



Banking

How can you accurately identify and evaluate opportunities in the banking industry in order to build successful growth strategies?

Gartner Banking Industry Advisory Service With Dataquest for Technology Vendors provides deep market insight into the market dynamics and user wants and needs in the financial institutions that provide retail and wholesale banking, deposits, credit and lending.

Gartner Banking Industry Advisory Service With Dataquest for Technology Vendors draws on a unique combination of supply-side market analysis from Gartner Dataquest® with the demand-side insight from Gartner Core Research and Industry Advisory Services for Technology Users. It provides industry-specific business planning statistics, forecasts and competitive analysis, combined with detailed insight into business and technology trends in the banking industry, emerging technologies that support banking industry processes, and applications of existing technologies in this industry.

Clients are able to use the service to develop customer segmentation and effective go-to-market strategies, better differentiate themselves, develop expansion strategies, innovate service content and packaging strategies and more effectively sell, market and deliver IT solutions within the banking industry.

Our insight can help you with:

- Identifying the key current and emerging growth opportunities within the banking industry.
- Mapping your solutions offerings to enterprise investment plans for specific solutions areas such as core banking and retail delivery.
- Evaluating and positioning your outsourcing offerings, in light of a strong preference for global service delivery and the movement from mega to selective outsourcing deals.
- Integrating global service delivery into IT services and solutions.
- Segmenting business process outsourcing into addressable market opportunities, such as mortgages and payment processes.
- Identifying how IT spending and market opportunities differ by product line, region and country.

Gartner Banking Industry Advisory Service With Dataquest for Technology Vendors is designed for senior business management in all technology vendors and services firms who are planning and implementing growth strategies in the banking industry.

The service provides timely, accurate and actionable research and consulting services to technology vendors and services firms. It focuses on identifying and evaluating industry-specific opportunities for IT solutions, including computer hardware, software, communications, traditional maintenance support and professional services.

Gartner Solutions

Industry Metrics

- IT spending and growth data, segmented by region and country.
- Market share estimates identify the market leaders that are driving the market.

Industry Trends

- Analysis of key market events and product/technology trends.
- Focus Reports provide in-depth analysis on hot topics relevant to vendors.
- Industry frameworks include segmentation and IT solutions maps, industry Hype Cycles, outsourcing adoption maps, competitive landscape analysis, key influencer and C-level messaging maps.

User Insight

- User research and analysis help clients understand end-user challenges and opportunities and Gartner recommendations through published research, Hype Cycles, industry Magic Quadrants, First Takes, and teleconferences.

Inquiry

- Through inquiry, clients have access to some of the brightest minds in the industry. Gartner analysts assist clients in applying thought-leading research to their specific environment, becoming an extension of their specialist staff.

Key Research Coverage

- Trends in direction of technology and associated spending
- Technologies and applications that make up the foundational applications in banking—e.g., trading desk, administration platforms and distribution solutions
- Cross-industry technology trends that impact banking—e.g., business process management (BPM) tools; when and how will they aid multichannel integration?
- Technology-enabled business models and practices that improve business results and competitive positioning—e.g., the changing role of payments, profitable organic growth strategies such as bank branch renewal
- Industry proven practices that deliver measured business outcomes through the use of information technology to meet strategic business objectives—e.g., predictive modeling, channel integration in financial services

For more information, including published research and analyst biographies, visit gartner.com.

Key issues addressed by Gartner Banking Industry Advisory Service With Dataquest for Technology Vendors

Business Issues

- What technologies, business processes and IT services are the key components of banking solutions?
- What are the buying behaviors, and how are they changing?
- What are the most effective go-to-market strategies?
- What market dynamics are driving growth, change and innovation?
- What is the competitive landscape?
- How will industry consolidation impact IT spending and opportunities?
- What are the best practices in partnering?
- How should market entry and exit decisions be made?

Customer Issues

Front Office

- What are the leading trends and technologies that impact key channels such as branch, relationship officer, contact center, online, IVR, etc.?
- What will multichannel integration mean for next-generation banking strategies?

Back Office

- How can back offices reduce cost and achieve greater agility?

Fraud, Risk, Regulation and Compliance

- How can banks create value by better managing risk and complying with regulatory requirements? What are the right tools and techniques to protect the enterprise?

Payments

- How can banks protect and grow revenue from existing payment services, and where are new revenue-producing opportunities? What are emerging competitive payment innovations, and what is the forecast for their adoption and impact?

Sourcing

- What strategies and options should banks consider as alternatives to operating their own bank-specific business processes?