

WHISHWORKS

Accelerating Data-driven Transformation in Banking

For the past few years, the banking industry has been undergoing rapid disruption. This is driven by Gen Z demanding personalised engagement with the emergence of fintechs and challenger banks, and by continuously evolving data protection and data sharing requirements. This new environment brings new banking paradigms and customer engagement expectations through the adoption of digital capabilities. However, traditional banking operation models cannot keep up with the transformation and are not sustainable. While IT can support new business models, the lack of a modern tech environment and silos in data and across teams leads to bottlenecks and project delays, widening the IT delivery gap. Further, with the current COVID-19 pandemic, traditional banks are forced to expedite their digital transformation programs initially set for few years down the pipeline.

These organisations require a trusted partner to adopt new operating models and skillsets to drive agility and innovation. This is where WHISHWORKS comes into the picture. By leveraging data, the company helps financial institutions modernise their infrastructure, seamlessly adopt modern tools and practices across departments, automate processes, all with embedded security and governance. “We enable businesses to accelerate their digital transformation initiatives by helping them seamlessly connect their data, connect with their employees and their partners, and connect with their customers,” says Suman Konkumalla, Co-founder & Head of WHISHWORKS.

A global IT and consulting group, WHISHWORKS specialises in MuleSoft Integration, Salesforce CRM, and Data & Analytics, helping clients leverage technology to optimise the entire value chain. The company believes in the power of

API-led connectivity and selected MuleSoft as the best API-based integration platform to unlock the data and create connected experiences. While MuleSoft enables a unified IT ecosystem, WHISHWORKS partnered with Salesforce to enable a unified view of customer interactions across various touchpoints. In the case of Data & Analytics, a wider and complex technology domain, the company has developed skills across the top platforms and tools, including Microsoft Azure, Tableau, and Confluent.

Leveraging these robust partnerships, WHISHWORKS helps banks and financial institutions utilise data and technology in their digital transformation initiatives and ultimately achieve their strategic goals, including creating new revenue streams, accelerating time to value, and improving business outcomes. The company focuses on three key interconnected areas for transformation convergence—experience, data, and engineering. While experience convergence incorporates Salesforce capabilities to build stronger and valued omni-channel relationships with customers in a unified interface, data convergence has MuleSoft and Tableau to remove data silos and create a seamlessly connected ecosystem with data-driven insights.

With more than 400 certified experts supporting the adoption of a new, efficient operating model, engineering convergence completes the process leveraging flexible, future-proof infrastructures.

When financial institutions start to assume a digital first strategy, it's essential to ensure the successful implementation and adoption of SaaS and PaaS solutions across the organisation. To that end, WHISHWORKS provides end-to-end services, from aligning IT and business strategy all the way to implementation, deployment, and enablement, to



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let customers see the business benefits and ROI brought in, thereby continuing their collaboration.

At the heart of the company's service offering, are its dedicated Centres of Excellence for MuleSoft, Salesforce and Data & Analytics, that act as a knowledge and innovation hub where best practices, quality, and reusability are ensured. WHISHWORKS is one of the first partners to get accredited for Salesforce Financial Services Cloud and has won six partner awards from MuleSoft.

While the technology partnership with best-of-class providers is a key differentiator for WHISHWORKS, its result-based approach also makes the company stand out from its competitors. The company starts with the end in mind, working with customers to determine their goals and then support the project. The company also offers reusable assets and accelerators, such as Salesforce financial services accelerator and technical debt assessment that help customers to have cost-effective and efficient processes.

Through its unique approach and utmost commitment to customer success, WHISHWORKS has helped various financial institutions accelerate their digital transformation. Konkumalla highlights one such instance wherein the company had assisted Allica Bank to launch a new digital bank that combines relationship banking with modern digital banking experiences within 12 months. To create seamless customer experiences, WHISHWORKS implemented MuleSoft's Anypoint Platform and built more than 300

APIs on the platform, enabling it to unlock and unify data across disparate systems. The company also created reusable building blocks as APIs that helped Allica Bank rapidly compose new business capabilities in days or weeks instead of taking months to build from scratch with custom code. With this speed and agility, Allica Bank built its digital bank two times faster than its competitors.

The robust solutions and ingenious services of WHISHWORKS is bolstered by its parent company, Coforge. “This gives us a positive ecology and synergy that complements our offerings and provides our customers with access to a larger pool of experts and technologies,” remarks Vala Marcou, Head of Marketing. For the future, WHISHWORKS is looking forward to strengthening its operations that were recently launched in the U.S. The company also plans to boost its Salesforce capabilities and invest further in its Centres of Excellence, ultimately becoming the partner of choice for every data-driven digital transformation in the financial services industry. FT