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10x Future Technologies Digital Marketing Solution for Digital Banks, built with Deloitte Digital

A fully configurable platform for 21st-century banking helping marketers to define, optimize, and track customer behavior

10x Digital Marketing for Digital Banks is built on a next-generation core platform. 10x Future Technologies is a transformation technology company that provides banks with cloud-native core banking platform capabilities and software. This solution delivers end-to-end services to build, integrate, and run a bank. Deloitte Digital has helped deliver the marketing capability utilizing the Adobe Experience Cloud Solution Stack. 10x, Deloitte and Adobe, have built the product marketing capabilities that sit on the 10x SuperCore™ and are implemented for top-tier banks in the financial services industry. The marketing solution leverages Adobe Experience Cloud solutions to deliver content management, communications management, and behavioural analytics for 10x clients. Best-in-class micro-services architecture radically simplifies data and systems integration that can be evolved to deliver better, more personal, and tailored experiences for a bank's end customers.

Repeatable by design, the 10x SuperCore™ is built on the latest API-first principles and technology innovation. 10x can help solve data problems for banks with a single version of the truth and may be ideal for banks that need to transform legacy IT systems and better position their businesses for a digital-first future.

10x Digital Marketing for Digital Banks can help marketers create enhanced customer experiences and solve complex challenges using Adobe Experience Cloud capabilities, including:



Siloed, traditional core banking systems that are costly to maintain and lack the digital and design flexibility to support the rapidly-evolving demands and agile requirements coming from the business and IT



Limited data and analytics support



CX and approval processes disconnected from core banking and CRM



Fragmented campaign management experience disconnected from content management

The 10x SuperCore™ is fast to deploy and is a technology solution that is:

-  Future-proof: Cloud-SaaS platform with API and microservices architecture
-  Analytics and AI focused: 10x clients can deploy the latest machine learning technologies to deliver real-time insights and services to transform the customer experience
-  Customer focused: Making the entire customer experience simpler, the 10x solution helps banks deliver low risk, secure, and regulatory-compliant customer solutions with minimal friction and personalised experiences across all touch points
-  Built with a view of enhancing marketers' experiences: One of the key benefits of utilising Adobe Experience Cloud is that it also streamlines the colleague experience

POTENTIAL SOLUTION BENEFITS

Business challenge:

-  Disparate systems and siloed data models: no single view of bank and customer and no real-time data capabilities for activation and decisioning
-  Limited customer experience across touchpoints
-  Outdated legacy core banking systems: inflexible architecture slowing down innovation and scale within marketing
-  Poor colleague experience due to fragmented technologies
-  Long lead times for market or product entry

Potential business results:

-  Single source of truth for data. Simplified data model derived from industry standard: allows for standardization but also innovation through extensibility
-  Adobe Experience Manager's content as a service: allows focus on customer experience across all touchpoints and content-centric design
-  Adobe Campaign integrated into the platform: allows the use of real-time data for personalized communication
-  Adobe Analytics enables tracking of user journeys and real-time analysis to customer behaviour: allows for real time optimization

To learn more about 10x Future Technologies Digital Marketing Solution for Digital Banks, please reach out to:

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