



4 STEPS TO EXECUTING THE VISION

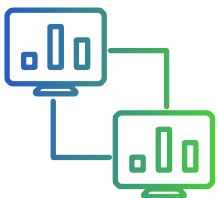
As an operational leader, you play a key role in setting and executing the vision for a modern enterprise architecture that can continue to support your legacy business. To compete, you need to focus on areas that are critical to generating new business. Here are four steps to creating a modern enterprise architecture that enables growth and innovation for your organization.

1. Turn your data into predictive analytics

The sheer amount of data coming at you can be overwhelming. How do you turn it into something valuable? Predictive analytics enable you to ride the trends and predict them before they happen. Advanced technologies like artificial intelligence use data to analyze and predict customer behavior quickly. Predict what product or service will meet their needs. Predict what problem they're reaching out about when they contact you. Predict potential issues and proactively alert them before anything goes wrong. This level of insight helps you create a unique customer experience that makes people feel understood and valued.



2. Speed up operations with real-time processing



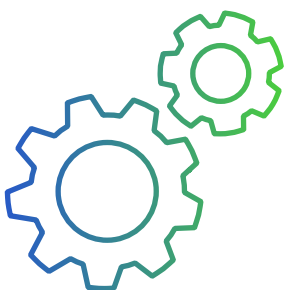
Siloed data and batch processing have been the standard for decades, but today's customers expect real-time responsiveness in everything they do. Real-time data processing that is exposed and externalized to your organization and to third parties is critical to meeting your customers' high expectations. With real-time data, your business enhances efficiency and reduces costs and risks while streamlining back-office processes. Your customers get 24/7 secure access to your services and can track their activities with no delay.

3. Develop a single view of your customers

In today's competitive markets, you need to know your customers to provide unparalleled service. Unifying your data helps your customers to enjoy a consistent, personalized and intuitive experience across all teams and channels. By bringing together information from all data sources within your organization – and, where appropriate, from external sources – you can create a 360-degree view of your customer in real time. The resulting analytics provide customer event-driven, relationship-oriented results, allowing you to anticipate major life events for customers and present them with value-based offers.



4. Accelerate the launch of new products



Your customers have a strong appetite for innovation, and you can't afford to lag behind in the market. The right infrastructure helps you move fast and make continuous improvements. An upgraded product factory enables you to create and launch products faster and with more configuration options. The cloud – whether public, private or hybrid – as well as APIs and microservices allow for continual deployments and safe implementation of change at a rapidly accelerated pace.

You play a critical role in modernizing your organization's technology to tackle today's challenges and tomorrow's demands. Predictive analytics, real-time processing, unified data and continuous improvements are the next step to operational excellence and a top-tier customer experience.

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