

European Banking

Agile delivery in a traditional framework—easily achieved with Clarity™

Business

A digital direct bank enabling customers to better understand their daily financial life while giving them the opportunity to develop a clear understanding of where to save and what to invest in.

Challenge

The need to incrementally deliver solutions that optimize value within the framework of a multi-national owner and a highly regulated industry.

Solution

Hybrid working approaches enabled by a solution that can adapt to how they want to work.

Benefits

Value optimized solutions, delivered within a dynamic environment.



Client Profile

This digital direct bank's mission is to enable their customers to better understand their daily financial life—giving them the opportunity to develop a clear understanding of where to save and what to invest in.

Challenge

As a digital direct bank, it must be able to deliver value-driven, innovative solutions to customers and employees as quickly and efficiently as possible. But as a division of a major multi-national operating in one of the world's most highly regulated industries, the bank must also ensure it is always following well-defined processes and procedures.

At the same time, they must be able to adjust what they're working on based on an ever-evolving environment of customer expectations and market demands. They need the ability to change direction on a regular basis, moving funding from one investment to another if necessary, or continuing with further value-driven increments if required.

Solution

This bank has been using the Broadcom Clarity solution since 2007 and they know that its flexibility and support for customization allows them to work the way they need to—not the way that the tool requires. They are able to conduct the proposal, approval, and initiation of projects using the various regulatory frameworks and internal policy requirements of themselves and their parent—all from within the Clarity platform.

“Clarity gives us a single source of truth. It gives us one tool for project delivery and connects all our different investment types.”

– A Senior Team Head in Portfolio Management

Solution (cont.)

Once they have formal approval to develop and deliver the first piece of work—the minimally viable product (MVP)—they can seamlessly shift to a more agile way of working from within the same solution. When decisions are required on whether to approve an additional three- or six-month increment, or increments, that too can be sought and received within Clarity. And it all happens with complete transparency and an auditable record of what’s occurred.

In addition, the support from within Clarity for ideation and demand management allows for greater insight into what needs to be done and streamlines the process of moving innovations from idea to execution to delivery. It also helps with the planning of resources for future work.

Even after 15 years, the bank continues to expand its use of the Broadcom Clarity platform, seeking to add greater use of roadmapping and the new milestones and events functionality. In addition, they are looking to automate the generation of roadmaps based on changes to portfolio models for current and future periods.

Benefits

As a Senior Team Head in Portfolio Management, puts it: “Clarity gives us a single source of truth. It gives us one tool for project delivery and connects all our different investment types.”

With the Broadcom Clarity solution, the bank has the ability to work the way they want, rebuilding their strategy chain and designing custom objects to improve transparency and insight into all of their work. Their business model requires them to deliver innovative solutions to market to stay competitive in the direct digital space, and Clarity allows them to do that within the framework of their more traditional parent company.

Never satisfied with their current state, the bank is continuously looking for new ways to leverage the tool that has been supporting them for well over a decade. As a valued member of an engaged group of Broadcom clients, they continue to challenge the product team to add new features and functionality to achieve even more.