

Banks need sensible technology and sensitive technology partners to sustain, compete and grow

## CLIENTSPEAK

Testing plays a very important role and the testing team is globally responsible for second line of support as well as functional testing of all applications. We test each application or release in a separate phase and test environment to ensure controlled and secure implementation.

...[Working with PSI] has helped us tremendously in streamlining and structuring the testing process so that every new project can complete test cycles in a replicable way. The team is [now] enabled to work on different projects, each in different stage of release, resulting in flawless execution of the latest releases.

*Director,  
Production Support  
& Cross Channel Services  
Leading Global Bank*

## A TRUE SOLUTION INTEGRATOR

Our value proposition for Banking is supported by a full-service portfolio. PSI approaches banking needs as a solution integrator. We apply our domain-led service portfolio to put together for every client a sensible solution specific to each situation.

Our rich, domain-led experience in the business spans:

- **Corporate banking:** trade finance and factoring, cash management and treasury, commercial lending and credit
- **Retail banking:** branch automation, mortgage, channels
- **Payments:** check and cards processing, messaging, e.g. SWIFT/EDIFACT
- **Capital Markets:** money markets, custodial services.

PSI's domain-led expertise adds more value to your solution integration needs through our ready-use, functionality-rich banking components and technology frameworks. They help fill gaps in your application requirements, ensuring the bank's customers enjoy a single-window transaction environment, full functionality, and transparency.

But that's not all.

- Our **Business Process Management (BPM)** Center of Insight is dedicated to building PSI's capabilities in workflow and content management, in partnership with world leaders like Filenet and IBM.
- Our **Testing Center of Insight** continues to update our Test Automation Framework, which provides banks the opportunity of jump-starting their IV&V programs with quick ROI.
- With group company TransWorks, PSI offers **back-office transaction processing solutions**, customized to meet the strictest or most scalable of requirements.
- We provide management with decision support through increased visibility by linking disparate data sources. PSI's **Data Warehousing** expertise connects with a bank's core systems to make sense of huge data silos, enabling banks to build single customer views.



where  
Insight  
drives  
Value™

## CREATING VALUE: THE PSI WAY

PSI exerts clear thought leadership by drawing Value Maps for each of its focus markets based on our **Insight-to-Value** framework. This is underpinned by the belief that our offerings need to contribute to sustainable, profitable growth for clients. To do that, we derive our value propositions from insights into fundamental segment-level business drivers. PSI value propositions focus on the strategic response that our clients need to marshal and direct at these drivers.

	Business drivers	Insights to Value Propositions	PSI Offerings
<p><b>The PSI Corporate Banking Value Map</b></p> <p><i>Takes incisive and unique PSI insights about the segment-specific business drivers and imprints them into the 5 descriptors (the first pillar from left). Our objective is to thereby create comprehensive value propositions (the second pillar), linking insight to value.</i></p>	Customer Service Management	<ul style="list-style-type: none"> <li>• Single Customer View: Know Your Customer (KYC)</li> <li>• Single Enterprise View: Data Warehousing</li> <li>• Client Reporting</li> </ul>	Program Management
	Business Transformation	<ul style="list-style-type: none"> <li>• Business Process Management (BPM)</li> <li>• Enterprise Application Integration</li> <li>• Time-to-market: Point solutions, components, other assets</li> </ul>	Business Consulting
	Standards & Compliance	<ul style="list-style-type: none"> <li>• Global Trade Finance, Payments</li> <li>• Basel II, Sarbanes Oxley</li> <li>• Anti-Money Laundering, OFAC</li> </ul>	Package Implementation
	Enterprise Technology Strategy	<ul style="list-style-type: none"> <li>• Global Delivery &amp; Engagement Models</li> <li>• Portfolio Rationalization</li> <li>• Business Technology Optimization</li> </ul>	Independent Verification & Validation
	Operational Efficiency	<ul style="list-style-type: none"> <li>• Straight Through Processing (STP)</li> <li>• Domain-led QA &amp; Testing</li> <li>• Back-Office Transaction Processing</li> </ul>	Application Development, Enhancement & Maintenance
			Business Process Outsourcing
			Professional Staffing
			Infrastructure Management

PSI is a **Solution Integrator to the Financial Supply Chain**. Our strategic solutions offer Corporate Banks the benefit of our domain-driven solution integration services, e.g. customization, integration and implementation. We jump-start our clients' trade services IT programs with end-to-end domain-led IV&V solutions. Today, industry-leading banks are leveraging PSI's domain and technology expertise in Corporate Banking to strengthen their value offerings to their customers.



*Drawing on our Value Map, vast experience and full-service portfolio, PSI designed the TradeFree™ solution suite. It comprises of components, consulting and services to support a corporate bank's trade services offerings. TradeFree™ is anchored by our domain-led approach and is extremely powerful for Banks and Financial Institutions when planning enterprise transformation engagements.*

Write to [info@psidata.com](mailto:info@psidata.com) for more information or to meet up with a PSI representative.

### ABOUT PSI

PSI Data Systems Limited is the Information Technology business of the Aditya Birla Group, one of India's largest industrial conglomerates. PSI is a best-in-class solutions company serving Financial Services and the High Tech markets, globally. PSI operates offices in the USA, Europe, Japan and delivery centers in India.

