



We'll get you there.

CPAs | CONSULTANTS | WEALTH ADVISORS

Structuring Your Digital Journey

September 14, 2023



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Welcome



David Heneke
Principal
Financial Services



Tim Dively
National Digital Growth Director
Financial Services



The Four Essential Elements of the CLA Promise

Our Purpose

CLA exists to create opportunities — for our clients, our people, and our communities.

Our Promise

We promise to know you and help you.

Our Family Culture

We're one family, working together to create opportunities.

Our Strategic Advantages

Deep industry specialization
Seamless, integrated capabilities
Premier resource for private business and owners
Inspired careers

Driven by **Our Values**



Curious

We care, we listen, we get to know you



Collaborative

We help you seamlessly, bringing innovative teams to the table



Transparent

We communicate clearly and authentically



Inclusive

We embrace all voices and create opportunities for you in an energetic and inspiring environment



Reliable

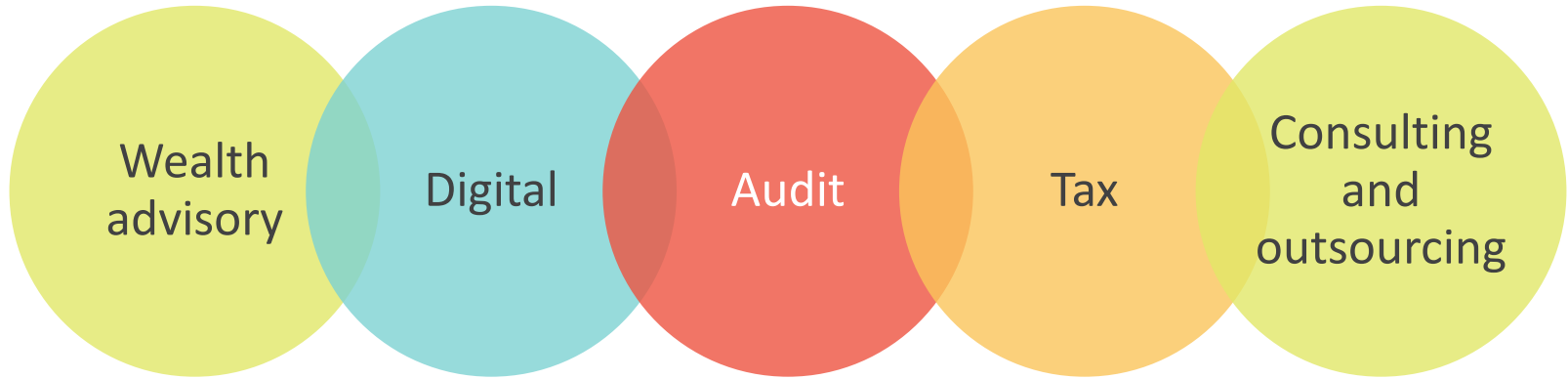
We respond in hours, not days; we follow through, protect our client data, and produce quality results



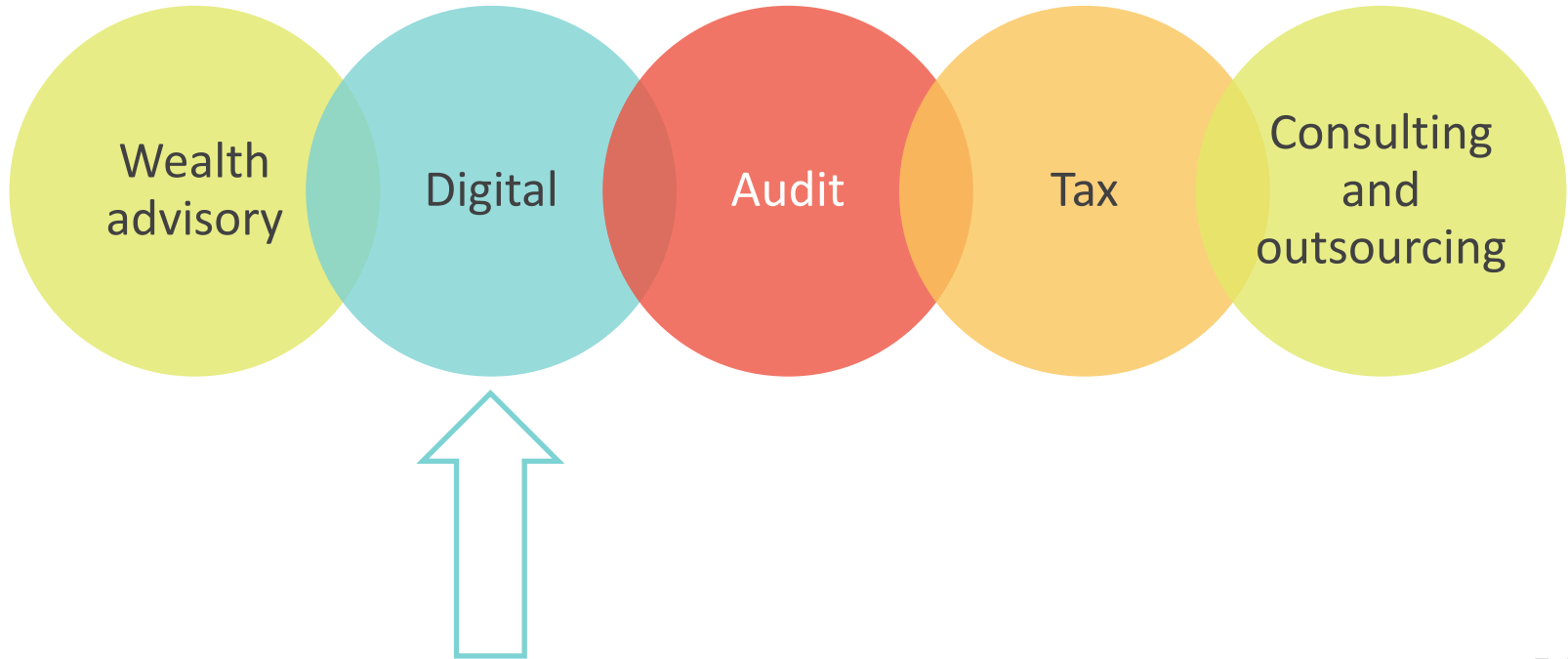
Facts: CLA The Basics



Helping You is Our Passion



Helping You is Our Passion





End in Mind

What is Digital?



What is a Digital Journey in Banking?

The learning, planning, and implementation of technology to improve existing processes, comply with new requirements, & meet the needs of your customers/members; all while improving bank performance.



Data ≠ Digital (kind of...)

While data is often discussed with digital it is not digital, on its own. The means by which data is generated, stored, and processed is generally digital.

Data is CRITICAL to the success of your digital journey and is best harnessed and interpreted through digital means.



Begin with Why...



Why should your company invest in digital?



Defined Project Management



Best practices on developing a digital journey map



Successfully managing change within your organization



Developing an innovation mindset

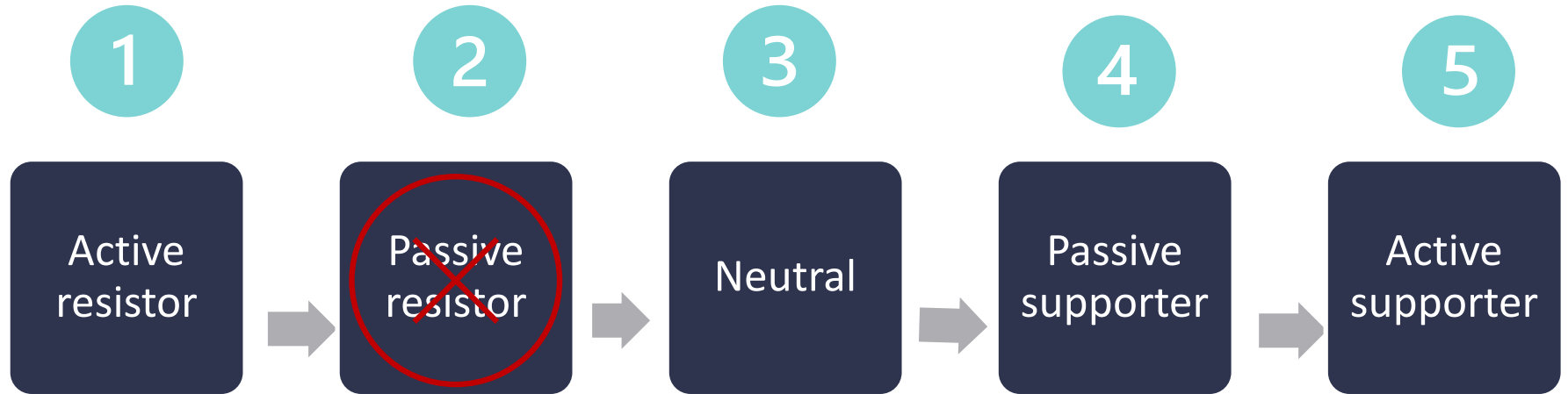
Change Management Rule



Your Digital Journey is less about technology and more about people.

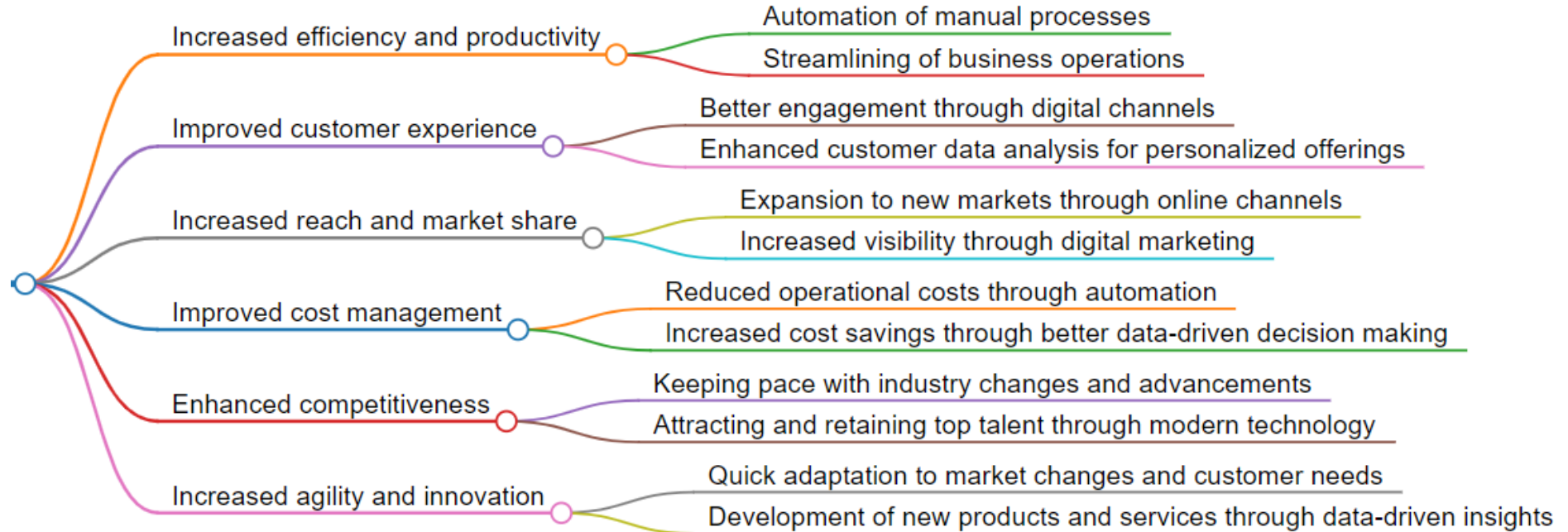


Support Continuum



Chat GPT

Why a Small Business Should Invest in its Digital Transformation Journey



Why Consider Investing in Digital?



- Drive Efficiency
- Improve customer experience (CX)
- Reduce costs
- Improve Decision Making
- Lower Risk
- Identify Issues (internal & external)
- Prevent/Identify/Mitigate Fraud

Polling Question

Which of the following areas of opportunity might apply to your organization related to your digital journey? (Check all that apply)

- Drive efficiency
- Improve customer experience (CX)
- Reduce costs
- Improve decision making
- Lower risk
- Identify issues (internal & external)
- Prevent/Identify/Mitigate Fraud
- All of the Above
- None of the Above



Current Digital Categories & Value Each Brings

- **Data-** provide deeper insights into bank performance & customer behaviors/preferences to drive strategy
- **Chatbots-** improve CX, expand availability (24x7x365), employee efficiency
- **Automation/AI/Machine Learning-** internal efficiencies of redundant & repeatable tasks, better CX
- **Faster Payment Infrastructure-** improved CX in settlement times (RTP, FedNow)
- **Fintech (general)-** fraud detection/mitigation/prevention, niche banking, less reliance on core providers, compliance
- **Cybersecurity-** employee/customer training, preventative & reactive, internal/external monitoring, protect bank/customer data



The Mechanics of Your Digital Journey

What to expect during a project:

- From your digital partner
- From your team



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Project Schedule

	Description	January	February	March	April	May	June	July	August	September	October	November	December
Design Optimization	KPI Identification & Consolidation												
	KPI Segmentation												
	BI Team Building / Training / Mentoring / Coaching												
Data Warehousing	Determine Infrastructure availability and licensing												
	Gather additional data warehousing requirements												
	Design data warehouse schema												
	Data warehouse build (Custom Tracker, QCube, Additional Applications)												
	Data warehouse testing												
Data warehouse deployment													
Dashboarding and Reporting	Create Board, Executive, and Department-level wireframes												
	Create prototype dashboards from the wireframes at the Board, Executive, and Department-level												
	Create wireframes and prototypes of non-dashboard reports												
	Begin dashboard build-out												
	Begin report build-out												
	Create ad-hoc reporting structure with Service Level Agreements (SLA's)												
	Test and deploy dashboards												
Test and deploy reports													
User Enablement	User-acceptance testing												
	Begin end-user training												
	Create and execute bug-fix/feature request process												
	Create and execute maintenance procedures												
	Business and technical documentation												
Complete end-user training													
Project/Change Management	Create change management plan												
	Execute change management plan												
	Create project management plan												
	On-going project management activities												



Polling Question

Does your institution have a digital roadmap in place?

- We've talked about it, but don't have anything formal yet
- We've started to develop the roadmap
- We have a roadmap, but are struggling following it
- We have a roadmap we're following



Digital Readiness Assessment

1

What Does a Digital Readiness Assessment Entail?

A systematic approach finds all the opportunities inside your data & processes and uncovers the initiatives with the greatest ROI. The assessment has three phases:

2

Discovery – Our team reviews your existing reports, dashboards, data sources, and infrastructure while collaborating with key stakeholders to understand your needs, goals, and challenges.

3

Development – Based on the discovery, we make recommendations, giving priority to those projects that deliver high value or quick wins.

4

Deliverables – You receive a current/future state illustration revealing how data will evolve after consolidating sources and streamlining processes.



Develop the How...



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Defined Project Management



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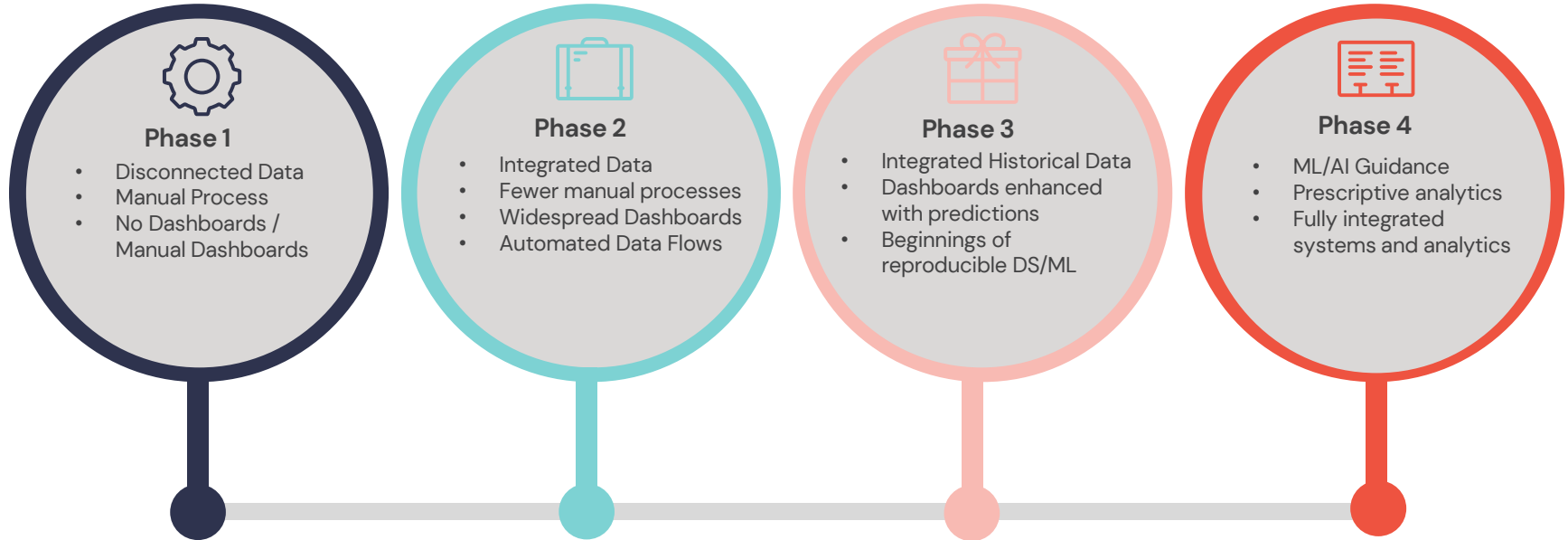
Successfully managing change within your organization



Developing an innovation mindset

Your Digital Journey

We meet you where you are



Assess Where You are On Your Journey

Urgent And Important	Important Not Urgent
Urgent Not Important	Not Doing Ever

- Start Anywhere.
- Go Everywhere.



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1. Bring everyone into the “why?”
2. Make communication the top priority
3. Chunk the project into manageable pieces
4. Celebrate every win with everyone



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What to expect during a project

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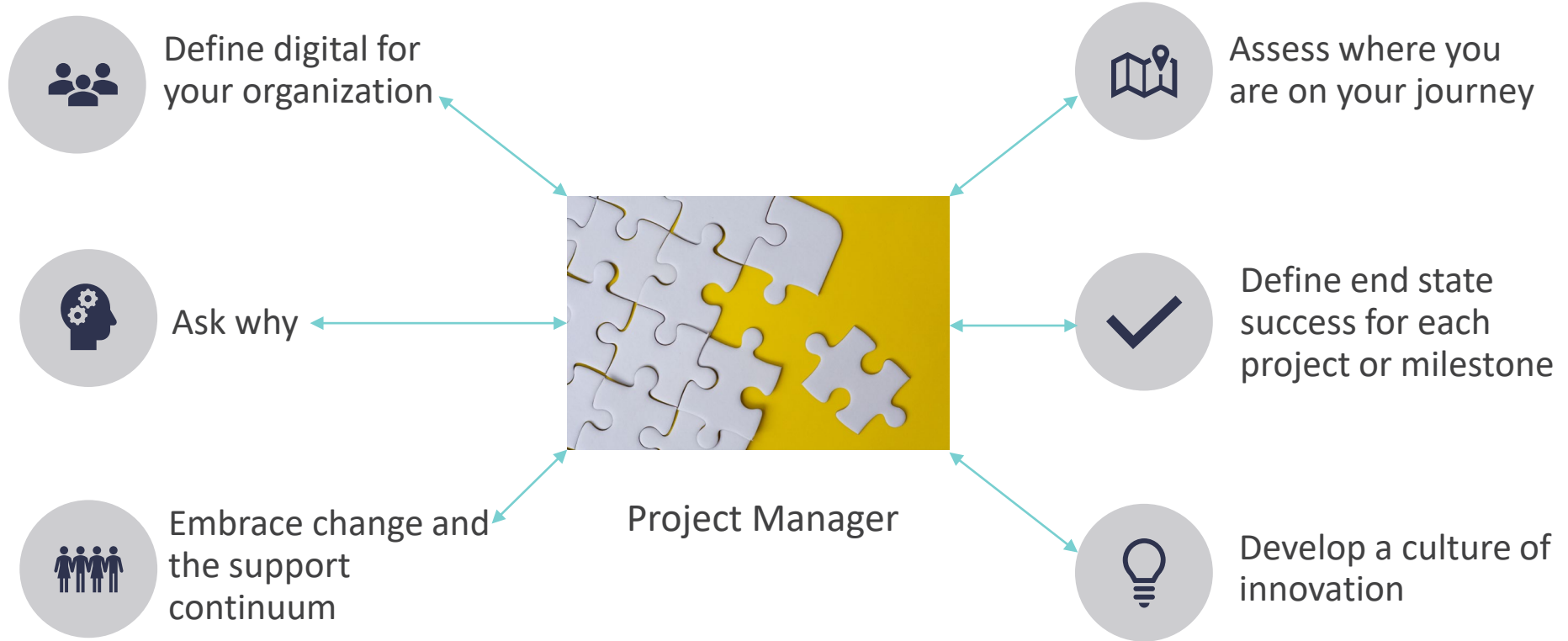


Develop Culture of Innovation in Your Institution

“The process of generating creative solutions to problems or opportunities that result in improved performance.”



Key Takeaways



Polling Question

After listening, what topic(s) are you going to take back to your bank for discussion?

- The importance of bringing digital into our overall strategy
- Developing/enhancing our digital journey map
- The importance of data to your overall journey
- Project Management
- Change Management



Polling Question

Would you like someone from CLA to contact you with more information on this topic?



Let's Connect!



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Scan to connect on LinkedIn

“I want to be contacted!” – one of our Digital Growth team members will reach out!

