

**Case Study**  
**Market Entry Support on US Retail Banking to a**  
**Consulting Firm**



# Case Study

## Market Entry Support on US Retail Banking to a Consulting Firm



### About the Client



- Multinational business and IT consulting firm, with headquarters in UK
- Brand presence and a reputation for consistency drives business performance, through the deployment of technology

### Client Objectives / Goals



- Understand the US market dynamics post 2008 crisis
- Develop an approach to ensure cost effectiveness in the banking business
- Develop a long term business plan to enter and sustain as a service provider to the US retail banking industry

### Approach and Methodology



- We established four key areas for analysis – Payments, Cards, Mortgagees and Cash Management (ATMs)
- The team conducted a thorough review of the US banking industry and sub-markets to identify the institutions that met client criteria. We analysed industry trends, growth drivers, consumer preferences and behaviour, IT trends and key IT vendors
- We identified the segments, where banks would require consulting services
- The team conducted news search to retrieve information on any cost-cutting measures undertaken by the target banks, including job cuts/layoffs
- We created “Power maps” with information on the management personnel of each bank to be contacted for pitching consulting services

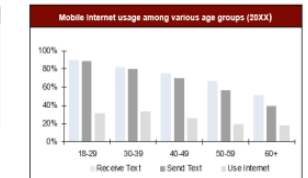
### Sample Output



#### Gen-Y to drive mobile and online payments

Online transaction	20XX	20XX
Pay online	33%	33%
Payment check	33%	33%
Pay at least 1 bill online		
• Online bank site	33%	33%
• Biller website	53%	53%

Source: Federal Reserve, Boston



Source: Callahan & Associates Mobile Banking Survey 800-468-7453

US Region (2007)	% of users
West	73%
South	73%
North-East	73%
Midwest	73%

Source: Federal Reserve, Boston

Demographics	Impacting payments
Aging population 65+	Acceptance of electronics will remain low; have more money
Boomers	73% of households: at least one cell phone; use of debit/credit card will continue to expand
Gen Y	Will continue to avoid brick & mortar; will do anything electronic; not much money

Source: Federal Reserve, Callahan & Associates Report

### Results / Value-add



Client shortlisted the target companies for new business development, based on our findings

Helped the client gain insights on key industry trends and challenges faced by various segments of the US retail banks