

# ■ CLIENT LIFECYCLE MANAGEMENT



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Are you struggling with defining Client Lifecycle Management to your key stakeholders in a way that means something to your organisation?

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Have you selected technology providers to help drive your outcomes but still aren't clear on the roadmap that best helps drive your requirements?

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Do you know the operating model you want to build for CLM but getting into the nuts-and-bolts of delivery is proving difficult?

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Are you struggling to navigate the multiple teams, countries and global stakeholders to get agreement to the approach and plan?

Are you spending all your time coaching internal client teams on your product and processes for implementation?

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Are you constantly under pressure to meet reduced cost targets yet know that ensuring you meet business outcomes as well is just as important?

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Are your on-boarding teams consistently falling short on meeting business expectations and setting up manageable, end to end service levels hasn't been top of your agenda?

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**"Leveraging our experience as senior industry banking veterans, we help share knowledge from large and complex businesses to help transform how growth businesses work."**

**SEAN VICKERS**  
Managing Partner

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**■ SOUND FAMILIAR?**

A decorative graphic at the bottom of the page consisting of overlapping geometric shapes in yellow, green, blue, and purple, creating a modern, abstract design.

## We have a proven track record in helping Financial Institutions prepare for delivery of their chosen CLM platform

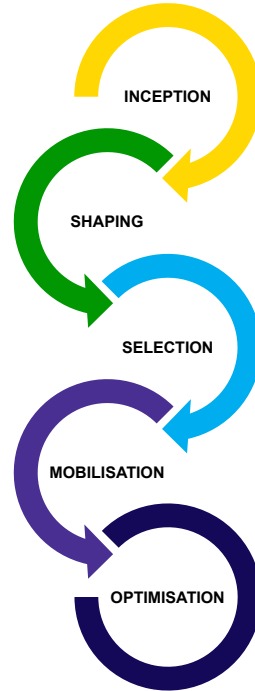
– Our approach to shaping will normally take between 8 to 10 weeks, depending on the complexity of the organisation

– Through workshops and 1:1 meetings we will ensure the business case has been reviewed and documented, initial scope agreed and that there is sufficient understanding of how the current state maps against the new platform

– We document findings working with you and your teams to ensure the project can move smoothly into execution, without re-working key deliverables

– We work in partnership with you and ensure the client's project teams are upskilled through the initial phases, maintaining a consistent lead throughout the project

## OUR APPROACH



## WHAT AURORA BRING TO BUSINESS CHANGE

First-hand knowledge of setting global on-boarding operations aligned to business outcomes

– Customer-First view with Financial Crime and regulatory obligations at the heart of the business

– Current state CLM model reviewed against our baseline to provide a first view of risks and opportunities

– Best practise knowledge to enable quick-turnaround to define target state operating model, requirements and roadmap

– Proven track record in helping Financial Institutions prepare for delivery of their chosen CLM platform

Shaping can take a little as 8 weeks to determine target state operating model

– Support to review and document business case, initial scope and sufficient understanding of current state against the new environment

– Work alongside to document findings so project moves smoothly into Execution, without re-working key deliverables

– We work in partnership and upskill the project teams through each phase

## THE TEAM



✓ It is clear and apparent how your Client Lifecycle Management operating model supports your clients and product lines to achieve the outcomes they need

✓ The business is driving economies of scale using opportunities to centralize, outsource and offshore

✓ The regulatory agenda is well managed and delivered through proven and supported technology platforms

✓ The CLM model delivers a single, global view of the customer, enabling global engagement with your clients

✓ Risk decisions are auditable and governed through the use of managed and documented, automated workflows

✓ Technology and data strategies align to the business operating model, driving business outcomes, supporting measurable service levels

✓ Programme plans are aligned across multiple streams with shared visibility of business impacts

✓ Projects are delivering outcomes across business cases to ensure delivery of the overall strategy

✓ Rollout of policy, procedures and supporting technology and operating model changes is aligned and cohesive avoiding deterioration in business as usual activity



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**MATTHEW BENHAM**  
Managing Partner

## ■ WHERE ARE YOU ON YOUR JOURNEY?

**Our first stage of the process includes assessing and agreeing a programme of work**

### KEY OUTCOMES

- ✓ Syndicated Vision
- ✓ Articulated Benefits
- ✓ Engaged Stakeholders
- ✓ Baselined Current State:
  - Operating model
  - Systems
  - Data
  - Policy and Regulation

### THE TEAM



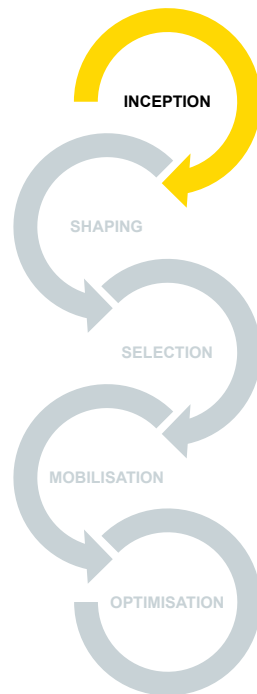
Lead



Architect



Strategist



### ACTIVITIES

- ✓ Agree program vision and objectives
- ✓ Agree program roadmapping & scope
- ✓ Document Current Operating Model
- ✓ Current state of policy and regulations
- ✓ Current state of systems and data architecture
- ✓ Assess and prioritise pain points
- ✓ Assess potential benefits
- ✓ Draft and agree Business Case
- ✓ Stakeholder selection and engagement
- ✓ Creation of governance model

10

DAY REVIEW

03

WEEK PERIOD

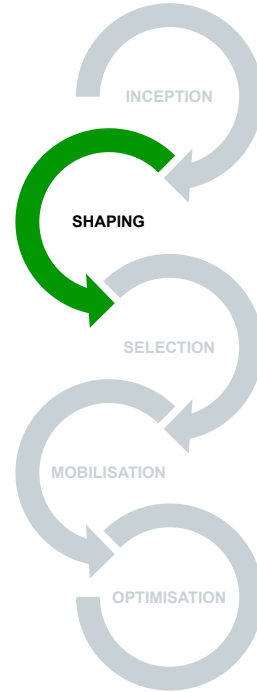
# INCEPTION

## Our second stage moves on to designing the future landscape

### KEY OUTCOMES

- ✓ Bespoke Customer Experiences
- ✓ Optimal Target Operating Model
  - People
  - Process
  - Technology
  - Data
- ✓ Complete Gap Analysis
- ✓ Clear, realistic scope and roadmap
- ✓ Articulated Requirements

### THE TEAM



### ACTIVITIES

- ✓ Define program and project objectives
- ✓ Define implementation scope, phasing and roadmap
- ✓ Define Target Operating Model
- ✓ Define application and data architecture/mastering
- ✓ Design processes and user journeys
- ✓ Define systems integrations
- ✓ Complete Gap Analysis between Operating Model and application
- ✓ Detail requirements
- ✓ Determine configuration effort and cost

35

DAY REVIEW

08

WEEK PERIOD

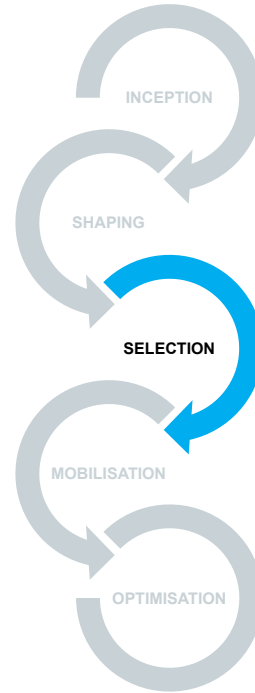
 **SHAPING**

## Our third stage is about choosing the right solutions

### KEY OUTCOMES

- ✓ Seamless technology & Process Landscape
- ✓ Intelligent Solutions to Gaps
- ✓ Imparted industry expertise across business process and IT
- ✓ Identified best fit
- ✓ Costed Options for Vendor Selection
- ✓ Supported purchase process

### THE TEAM



### ACTIVITIES

- ✓ Assessment of workflow, data and digital
- ✓ Requirements and scope confirmation
- ✓ RFI and RFP Approach Development
- ✓ Creation of Technology Target state
- ✓ Manage & Facilitate Vendors Selection and Engagement
- ✓ Proof of concept set-up and delivery

25  
DAY REVIEW

08  
WEEK PERIOD

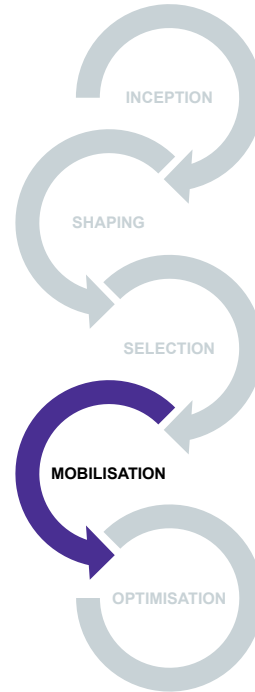
# SELECTION

## Our next stage is all about the practical implementation

### KEY OUTCOMES

- ✓ Best Practise project governance and control
- ✓ Practical decision making with Gateway Reviews
- ✓ Optimised operating model to maximise value from application
- ✓ Practical industry experience to guide implementation
- ✓ Engaged teams to drive delivery
- ✓ Industry best-practise project delivery

### THE TEAM



### ACTIVITIES

- ✓ Set-up and drive projects
- ✓ Effective action planning and issue resolution
- ✓ Guide internal teams with SME knowledge and decision making
- ✓ Embed policy and procedure changes
- ✓ Drive effective delivery with practical industry expertise
- ✓ Optimise operating model to maximise value from application
- ✓ Implementation planning

Duration dependent  
on scope and  
delivery approach

# MOBILISATION

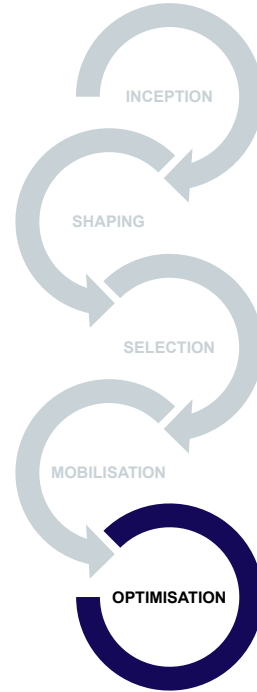


**Our final stage is the embedding of change across the organisation to optimise delivery of the benefits**

### KEY OUTCOMES

- ✓ Vision imparted across the Organisation
- ✓ Optimised solution (within budget constraints)
- ✓ Benefits Realisation Plan with KPIs
- ✓ Bespoke Training (Business / Users & IT)
- ✓ Policies & Procedures aligned to regulation
- ✓ Future Improvements identified
- ✓ Formal Closure

### THE TEAM



### ACTIVITIES

- ✓ Discharge Communication Strategy
- ✓ Management of adoption and delivery of training
- ✓ Define & Oversee Deployment Strategy
- ✓ Manage Process integration & adoption
- ✓ Refresh Policy & Procedures
- ✓ Resolve Post Implementation issues
- ✓ Project Audit and Lessons Learnt

Duration dependent  
on scope and  
delivery approach

# ■ OPTIMISATION



**We don't operate like a normal consultancy, we focus on honest advice, using real-life examples and experience to drive real value.**

**JIWAN LALY**  
Managing Partner

## YOUR BUSINESS GOALS, OUR BUSINESS KNOWLEDGE

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We're a London-based boutique consultancy with global reach.

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With decades of real life business and technology expertise, we're by your side to help shape and deliver your biggest business ideas.

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Former financial services' leaders rather than consultants, with decades of experience across all customer segments and spanning functions including COO, strategy, technology, change delivery, sales and risk

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We help businesses shape their strategic vision by partnering to define their future – mission, objectives, values, culture and operational leadership.

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We deliver change across technology, process, operations, and people applying rigorous governance, planning and structure.

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Our team combined with the latest strategy and technology tools can help shape and deliver your biggest business ideas effectively.



**"What I get when I speak to the Aurora team is experience, pragmatism and solutions. They never come across as Consultants, more like experienced colleagues or mentors."**

**COO**

IB Middle Office, Tier 1 Bank



**WHY WORK WITH AURORA?**