

5 VISUAL SOLUTIONS FOR FINANCIAL SERVICES



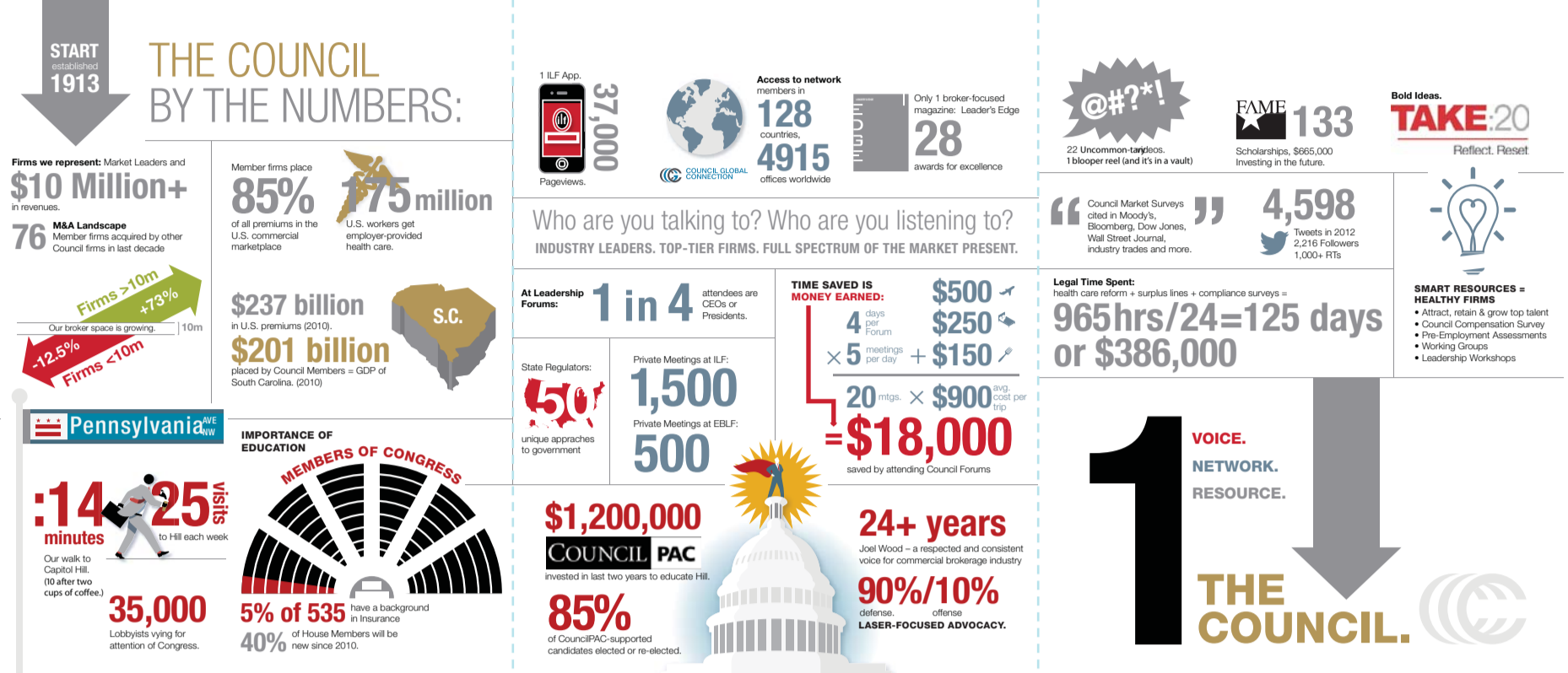
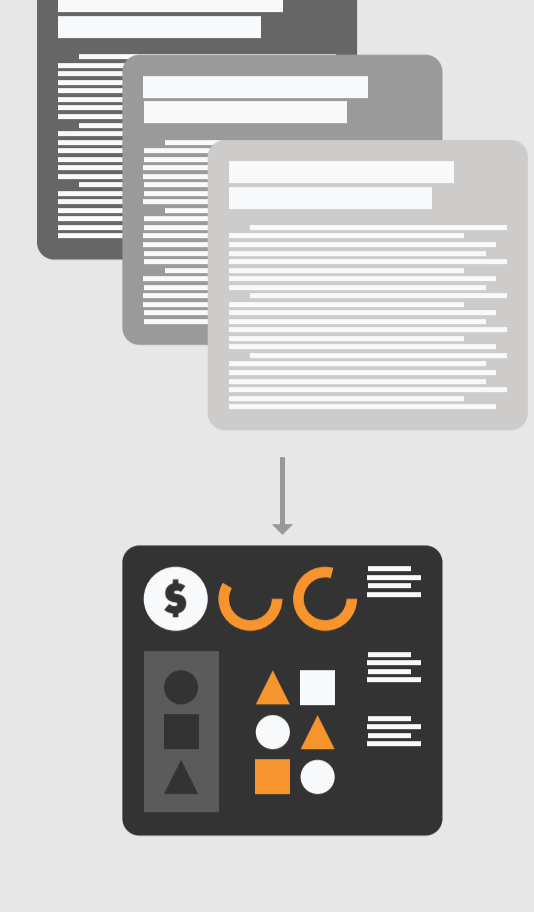
FINANCIAL SERVICES PRESENT LAYERS OF COMPLEXITY...

Financial Services has it hard in the explanation and engagement game on a number of levels. First, the professions themselves – investing, trading, clearing, banking, insurance claim processing – have nuanced goals and processes.

Secondly, there are the regulatory bodies and compliance procedures that need to be taken into account, as well as profit goals.

And then a lot of the processes are running on some of the most complex systems. And the range of solutions to enable these professions can be quite complex – real-time trading, surveillance, ethical hacking, data privacy management... and the list goes on.

And finally, there are the nuanced relationships between the front, middle, and back office that need to be integrated into your audience map. Whether you are introducing a new system to the financial services marketplace or you are trying to get your employees on a new initiative, visual solutions can help get your audience onboard.



CASE STUDY: CIAB SHOWCASING THEIR MEMBERSHIP IN NUMBERS

5 VISUAL SOLUTIONS FOR FINANCIAL SERVICES

Typically when any innovation in the financial services space is being considered – on the supplier or client side – there needs to be a level of understanding of how the solution works, as well as the value that will be delivered to each stakeholder.

Visual solutions can get you there.

- #### 1 MAKING THE FINANCIAL PROCESS INTUITIVE

A pictogram that shows how each stakeholder uses the offering and receives value can quickly get your audience onboard.
- #### 2 MAKING THE FINANCIAL DATA ACTIONABLE

By connecting your live database to dynamic data visualization, your users will know how to drive results.
- #### 3 PACKAGING THE CONCEPT TO GET BUY-IN

If you are innovating on a new approach, ideation storyboards can get your team, management and clients on the same vision.
- #### 4 INCREASING CLIENT SATISFACTION

If you are innovating on a new approach, ideation storyboards can get your team, management and clients on the same vision.
- #### 5 INCREASING THE WOW FACTOR

Financial reporting can be dry and your solution steps can appear mundane...but a clever visualization of both can make your point.



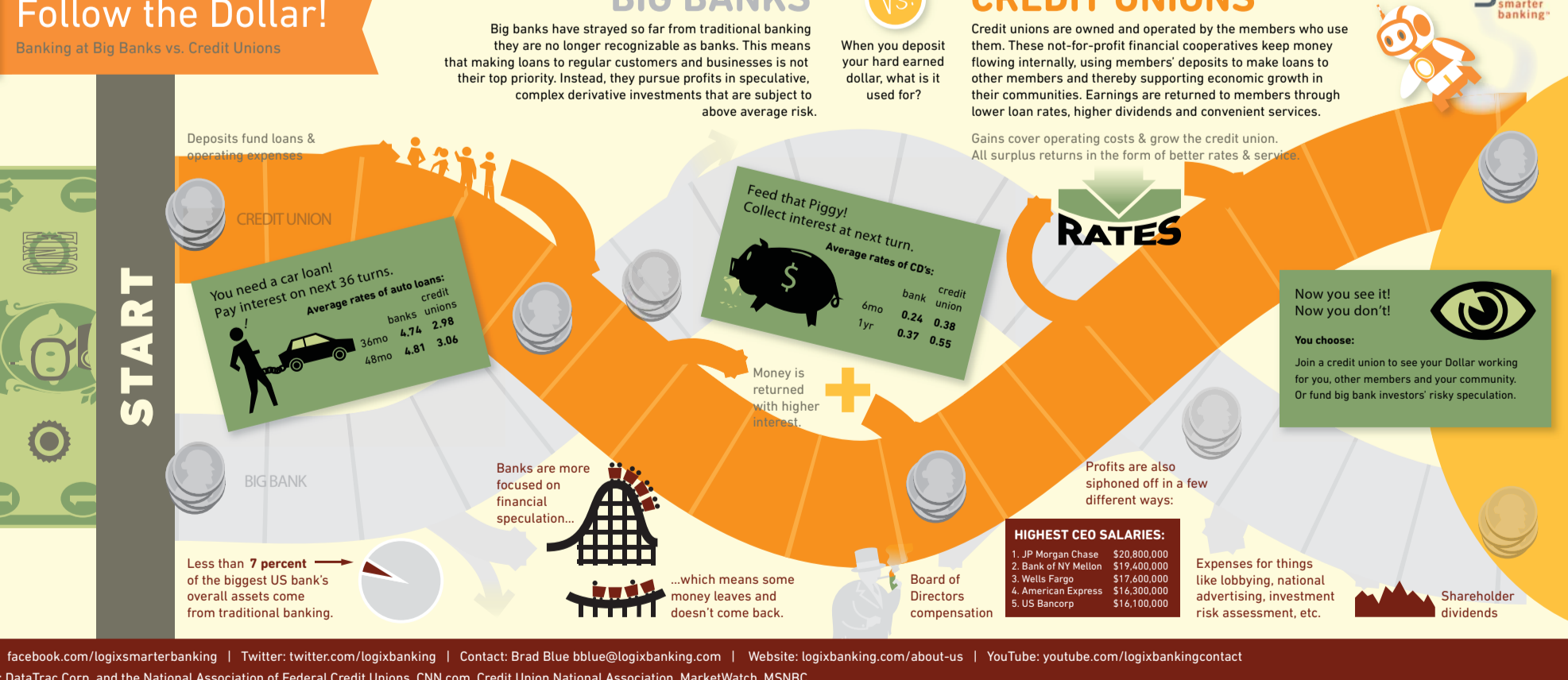
CASE STUDY: IPC SHOWCASING A NEW TRADING PLATFORM

IS YOUR ORGANIZATION READY TO MAKE THE COMPLEX MORE INTUITIVE THROUGH VISUAL SOLUTIONS?



ABOUT THE AUTHOR

Stephen Gamble is the Founder and CEO of Frame Concepts, a visual solutions company that provides business-driven visual solution to enable understanding and engagement. Mr. Gamble has spent over 20 years on the client side, including IBM, Bear Stearns, Exxon and a host of innovative start-ups trying to engage the marketplace, its employees and management, as well as stakeholders. He formed Frame Concepts to provide visual-centric solutions for every business function and application.



CASE STUDY: CREDIT UNIONS DRIVING DISTINCTION FROM BANKS

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Your one-on-one demo comes with a free, personalized consultation. We'll brainstorm with you and show you examples relevant to your specific business. You'll leave the consultation armed with ideas and strategies to begin engaging your audience immediately!