

CLUSTER ABM CHEAT SHEET: BANKING



From blockchain and fintech to AI and biometrics, revolutionary change is underway in the banking industry. Selling enterprise technology to banks requires a tailored message that will align your solution with evolving regulatory issues, cyber risk and digital transformation initiatives.

Bank of America

Don't miss out on the \$16 billion **Bank of America** spends on technology and operations each year. Priority areas include digital enhancements for their 36M online users. They have their own cloud, but have invested in multitenant cloud offerings like Workday, Salesforce, and Oracle. BofA clients recently met Erica, the bank's virtual financial assistant.

J.P.Morgan

CIO Lori Beer oversees \$11 billion in IT spend, with \$600M each year on cybersecurity alone. Blockchain, AI, and data analytics are among their key priorities. As the most visited online banking portal, **J.P. Morgan** needs your help to deliver a compelling online UX for their 47 million digital banking customers.



CEO Michael Corbat has earmarked 20% of **Citigroup's** total expense budget for technology spend – more than \$8 billion. In the last 5 years Citigroup has seen a 30% reduction in branches. To fend off fintech competitors, Citi wants to offer their customers the ability to conduct all banking activities through Citi's mobile app. How can you enhance and protect this digital platform?

WELLS FARGO

Wells Fargo needs your help keeping up with ever-changing customer preferences. They are investing in AI and machine learning, including a new predictive banking feature, and have launched AI-powered chatbots on the Wells Fargo Facebook page. Improving the customer interface and digital experience as key focus areas in 2019.



Royal Bank of Canada

Royal Bank of Canada wants to add 2.5 million new customers in the next 5 years. They'll invest over \$3.2 billion in technologies like artificial intelligence and digital banking. RBC feels they can also recognize over \$1 billion in cost savings from improved automation and consolidation of existing systems. Can your solutions help meet that goal?

Themes that will resonate with all banking prospects in 2019:

- ✓ Improving the digital experience
- ✓ Mitigating cyber risk
- ✓ Complying with regulatory issues
- ✓ Leveraging investments made in core systems, while embracing new solutions in the cloud
- ✓ AI, IoT, RPA, Blockchain...how can you help?

Seeking ABM insights and introductions to your top enterprise prospects?



LeadBridge provides enterprise account profiles that power ABM and accelerate the complex sales cycle. We've helped 100+ sales and marketing teams penetrate their largest prospects across North America. [Learn more.](#)

www.leadbridgereports.com | sales@leadbridgepartners.com