

## Fact Sheet

# BusinessOptix: Enabling Financial Services institutions to improve processes and boost resilience

## Improving your Business using Digitalization & Innovation

Financial Service institutions are reaping the benefits of smart investments in digitalization more than any other industry. While their investments are in line with the average across all sectors, much like their clients, they expect a higher return on investment. The market is rapidly changing with growing challenges such as cyber security, big data analytics, Blockchain, artificial intelligence, digital currency, and internet of things coming into full force. The need to stay agile in the face of global disruption and competition has never been greater.

To successfully manage these challenges, requires digitalization and innovation which better enables your workforce to focus on areas where they add value. Now is the time to modernize the systems and processes that underpin your portfolio of products and services.



## How BusinessOptix can help your business

BusinessOptix specializes in helping businesses achieve the next level of customer and operational excellence. Not only does our cloud-based process transformation suite generate better decision making through end-to-end process transparency, it can also equip your organization with the tools to optimize and continuously improve your services.

### Create frictionless customer experiences

Regardless of which channel the customer journey is launched in, customers expect a consistent omnichannel experience when they use your services.

With BusinessOptix customer journey mapping capabilities, you can map and visualize the end-to-end customer experience, across all services and channels. The real power comes when you connect the customer journey to the operational process layer that is supporting the journey. Using process analysis tools, bottlenecks, issues and opportunities for process improvements can be identified and addressed – not just today, but on an ongoing basis. Process analysis tools give you the agility to continuously improve and adapt to your customers' needs.



### Supercharge risk & compliance

The frequency of new laws and regulations mean financial service institutions must spend large amounts of budget and time on compliance. With BusinessOptix, you can easily embed and manage compliance requirements at the heart of your processes.

To understand how you're performing against regulations, BusinessOptix process mining can provide real-time insight into your process flow. By accurately visualizing flows you can analyze your data to gain a clear overview of your executed processes and implement timely interventions to address or prevent issues and their consequential damage.



## Improving efficiency & manage process complexity

Complicated processes (many often manual), a growing amount of data, multiple systems, and heightened compliance demands all call for optimized business efficiency. Having insight into your end-to-end processes means insight into employee performance, process deviations and bottlenecks. Using Process discovery techniques, you can identify sources of additional revenue, prevent inefficiencies by determining which processes to automate, and improve overall performances by visualizing multiple systems within the company as a cohesive entity. With help from our Scenario Modeling and Simulation tools, you also have the opportunity to test how changes across different departments will impact your organization. This will help you set the right priorities and realize benefits in an incremental and iterative way. Not only does our platform help in optimizing operating models and processes to be more simplified and resilient, but complex manual reports will also be replaced by standardized documentation and work instructions ensuring compliance to any changes in the process.



## BusinessOptix supports Financial Service institutions in the areas of:

- **Discovery:** use process mining, crowd sourcing and manual mapping to understand and visualize the DNA – people, process, technology and data – of your operations to gain an accurate picture of how you operate today.
- **Operating Models, Process and Customer Experience Alignment:** create, align and adapt operating model(s), customer journeys and processes so the end-to-end flow of your services are connected and operating efficiently.
- **Automation:** identify opportunities to use automation and technologies such as RPA, DPA, Machine Learning and Blockchain to eliminate manual front and back-office tasks and improve customer service quality.
- **Digital Twins:** create and use digital twins to support fast creation and testing of alternative ways of working before they are delivered in live environments.
- **Knowledge Work:** use guided work instructions to support frontline employees to deliver high value support to your customers.
- **Compliance and Risk Management:** embed and track internal and regulatory compliance requirements in the core of your processes and work instructions to ensure they are adhered to.
- **Digital New Product Development:** eliminate manual tasks and delays in delivering new products to market while giving operational teams the information they need to get ready for launch.

About BusinessOptix: Process Intelligence. Delivered.

BusinessOptix is a leading business process management and transformation suite that provides total operational visibility of how business processes, people and technology interact. This allows clients to create a digital copy of their enterprise with holistic models linking strategy to key processes. Clients around the world use our process discovery, modeling and simulation tools to identify improvement opportunities and navigate change confidently. Serving a diverse customer base across sectors including finance, healthcare and manufacturing, BusinessOptix collaborates with a world-class network of technology providers, Business Process Outsourcers (BPOs) and consulting firms. This partnership approach empowers clients to become highly competitive and resilient in today's complex business landscape.

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