

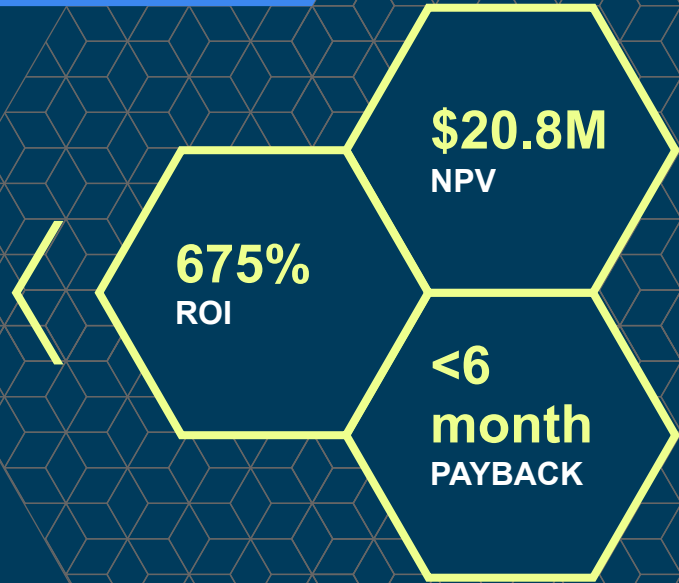
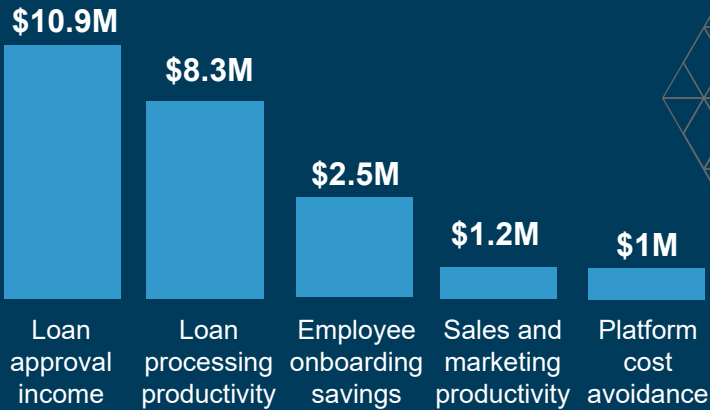
The Total Economic Impact™ of the IBM Automation Platform for Digital Business

FORRESTER®

Forrester concluded that the IBM Automation Platform for Digital Business has the following three-year financial impact for an interviewed retail bank, especially related to loan application processes.

SUMMARY OF BENEFITS

Three-year risk-adjusted present value of \$23.9 million in benefits



IBM DIGITAL BUSINESS AUTOMATION BY THE NUMBERS



Today, 80% of all loan applications do not require manual steps and are processed automatically.



Event marketers can complete new application sign-ups 75% more quickly, leading to more accounts opened.



Over 200,000 hours of loan processing time were saved each year

VOICE OF THE CUSTOMER

From the business process management (BPM) manager at the interviewed retail bank:

“Some loan approval processes were taking days, now 80% of our loan applications flow straight through and are done in seconds.”

“If you get it approved in seconds, it won’t become an abandoned loan; but if it takes you two weeks, then it could.”



Read the full study

This document is an abridged version of a case study commissioned by IBM titled: The Total Economic Impact Of The IBM Automation Platform for Digital Business, March 2019. <https://www.ibm.com/account/reg/us-en/signup?formid=urx-37100>

Commissioned By



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