



FINANCIAL SERVICES PRODUCT INNOVATION FACTORY

ACCELERATING THE «IDEAS TO SALES» LIFECYCLE



**HOW CAN YOU
DEVELOP INSIGHT AND
FOSTER INNOVATION
DESPITE INCREASING
REGULATORY AND
DATA COMPLEXITY?**

The Product Innovation Factory is a strategic enterprise asset that integrates and extends the value of existing investments elevating customer and employee satisfaction.

It improves operational efficiency, regulatory compliance and most importantly increasing the speed and agility of bringing new products to market.

ACCELERATING IDEAS TO SALES

The **Product Innovation Factory** powered by the Dassault Systemes **3DEXPERIENCE** platform dramatically accelerates the lifecycle of ideas to sales across **Banking, Fund Management** and **Insurance**.

An innovative web-based software platform by which financial services organizations **collaborate** internally and externally to holistically **transform** and **manage** the complete product conception, development and market entry process.



Social Insight

Communities linking employees the world over foster the ability to discover real-time insights from both inside and outside the company about customers, competition and regulations to trigger ideas for new solutions.

Unified Collaborative Processes

Execution is at the heart of the Product Innovation Factory with a living, actionable referential of the company's products and services. Orchestrated processes operating within a social and collaborative environment link the right people and content at the right time while capturing and protecting intellectual property.

Key Benefits

Systematic **Productivity** and **Innovation** to

- Reduce TIME to market
- Increase TRANSPARENCY
- Increase portfolio PROFIT
- Mitigate operational RISKS

Closing the Loop

Geographically dispersed executives have real-time access to the complete product pipeline from Ideas to Sales. Similarly, sales professionals are able to quickly respond to both retail and institutional client requirements enhancing customer satisfaction and nurturing profitable business relationships.

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