

**GET MORE**  
**OUT OF EVERY**  
**RELATIONSHIP**  
WITH HCL'S BANKING  
EXPERTISE AND EXPERIENCE



www.hcltech.com

**Hello there! I am an Ideapreneur.** I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 105,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 34 countries. **How can I help you?**

*Relationship*  
BEYOND THE CONTRACT

**HCL**

# RISE ABOVE UNCERTAINTY & MAKE THE MOST OF CHANGE

In a rapidly changing and heavily regulated environment, companies across the financial services industry are being compelled to think beyond product, pricing and distribution strategies to gain a competitive edge. Here at HCL we are always thinking of new ways to add value. Our complete range of banking capabilities and expertise are helping financial services organizations discover innovative ways to adapt to shifting regulations, achieve continuous simplification of IT and operations, improve their customer experience, and gain access to new products and markets.



# BUILT ON STRONG FOUNDATIONS – HCL IN FINANCIAL SERVICES

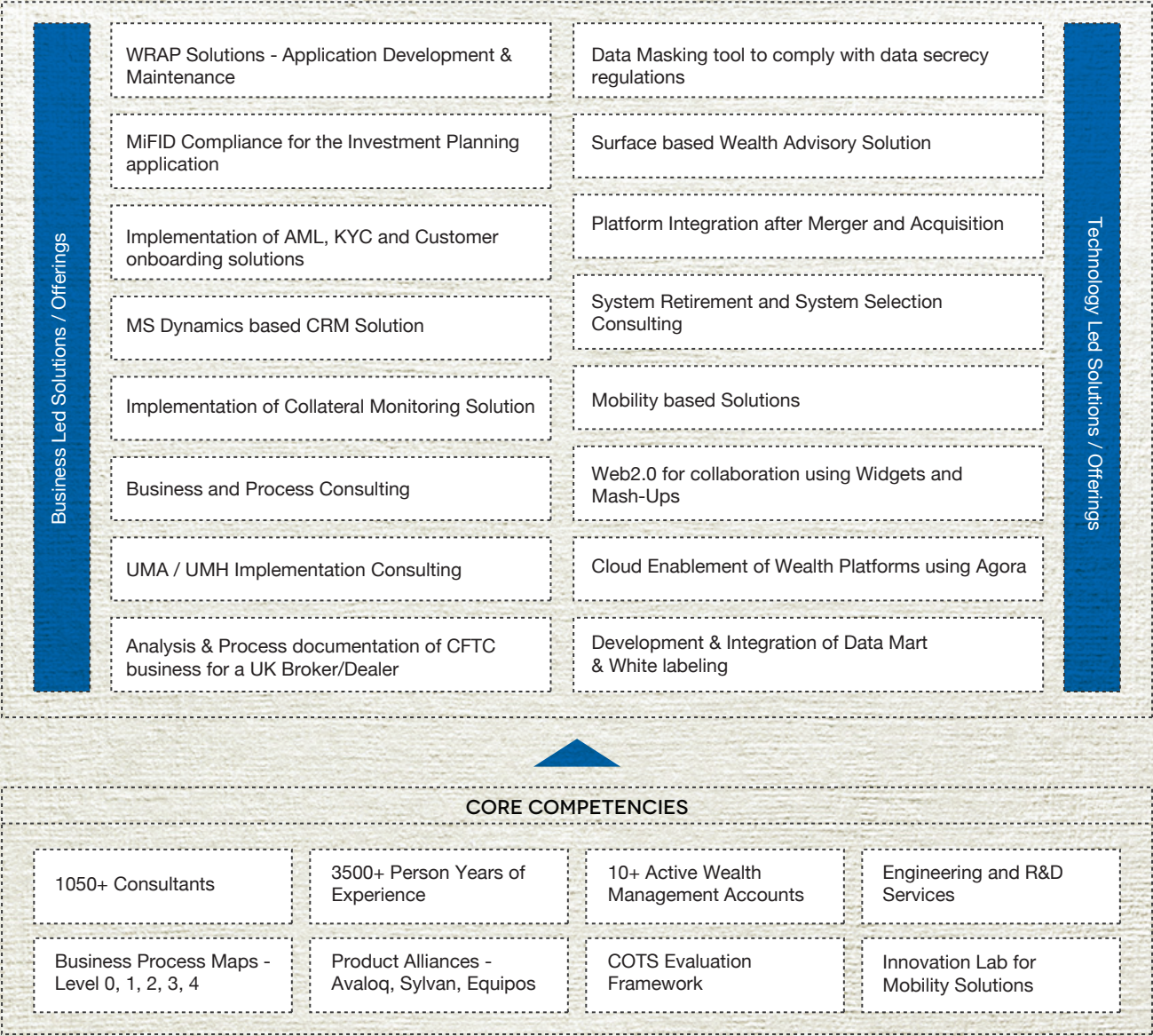
Financial Services is one of the largest and fastest growing verticals at HCL. Our success is built on strong domain competencies, spanning Retail Banking, Corporate Banking, Capital Markets, and Insurance, catering to the IT and operational needs of leading financial services companies. We serve 40 among the 69 Fortune 500 financial services institutions. Our clientele also includes a customer ranked No. 1 in Customer Experience across banking, credit cards and insurance by Forrester.

Over 13000 dedicated technology consultants, including more than 900 SMEs in Banking, Capital Markets and Insurance, provide end-to-end IT services and solutions such as ADM, ASM, and infrastructure management and operations. Our investments in building process, domain, and technology expertise have helped us develop the most innovative solutions for competitive differentiation.

# HELPING YOU INVEST IN RELATIONSHIPS – HCL WEALTH MANAGEMENT SERVICES

|                                                                           | CRM AND CLIENT ONBOARDING                                                                                                                    | CLIENT SERVICING                                                                                                                                                    | RE-PLATFORMING USING COTS                                                                                                                   | TRANSFORMATION INCLUDING SHARED SERVICES                                                                                    |
|---------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| VALUE PROPOSITION                                                         | <p>Actionable 360 degree view of customer to improve cross-/up-selling of products/services</p> <p>Faster &amp; better client onboarding</p> | <p>Investment performance measurement, attribution and analytics</p> <p>Straight through reporting</p> <p>Mobility solutions for better client service coverage</p> | <p>End to end services - System integration, implementation and support services of COTS products</p>                                       | <p>Structured methodology to transform investment platform and operations</p>                                               |
| IPS<br><br>THIRD PARTY PRODUCT COMPETENCIES/ CONSULTING PARTNER ALLIANCES |                                                                                                                                              |                                                                                                                                                                     |                                                                                                                                             |                                                                                                                             |
| SUCCESS STORIES                                                           | <p>Reduction in the processing time of an application from <b>21 days to 60 seconds</b> for a leading Australian Bank</p>                    | <p>HCL was strategic partner for development of a Financial Reporting tool which creates reports for 5000 HNW clients <b>without manual intervention</b></p>        | <p>HCL supported and maintained WRAP Platform for a ANZ based Wealth Manager providing productivity Benefits of <b>49% over 5 years</b></p> | <p><b>34% committed operational gains</b> over 5 years for the Americas division of a leading Wealth Management company</p> |

# HCL PRIVATE WEALTH MANAGEMENT PRACTICE SNAPSHOT



To help financial services organizations in their transformation, enterprise product companies are investing heavily in creating enterprise products and state-of-the-art platforms. They partner with the best practice-driven systems integrators (SI) like HCL to support clients in implementing and supporting the end products. Apart from understanding business needs, it is critical that these SIs are equipped with good knowledge of business drivers in Banking and Financial Services and have technically skilled staff. All these aspects play an integral role in implementing and integrating solutions and in driving complex transformation projects to completion.

HCL's Avaloq off-shore Centre of Excellence in Bangalore, India offers flexible and scalable capabilities in Implementation, Systems integration, Migration and testing on the Avaloq Banking Suite's range of wealth management products. The CoE combines HCL's expertise in Program Management, Solution Implementation and System Integration along with Avaloq's solutions portfolio to provide integrated and comprehensive services to customers.



**BUILDING THE RIGHT PARTNERSHIPS  
TO MAKE YOUR RELATIONSHIPS STRONGER**



## HCL AVALOQ COE: ADDING VALUE THROUGH INTEGRATED SERVICES

### CONSULTING

- Business requirement gathering and analysis
- Business process management and reengineering
- IT transformation and change management

### PRODUCT IMPLEMENTATION

- Support banks for Green Field implementation support
- End to end transformational services
- Availability of trained and certified resources

### PLATFORM INTEGRATION

- SOA-driven IT landscape
- Build customer specific interfaces
- Build country specific regulatory reporting

### SUPPORT

- Complete product and L1,L2,L3 support
- Assets and tools for enhanced support services

### TESTING

- Manual and automation testing services
- Test automation framework
- Performance testing

### APPLICATION DEVELOPMENT

- Custom application development
- Application upgrade and enhancement
- Legacy modernization and enablement

## ABOUT HCL

Over the past decade, HCL has been one of the fastest growing technology companies not only in India but in the world. Today, it stands tall as a USD 6 billion global company, bringing IT and engineering services expertise to solve complex business problems for its clients through 'transformational outsourcing' and a strong focus on innovation and value-centricity. HCL leverages its extensive global offshore infrastructure and network of offices in 34 countries to offer an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and Business services.

AT \$6.5 BILLION

WITH 105,000 EMPLOYEES

ACROSS 34 COUNTRIES, WE GO WHEREVER OUR RELATIONSHIPS TAKE US

