

# Private Banking

# TCS BOUNCS



New opportunities and risks for private banks and financial institutions have risen owing to the consistent change in the financial scene. This has resulted in several other factors contributing to the strain in private banking operations. These may be classified as: higher profit expectations of stakeholders; continuing emergence of complex financial products that package risks in innovative ways; KYC and privacy concerns; the need to provide global services to local customers; the opportunities created by SEPA and MiFID; and the emerging focus on customer value management. With the market becoming more competitive, financial institutions offering private banking services are exploring possibilities at diversifying their investment products and portfolio of services.

While the demand for operational requirements has been on the rise, so has the risk element involving customer defection. To take these challenges head-on, private banks need comprehensive solutions catering to portfolio managers, risk managers, compliance officers, CFOs, regulators, clients and other stakeholders. The private banking solution from TCS BaNCS equips banks with all the features, enabling them to meet these challenges.

### Overview

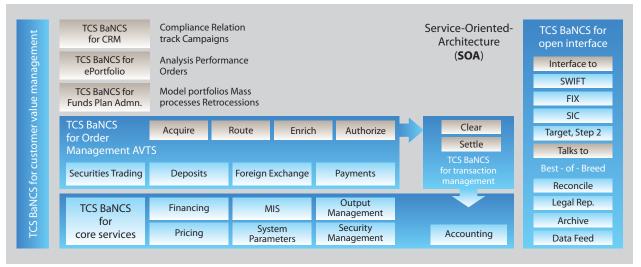
At a time when private banks seek to offer innovative pricing models to improve time-to-market for financial products, to assure high quality in order processing, and to provide accurate and up-to-date client reporting, they prefer a partner or solution that assures financial technology freedom. The private banking solution from TCS BaNCS is a comprehensive solution that can help private banks in their transition to the changing banking landscape.

#### **Benefits**

Each solution in the TCS BaNCS suite, runs as a scalable, robust component, fully integrated with existing business models, and enterprise and technology infrastructure. With our private banking solution from TCS BaNCS, customers may benefit from:

 Active portfolio management strategy with in-built Asset Allocation, to balance assets in different categories or portfolios, helping them to react accurately to changing market situations

- Secured access by external asset managers to their managed accounts and to launch stock exchange and payment orders
- Allied with a highly flexible order work flow management
- Integrated prospect/client management and compliance tool
- Extended banking business functions, such as money market, foreign exchange, credits, fiduciaries, private equity, domestic and foreign payments, derivatives
- Full monitoring of actual and future positions, such as foreign exchange trading positions, nostro and customer cash flow projections
- Full SOA architecture application
- Published web services for client related data



An overview of our private banking solution

#### **Features**

The private banking solution from TCS BaNCS is a complete solution platform based on SOA and helps private banks to conduct better campaigns, manage prospects effectively and drive an improved conversion ratio from prospect to client. With advanced tools, private bankers can make informed decisions about how to provide their clients with the right information at the right time, while offering the right pricing model. Our solution helps private bankers win their customers' business and trust.

Key features of the solution are:

- Management (CVM) focuses on the maximization of customer profitability. It guides the client advisor: to gather detailed knowledge about specific clients and their financial and personal environment; to cope with the duties of a private banking financial institution in terms of compliance; and to adjust to the specific requirements of commercial and marketing actions. CVM combines extended CRM and compliance functions. In this respect it offers a complete contact history as a timeline, provides control over existing and missing documents, and streamlines access to archived documents. All of this is delivered in a framework of customizable process flows with the application of a four-eyes principle.
- ePortfolio: ePortfolio is a front-end business component interfacing with the back-end systems by services. It is deployable in inter-, intra- or extra-net allowing transparent and fully secured connections, based on specific profiles, to external asset managers, bank-internal employees, freelanced companies/ institutes as well as clients. ePortfolio delivers a tool set providing sophisticated services in analysis (position details, performance, statistics), reporting (wealth and account statements), order entry and management for stock exchange, forex, money market orders and transfers.

The in-built Tactical Asset Allocation is an active portfolio management strategy, that balances the assets in different categories or portfolios to accurately react to current market situations. Asset allocations and model portfolio can be handled to create multiple allocation models. As a result of the modeling, trading proposals in line with customer constraints are produced for further processing by the order management module.

As a highly adaptable Web Tool, ePortfolio can be used from anywhere in the world to securely access client data figuring the positions, transaction history, asset allocations, performance calculations, and to drop a variety of orders. In this way, external asset managers and the bank's portfolio managers on travel are able to react immediately to the specific client requests.

Order Management – STP or manual, by choice: Order management is an automated and flexible workflow for collecting and generating orders, routing them to the relevant markets and passing them to the definitive booking. The module can be configured to reflect the customer's actual internal organization regarding the traders and dealers in charge or any targeted operating model. All transaction and order types can be "STPed" and if required, supported in a flexible and integrated environment.

The private banking solution from TCS BaNCS can be maintained in-house or as an ASP related Service. The private banking solution from TCS BaNCS ASP-related Service provides for small-to-medium sized private banking institutions the benefits of cost reduction and flexible up-to-date services.

# **TATA CONSULTANCY SERVICES**

Experience certainty.

## WhyTCS BaNCS

The product suite for banking, capital markets and insurance enables business transformation in financial services. Increasing operational efficiency and helping financial institutions stay agile, our solutions deliver a competitive edge with unmatched certainty. We aspire to be better than established benchmarks, which is why we have embedded an Alpha (" $\alpha$ "), representing superior returns delivered to our customers, consciously and prominently within our brand. The plug and play, component-based product suite consistently turns in impressive benchmark results, with a fine-tuned, highly scalable technology architecture that supports financial institutions with the highest capacities for transaction volumes, peak transactions per second, and transaction history size. With such a track record, it is only natural that the TCS BaNCS product suite can help financial institutions of any size gain a distinct, competitive edge.

#### Contact

To learn more about how we can help you innovate, transform and experience certainty through our Private Banking solution, connect with us at www.tcs.com/bancs or tcs.bancs@tcs.com

#### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model<sup>TM</sup>, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com** 

# IT Services Business Solutions Consulting

All content/information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content/information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content/information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.