



FORWARD BANKING: THE FIRST IMPRESSION (OF VALUE) COUNTS THE MOST

Challenge

CIMB Group is a leading player in the Malaysian market, rapidly expanding its footprint in the extremely competitive ASEAN Financial Services market through organic and inorganic growth. The Group needed to standardize its business processes while incorporating regional and cultural differences to accommodate the needs of their market base, create business values that separated them from their competition and deliver creative solutions economically.

Solution

CIMB Group developed a “hybrid methodology” using ARIS Business Process Management and Lean Six Sigma technologies to create workable business solutions that they could apply across the organization. As a result, the Group has been able to make a positive first impression on their customers, increase their new product acceptance rate and manage previously unmanageable business challenges in their complex market, with impressive results.

Benefits

- Reduced time to open a new account from 2 hours to just 8 minutes
- Realized annual cost savings up to 10% by implementing process improvements
- Increased new product acceptance rate far above expectations
- Cut development time in half
- Generated ROI between 120% to 150%



CIMB Group, Malaysia's second largest financial services provider, is one of Southeast Asia's leading universal banking groups. It offers consumer, investment and Islamic banking; asset management, and insurance products and services under three main brand entities: CIMB Bank, CIMB Investment Bank and CIMB Islamic. Headquartered in Kuala Lumpur, the Group has a strong presence in Asia with key operations in Malaysia, Indonesia, Singapore and Thailand and significant investments in other Asian banks; as well as internationally with offices in Hong Kong, Bahrain, London and New York. As of Dec 2010, their market capitalization was close to RM63.2 billion; and they employ over 37,000 people in 12 countries.

Get There Faster.™



“We know at CIMB that you don’t always have to make large investments in order to transform your business services. We have delivered economical solutions that **create significant value simply by leveraging efficient and effective technologies, methodologies and execution.”**

Iswaraan Suppiah | Head of Group Information & Operations | CIMB Group, Malaysia

Transforming first impressions

CIMB Group’s business vision is clear—to be Southeast Asia’s most valued universal bank, creating more value for their customers through forward thinking. In January 2008, they began a five-year overall transformation initiative to align their sales, services and IT architecture to better support their expanding needs as a regional universal bank. Leveraging the ARIS Business Process Management (BPM) and Lean Six Sigma methodologies, the Group identified and defined key priorities for their transformation. One of the main concerns was to improve the process for opening a new bank account, in order to create a more positive first impression with their customers.

Time for lunch?

Prior to the transformation work, the account opening process varied widely across CIMB Bank’s retail network in the region—from 45 minutes up to two hours, and in some cases customers were unable to use their new accounts until the next business day. However, Project NASA (New Account Opening Services and Architecture) has changed all that, making it possible now for customers to open a new account during their lunch break—and still have time for lunch!

With NASA the process of opening an account is simplified, integrated into a single electronic screen that automatically populates required personal details from a customer’s MyKad card, the electronic identification card issued by the Malaysian government. As a result, new CIMB Bank customers can open a bank deposit account in only fifteen minutes—and existing customers in just eight!

Lasting effects

The new paperless process not only increases productivity but also incorporates all fraud-mitigating measures and on-the-spot credit checks. For customers, the improved process is not only more efficient; it is also more personal and has dramatically improved their initial experiences with CIMB. The results are tangible. Besides realizing cost savings of almost 10 percent annually with the new process; several new treasury and investment products launched post-NASA have had a much higher product acceptance rate because many new customers’ first impression of CIMB was quite positive.

Leveraging powerful methodologies

CIMB Group deeply integrates two powerful methodologies into its organization, ARIS BPM and Lean Six Sigma. These are used in defining their five-year transformation initiative and to reengineer their new account opening process. This “hybrid methodology” helps the Group overcome business process gaps and eliminate non-value added activities. This has also enabled them to accelerate deployment of smaller-scale projects, such as check processing enhancements and implementation of regulatory requirements.

By using ARIS, CIMB is able to efficiently and effectively regulate and improve its key business processes for core banking, over-the-counter transactions and cash management, as well as standardize its operating platform across regions and cultures. Now CIMB can easily visualize, model and communicate how their business processes operate from end-to-end, how the processes differ regionally and how differences should be managed.

A promise delivered

For CIMB, the promise of ARIS means many things, including a much faster new product time-to-market and significant cost reductions. CIMB estimates, for example, that it would have cost at least three times more to launch NASA without using ARIS. Using ARIS has also helped the company meet key KPIs, and for every \$1 they spend, CIMB has already seen a \$12 to \$15 return on investment. Simply said...it’s a vision for value—delivered.

KEY COMPONENTS

ARIS Design Platform, including ARIS Business Designer, ARIS Business Architect and ARIS Business Publisher, was used to transform CIMB’s business, enabling them to cut their development time in half, visualize and communicate key business processes end-to-end enterprise-wide and manage complex rollouts across regions without losing the ability to adjust for cultural variations.

ABOUT SOFTWARE AG

Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We offer our customers end-to-end Business Process Management (BPM) solutions delivering low Total-Cost-of-Ownership and high ease of use. Our industry-leading brands, ARIS, webMethods, Adabas, Natural, CentraSite and IDS Scheer Consulting, represent a unique portfolio encompassing: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

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