



Appian for Financial Services: Product Launch Management

Shortening time to market for new products and services enables financial institutions to expand market share, grow customer share-of-wallet, and compete in the marketplace. Whether it is a consumer banking launch of a new payment service, a commercial banking new credit product, or a wealth management new robo-advising offering, financial institutions must be able to seamlessly manage the full lifecycle from concept to post-launch monitoring and optimization.

However, monitoring product launches is complex and involves collaboration across many stakeholders and systems. There is often a disconnect between product development and the rest of the business, including marketing, sales, and the C-suite. Even the most innovative products and services can struggle in the marketplace without an effective launch process, making it critical for internal stakeholders to effectively collaborate to ensure success.

How do leading financial institutions operationalize the business of innovation while ensuring policy and procedure rules are executed consistently?

Meet the challenge.

A well-planned, well-executed launch management process helps financial institutions streamline their product portfolio and increase revenue based on the new products.

With the Appian Low-Code Platform, financial institutions can easily manage the full lifecycle of launching new banking products and services from concept to post-launch monitoring and optimization.

Improve product launch with:

- **Real-time monitoring** of product launch processes, tasks, and statuses.
- **Accelerated time to value** through streamlined processes and orchestrated launch tasks.
- **Greater visibility and control** of country-specific launch sequences and regulations.

Centralize and coordinate the complete product launch process.

Increase control to comply with regulations and reduce risk.

Reduce time to market by streamlining launch activities.

Gain visibility of creation, testing, and monitoring post-launch effectiveness.

Focus.

Orchestrate product launch activities to bring products to market faster with an application that allows you to:

- Reduce the product launch cycle and time-to-market by leveraging intelligent automation.
- Create product profiles that map to customer target profiles.
- Manage sunset of products and services.

Take control.

Quickly build, deploy, and scale new product initiatives with enterprise solutions, including:

- Campaign management.
- Marketing content management.
- Sales automation and marketing management.
- Deal initiation and review.
- Product hub 360.
- Bespoke complex pricing management.

Prepare for the future.

Pressure is mounting to deliver innovation in financial services.

It takes speed and power to deliver transformational solutions. The Appian Low-Code Platform provides both, while leveraging your legacy IT investments.

With Appian, financial institutions can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes, end-to-end, without limitations.

Leaders in financial services trust Appian.

ALLAN GRAY

 CME Group



 Santander

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Realize the benefits of Appian to transform your product launch management. Learn more at: appian.com/finserv.

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Appian is the unified platform for change. We accelerate customers' businesses by discovering, designing, and automating their most important processes. The Appian Low-Code Platform combines the key capabilities needed to get work done faster, Process Mining + Workflow + Automation, in a unified low-code platform. Appian is open, enterprise-grade, and trusted by industry leaders. For more information, visit appian.com/finserv.