

The Evolution of Core Banking and Optimizing Your Data

JOHN PRICE – BUSINESS DEVELOPMENT MANAGER



How will technology change banking?



John Price

BUSINESS DEVELOPMENT MANAGER

AGENDA

- How is technology changing our world
- How will banks be impacted
 - Customer expectations/demands
 - Deposit growth
 - Loan growth
 - Managing the technology



**Banking has changed more in the past
50 years, than in the preceding 500**

How consumer banking has changed

- 1407 – Bank of St. George, Genoa, Italy
- 1791 – First U.S. Bank, Philadelphia
- 1969 – First US ATM; Chemical Bank, NY
- 1983 – United American Bank launched ‘on line’ banking system (partner: Radio Shack, TRS 80)
- 1995 – Wells Fargo introduced ‘real-time’ internet banking
- 2001 - Bank of America achieved 3 million Online banking customers (20% of its base)
- 2009 – 47% of adults accessed on line banking (Gartner)
- 2018 – 80% of American used online, and 51% used mobile banking
- 2026 – JP Morgan tech budget **estimated \$19.8 Billion**

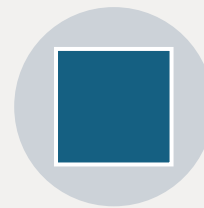
• How you deliver service and build relationships will continue to change

- Sources: Federal Reserve History; American Deposit Management; Talkintech; CCGA; Business Insider

Build it and they will come is no longer the model!



Commercial Bank Building – Built in 1904 – One of Houston’s oldest “Skyscrapers”



The National Bank Building
Built in 1907 – One of Chicago’s Oldest Highrise
-Commission On Chicago Landmarks



Digital Banking

Swiping is a thing of the past



**The businesses you
bank are changing,
and so will you?**

- **Do cars need drivers?**

15 millions rides in 2025

Expected to grow to 750 M in 2030

Half the US population having access to autonomous taxis

Source: Morgan Stanley





Innovation is poised to change every job in the world



Delivery to home and office may cost less than 'in person' service





*Baby Boomer are set to pass more than
\$68 trillion*

NBC NEWS

How will “Core” banking change?

- **Cloud Native & SAAS**
- **Microservices**
- **Open APIs**
- **Real-Time**
- **Generative AI**
- **Agentive AI**



a.gen.tive

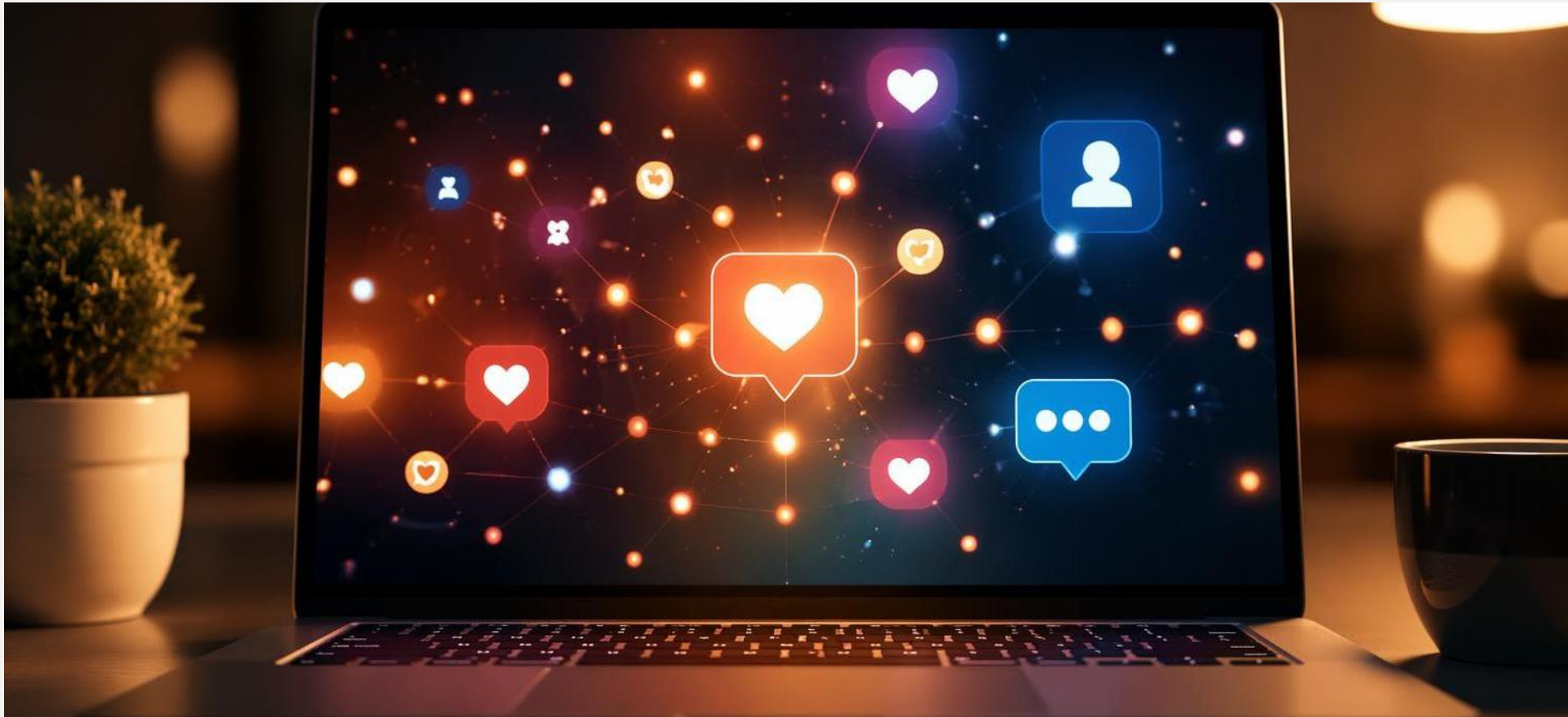
- taking an active role; producing an effect

What is the future of Core banking?

Future of bank data????

- Modular Architecture
- Open data base
- Flat file structure
- AI enabled
 - Agentive (Predictive)
 - Generative (Efficiency)

How do you use your data to connect with customers?



**Dream big, start
small, but most of
all start**

IQCRM solution – Account Profile

Know your Customer

John Rosenwald

(412) 823-7440
flying.accordian@gmail.com
412 Everret Rd
Knoxville, TN 37932

29yrs - Personal
*****2350
12/31/1969 (53)
Research in Vertical IQ

Call Frequency: 3m
Due Date: 7/20/2023
Karl Parker
01 - Cannonsburg

- Color coded visual of client type – customer, prospect or suspect
- Customer Star Status Segmentation – Gold, Silver, Bronze
- Tier Group Ranking based on total deposit and loan balance
- Preferred method of contact
- Customers age and tenure with the bank
- Call frequency based on banks methodology per tier group.
- Relationship manager and branch

Bank Focused CRM Systems

- **Prospects**
- **Leads**
- **Service**
- **Marketing**
- **Collections**
- **Profitability**
- **Lobby Service**
- **Referral**

CRM Success

- **Have a dedicated product Champion**
- **Integrate with your Core**
- **Start with small goals**
- **Keep It Simple (KISS)**
- **Reinforce from the top down**

Thank you for today's discussion



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