Van Lanschot.

Matrix at Van Lanschot replaced the bank's Siebel CRM system and is now the system of record for client data. Within current projects, the bank is also adopting the workflow aspects of the system to bring improved automation in areas such as client onboarding.

The software sits within a relatively complex mix of applications, 'like a spider in a web', says David Versteeg, the bank's director for digital and innovation.

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aims of the project.

As of 2013, Van Lanschot pursues a strategy as a specialised, independent wealth manager. However, having a history as a more universal bank, Van Lanschot still has a relatively large number of applications, and this complexity has been one of the challenges when it has sought to implement new systems.

Simplifying systems, processes and applications is an important element of Van Lanschot's strategy. It had three goals when it set about adopting Matrix:

improve the client experience

(by providing a better front-end)

reduce costs

by automating workflows and replacing a number of legacy systems, particularly Siebel

"flexible, future-proof platform on which to build and expand"

David Versteeg

five°degrees

aims of the project.

Matrix was felt to have the best functional coverage to meet the bank's needs. Other suppliers could do parts of what was required but there would have been a need to adopt a number of systems and then integrate them. As a relatively new supplier, five°degrees was also felt to have the incentive to make a success of the project, something that might not have been there from a large supplier with many clients.

"And five°degrees' system was clearly next generation. You can tell it has been built recently, particularly from the underlying data model. Mapping data, such as to populate the bank's data warehouse, is very straightforward. Matrix also has a well-developed services layer, and you can tell it was developed from an online perspective."

David Versteeg

the project.
phase 1.

The project started in 2013 and the system was rolled out to support all branches between August and December 2015. Product information is pushed into Matrix each night, with messages going the other way when there is a change to client data. The data is moved back and forth via the bank's Enterprise Services Bus (ESB).

"It was a relatively complicated implementation, as it is interfaced to all of the product systems within Van Lanschot and is now the system of record for client data, representing the single point of client data entry."

David Versteeg

five°degrees
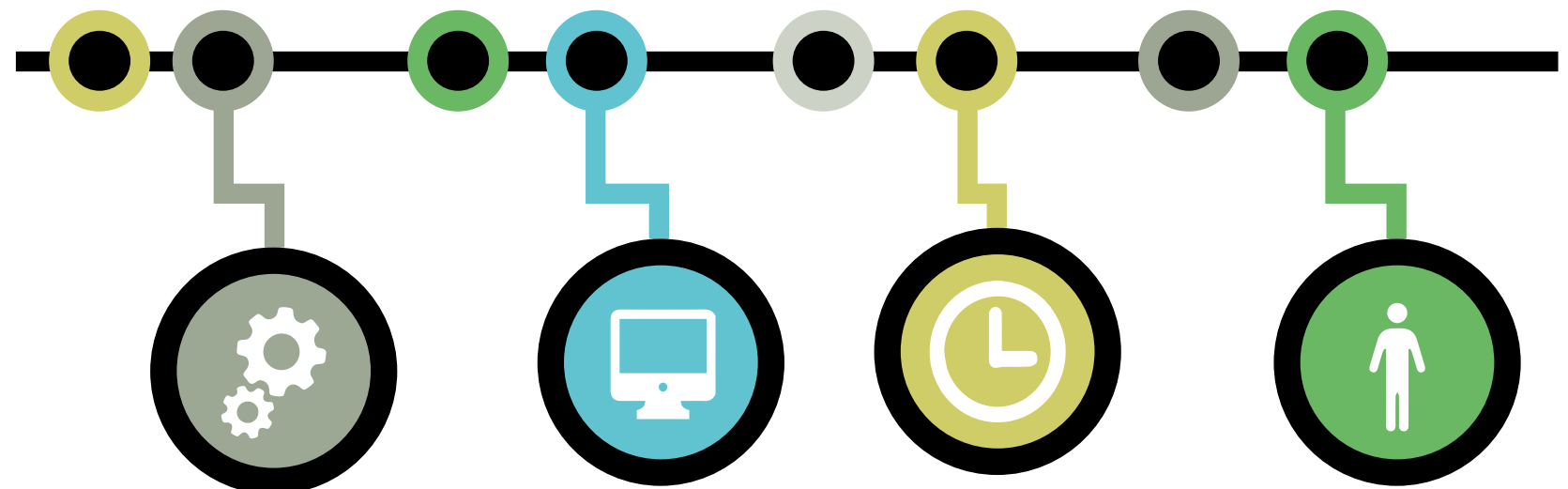
client data.

"Previously, much of the client data was in a mainframe-based system, with Siebel taking data from here and elsewhere. It did not sufficiently allow for providing self-service capabilities for clients with that type of set-up..."

David Versteeg

Already, a lot of the previous manual reconciliation work has been removed. David feels the single point of client data is something that many other banks still aspire to so, here, Van Lanschot is now ahead of the curve. He describes the bank as having now achieved a '345 degree client view', with a 360 degree view to follow.

Now, the bank can see the client data and communications, including emails, secure messages, notes and telephone calls. The next step is to link the data to the call centre so that calls can automatically generate a client's file on screen for the bank's operator.

the project.
phase 2.

The workflow additions that are now underway will ultimately support all client on-boarding across corporate and private clients. The first phase is purely for private banking clients, on a product-by-product basis. Other phases are expected to follow relatively quickly because a lot of the interfaces will have been built in the first phase and can be reused. The bank will also start to use the document management features of Matrix to replace its existing system. The Matrix workflow attributes are an area of strength.

Matrix has much stronger workflow capabilities than other CRM systems.

David Versteeg says Van Lanschot is successfully adopting the agile approach for managing and delivering IT projects. For instance, a new release of Matrix goes live every three weeks. "We break down large projects into bite-sized pieces".

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relation with five°degrees.

"The relationship with five°degrees has been a good one. There is a lot of transparency, including with the supplier's development team, so that projects have been joint enterprises, on partnership lines rather than the traditional client/supplier relationship. It has been great fun even if we've had a challenge once in a while."

David Versteeg

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