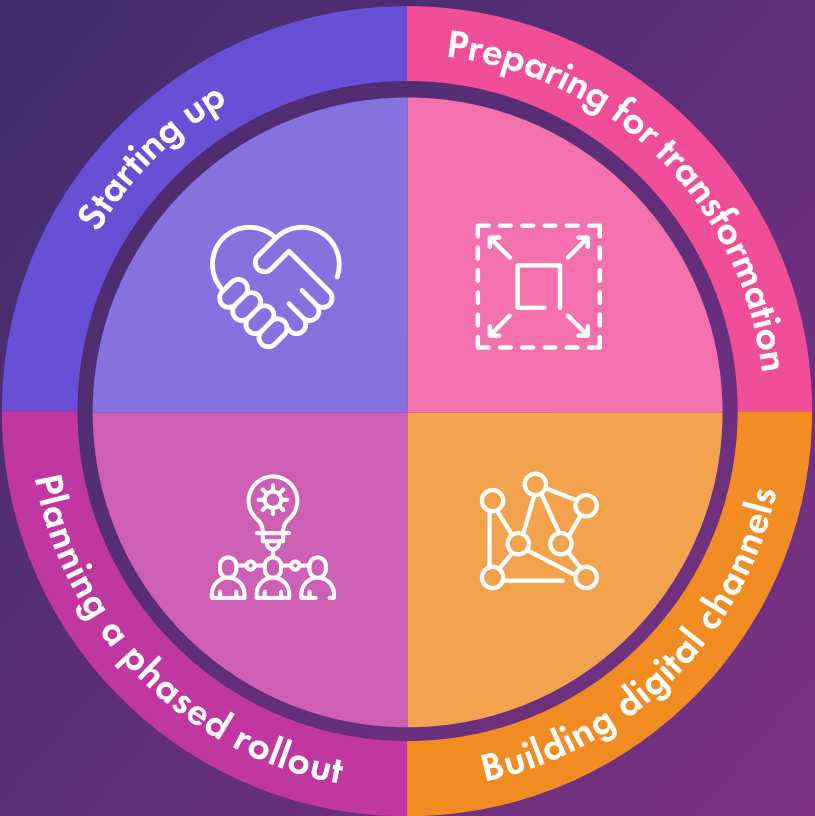
*Source: Gartner 2020



What is Fusion Inception?

The start of your unique proposition

Fusion Inception is a collaborative design engagement that ensures you are well prepared to launch a solution that meets your customer expectations and addresses your challenges. Over a four-week period, we work with you to create a roadmap for your desired initial outcomes and beyond.



Designed for both established and new banks

- **Starting up** – help and guidance for clear launch criteria and definition
- **Preparing for transformation** – outline a clear path for migration
- **Building digital channels** – prepare for launch and roll out to meet your criteria
- **Planning a phased rollout** – understand partner integration and phasing in advance of launch

Objectives

Centered around creating a unique proposition for your customers, Fusion Inception helps you to understand the journey from initial idea to your desired outcomes.

We help you to identify challenges around integration, customization and reporting, and to clarify the scope, costs and timeline of the implementation.

Outcomes

- Create a unique project proposition
- Mitigate project risk
- Fast-track the project lifecycle
- Ensure your deliverable is in line with customer needs
- Visualize the end result of your implementation project

The Fusion Inception approach

Collaborative four-week process

With a blend of workshops and execution work, Fusion Inception culminates in a closing presentation with a clearly defined set of deliverables. You’re all set to get your product ready for launch.

Week one	Weeks two to four	Two days
Workshop intensive Workshop <ul style="list-style-type: none">• Business scope – products, services, features and capabilities UX (channels)• Technical scope – Integrations and customizations• Planning Outcomes <ul style="list-style-type: none">• Align to client• Focus on creating USP• Validate assumptions• No surprises!	Execution and daily touchpoints <ul style="list-style-type: none">• Daily stand-ups and scheduled workshop<ul style="list-style-type: none">- Scope iterations- Compliance and risk validation- Business specific sessions- Business case walkthroughs Sample tools <ul style="list-style-type: none">• MS teams• Planner/Trello• Whatsapp• InvisionApp (UX Prototyping)• Draw.io• On-site workshops if needed	Closing <ul style="list-style-type: none">• On-site wrap-up<ul style="list-style-type: none">- Stakeholder briefings- Final presentation & deliverable submission Deliverables <ul style="list-style-type: none">• MVP and future releases• UX wireframes• User journeys• Solution architecture• Ecosystem responsibility matrix• Project estimates• Projectplans• Interface definition• Business case• Business model



The benefits

Why Fusion Inception?

Fusion Inception enables you to quickly implement a unique solution to attract customers and drive superior digital customer engagement. Finastra will help you to accelerate time to market and value, mitigate risk and maximize predictability.



Accelerate value

- Fast track the launch of your project
- Feedback-driven approach to growing your solution
- Holistic approach to leveraging your current state and partner ecosystem



Mitigate risk

- Focus on the expectations of your customers
- Prioritized, phased approach to scope
- Unrivalled specialist expertise with Finastra solutions



Maximize predictability

- Clarity of project scope, cost, duration and quality
- Alignment of key stakeholders on united vision
- Focus on both short and long-term goals

Practical examples

Fusion Inception in action

Banks are using Fusion Inception to maximize launch success

A multinational bank headquartered in Austria



Challenge

- The client was experiencing operational challenges, with their existing core banking system, which were limiting their growth.
- The client’s primary goal was to understand how their existing architecture would be improved by adoption of Fusion Essence and which of their existing systems could remain in use.
- Clarity was key to ensure the client’s vision and Finastra’s capabilities were fully aligned.



Solution

- A dedicated team from Finastra collaborated with the client to design a new simplified architecture aligned with their requirements.
- Together, Finastra and the client carried out an in-depth analysis of the bank’s existing core system versus Fusion Essence, and the reusability of existing systems in place.
- Decisions were made on how to leverage not only Finastra, but a selection of partners, to achieve the client’s goals.
- The result was development of an effective phased approach to achieving the client’s vision.



Result

- A reduction in project cost and time to deploy was achieved through phasing scope according to the business case.
- The implementation go-live was brought forward through effective prioritization of project scope, enabling the client to realize return on investment faster.
- Risk to success of the implementation was reduced as Finastra uncovered multiple blind spots that would have hindered project progress.
- A predictable launch project with clarity of scope, time, budget and quality.

Practical examples

Fusion Inception in action

Banks are using Fusion Inception to maximize launch success

A multinational bank headquartered in Pakistan



Challenge

- The client wished to consolidate their financial transactions through one payment hub, as the current systems were not sustainable.
- The client had several external systems which were making financial transactions to Fusion Equation via multiple middleware.
- Monitoring and alerts for handling failed transactions was not efficient.
- Ensuring an approach that was fit for now and evolving business priorities in the long term was key.



Solution

- Together, Finastra and the client worked together to design a solution architecture in line with the client's requirements.
- Finastra focused on both the technical and commercial aspects of the client's needs.
- The project scope was prioritized and consolidated, with end customer expectations at the centre of the decisions.



Result

- Reduction in initial project scope accelerated the client's ability to go to market.
- Compliance and agility to stay up to date with new technology was enabled through creation of a long-term plan for the client's payment infrastructure.
- Risk was reduced as the client was able to identify which infrastructure and in-house solution they can support, and which ones they have gaps with.
- A predictable launch project with clarity of scope, time, budget and quality.

The bigger picture

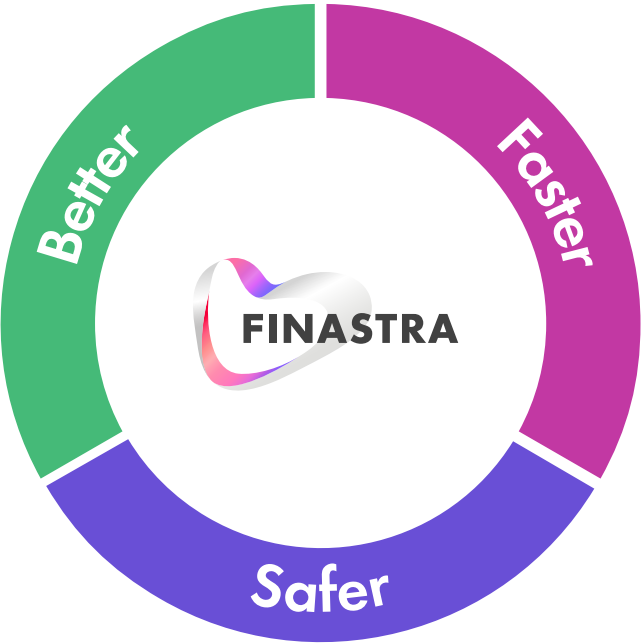
Finastra services

With Fusion Inception, we place clients’ strategic objectives at the heart of our mission to drive long-term customer success with Finastra solutions

We have services to meet every need. Adopt, optimize and advance your solution with Global Services.

Contact us to find out more, or head to our page to discover our further offerings.

 Click each icon for more information



Finastra services: Better, faster, safer

Better

Outcomes that are delivered effectively, aligned with your needs and helping support business success.

Faster

Time to value with industrialized processes, specialized tooling and effective training and certification.

Safer

Performance thanks to comprehensive experience, predictable commercials and quality, as well as certified expertise.

To find out more about expanding your support please contact us at services@finastra.com

Proven success

Award-winning solutions and services

Best core banking system implementation
project management: **Finastra & HBL Bank**



Collaborating to transform

See how our relationship with HBL has evolved through Global Services, enabling the bank to seamlessly transform. To view the full interview you can view on Bobsguide.



THE FUTURE OF FINANCE IS OPEN

Finastra is unlocking the power of finance for everyone by creating a platform for open innovation in the world of financial services.



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About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top 100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

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