

# *Challenging status quo in banking*

*- A practitioner's story from MobileLife, Danske Bank*

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## TODAY'S TALK ...

- Perspectives on digitalization – opportunities and threats
  - *How to strategically navigate ambiguity in long-term business model*
- Example from financial sector
  - *A practitioner's tale from establishing innovation hub with a two-tiered purpose*

## WHERE IT ALL STARTED ...



NEW  
TECHNOLOGY



CHANGED  
REGULATIONS



CHANGE IN  
USER BEHAVIOUR

# NEW START-UPS ARE CONTINUOUSLY EMERGING, MAKING THE FINTECH SCENE MORE CROWDED

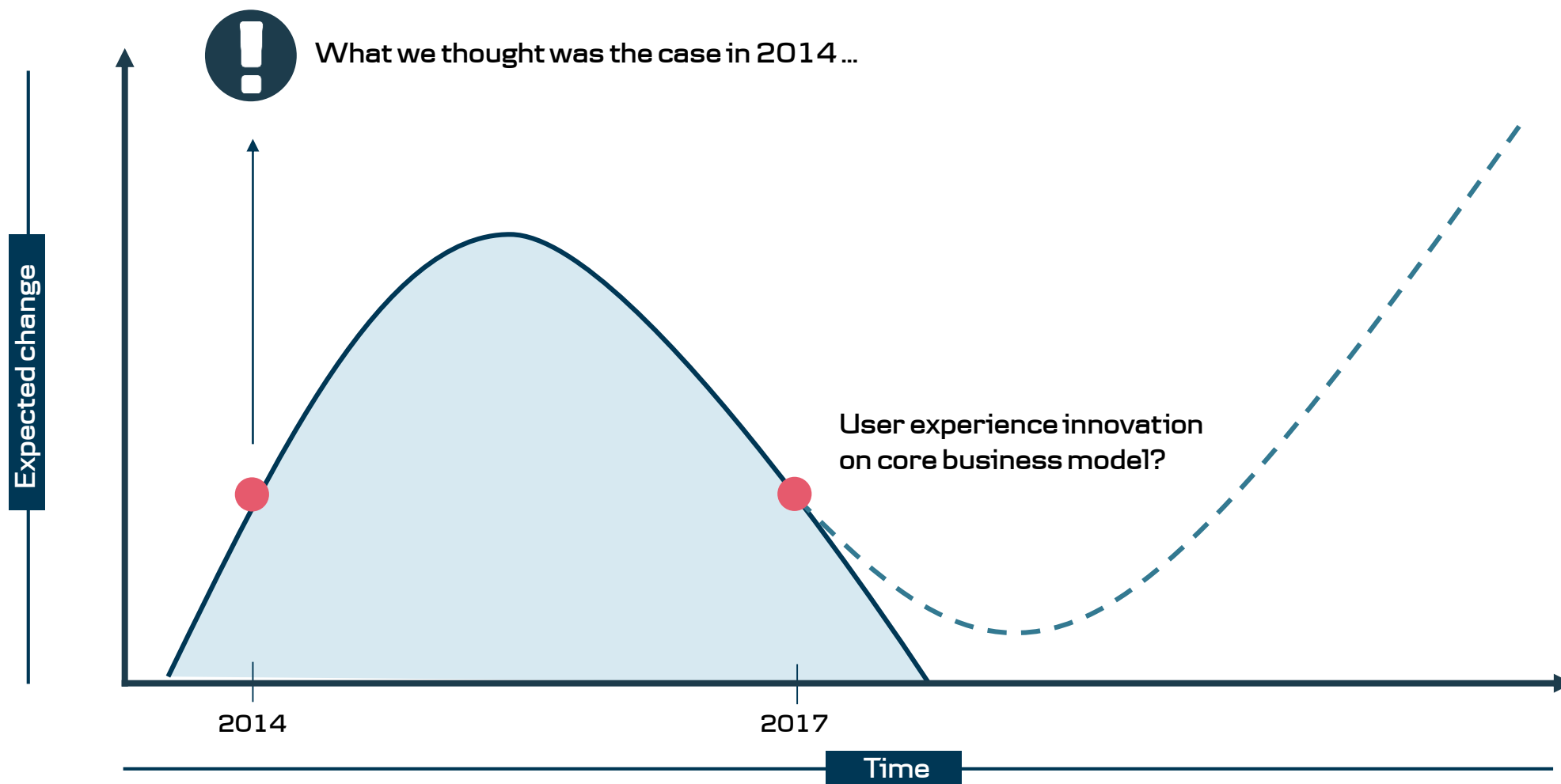




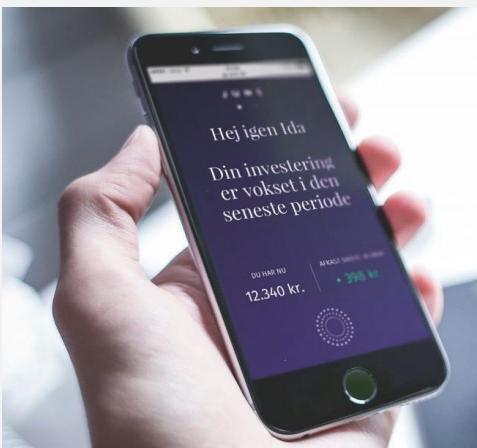


WILL BANKS PREVAIL?

# ... SO WHAT KIND OF BUSINESS MODEL WILL WE BE LOOKING AT?



# WHAT WE KNOW ABOUT THE FUTURE BANKING MODEL



Continuous increase in customers' expectations to better digital services



Need to innovate banking operating model to step change cost-to-serve



Increasing customer attrition with customers being less hesitant about changing provider



Banks still hold the advantage of trust despite an increasing number of new players in the field



Use of advanced analytics, robotics and AI is crucial to support frictionless CX and efficient processes



# WHAT WE DO NOT KNOW ABOUT THE FUTURE BANKING MODEL



The speed of which new competitive FinTech companies enter the market and their capabilities



The extent to which BigTechs will take over more core functions from the banking industry and be able to monetize their solutions



*"[...] there are also unknown unknowns."*

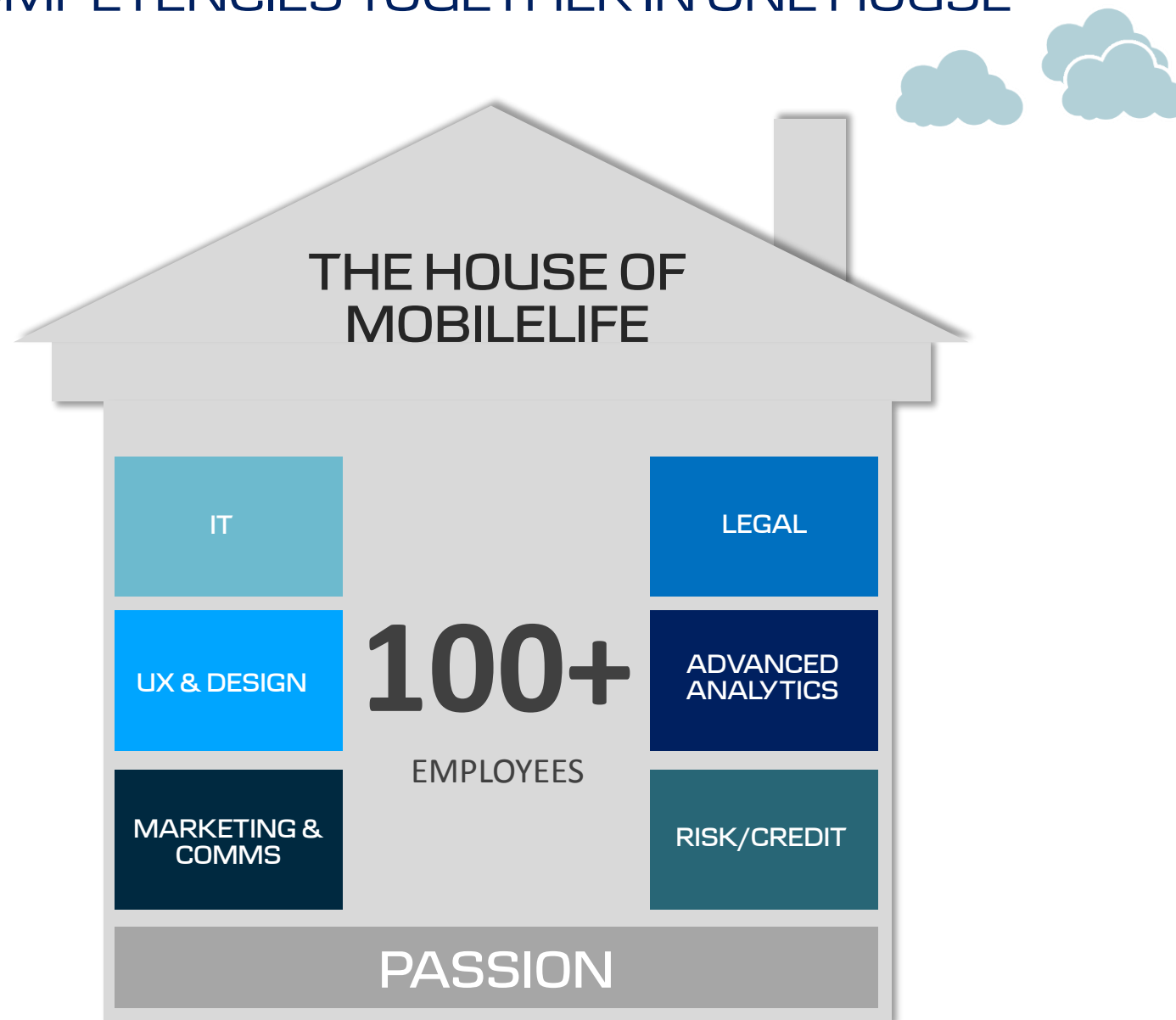
- Donald Rumsfeld



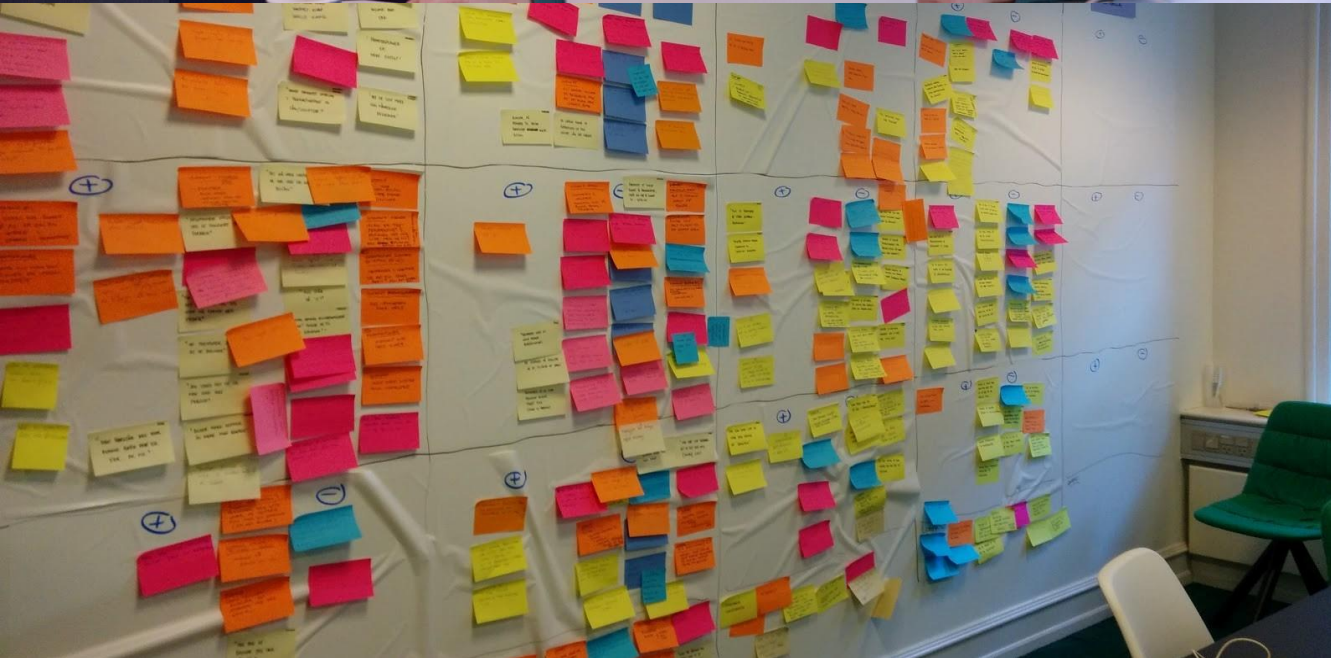


WE NEED TO EITHER  
**RE-ENGINEER** OR **RETHINK** BANKING

WE RE-LOCATED IN ORDER TO FUEL ENTREPRENEURIAL THINKING  
& BRING NEW COMPETENCIES TOGETHER IN ONE HOUSE









THREE OVERALL ELEMENTS HAVE BEEN CRUCIAL IN OUR JOURNEY ...



MANDATE &  
GOVERNANCE

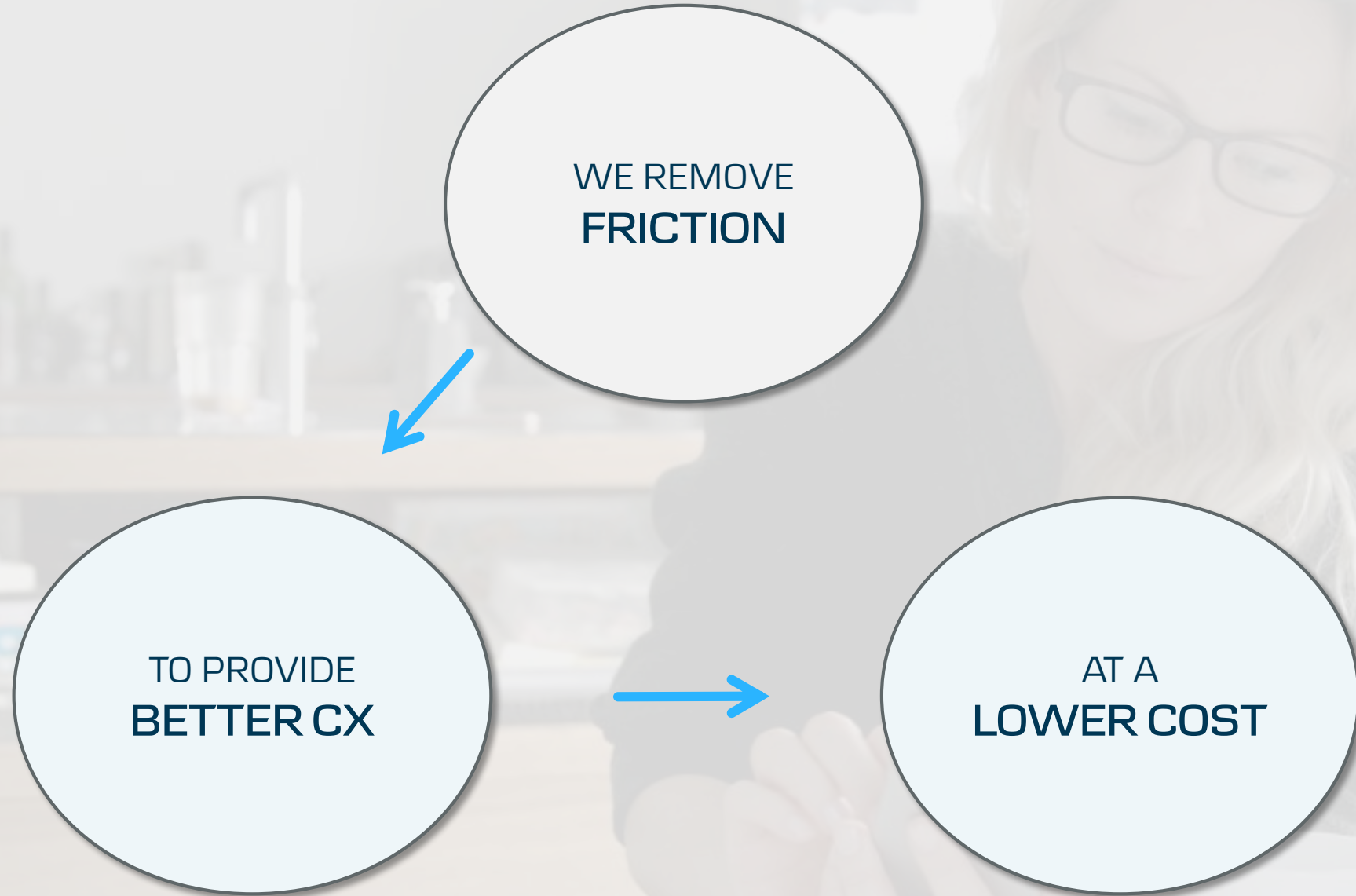


WAYS OF  
WORKING &  
TALENT



TECHNOLOGY

WE FOCUS ON TWO WINNING PARAMETERS WHEN WE DEVELOP PRODUCTS,  
BENEFICIAL TO BOTH CUSTOMERS & THE CORE BUSINESS

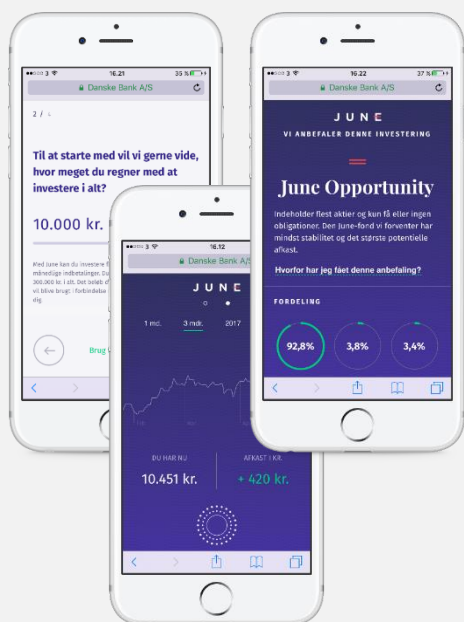


# PRODUCT INTRODUCTION: JUNE & OUR SUNDAY PRODUCT UNIVERSE

## JUNE™

### Digital investment

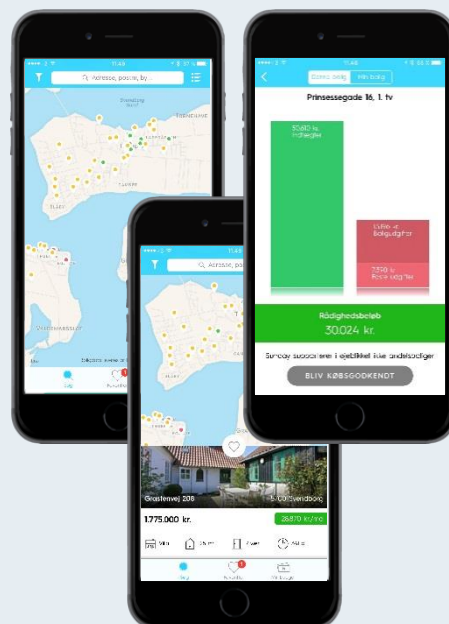
Making investment simple, transparent and accessible for everyone



## sundaygo

### Search

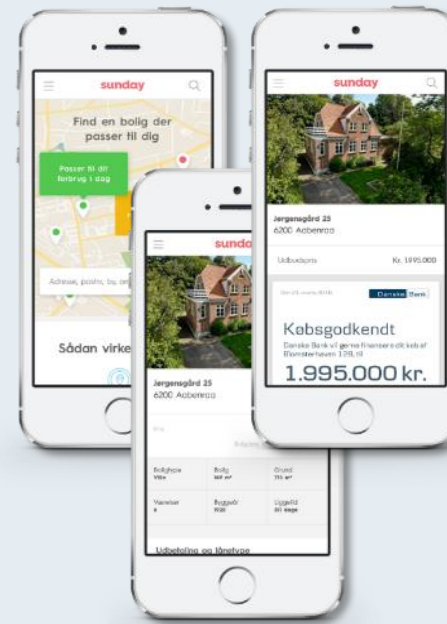
Our service for finding a new home on mobile and web



## sunday

### Buy

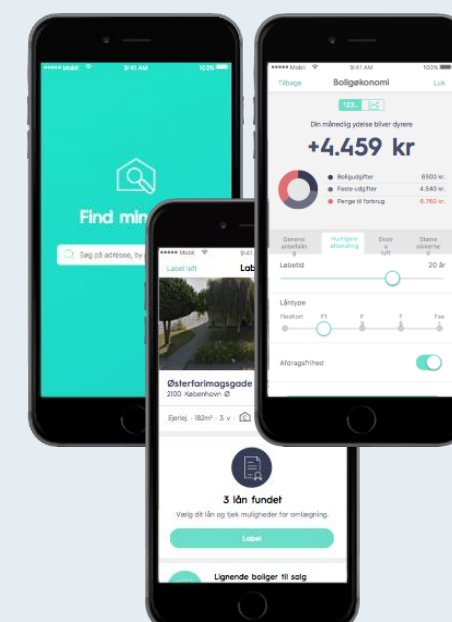
Understand your financial situation. Get instant purchase approval and loan



## sundayown

### Own

Follow your home value, instantly re-mortgage or get a supplementary loan





SUNDAY CAN BE USED BOTH TO RE-ENGINEER AND TO RE-THINK BANKING

