

## Conquer the digital banking wave with Virtusa's Digital Product Workbench

Digital technologies and today's market conditions have created an unusually daunting environment for banks and financial services (BFS) companies. With limited in-person visits, traditional banks are struggling to deliver the same, if not better, services digitally. Additionally, the BigTechs like Amazon, PayPal, and Google are winning over customers with their ability to quickly create desirable, customer-winning products and features. The typical time to market for new products and services in most BFS companies is 6-14 months.

Companies that wish to retain clients, and stay relevant in the long run, understand the urgent need to transform and operate more like a technology company right now.

## How can Virtusa help you go digital now?

Virtusa's Digital Product Workbench is an integrated platform that helps accelerate time to market by enabling rapid product development while reducing costs. Along with our propriety solutions, we also use third-party services in a low code environment over synthetic data APIs to help BFS companies deliver digital experiences to customers rapidly.

Virtusa is driving the digital transformation journey at leading global financial institutions like the World Bank, the Monetary Authority of Singapore (MAS), and the Banking Infrastructure Architecture Network (BIAN).

## Key features of the solution



In-built platform development kit, low code engine, and synthetic data APIs



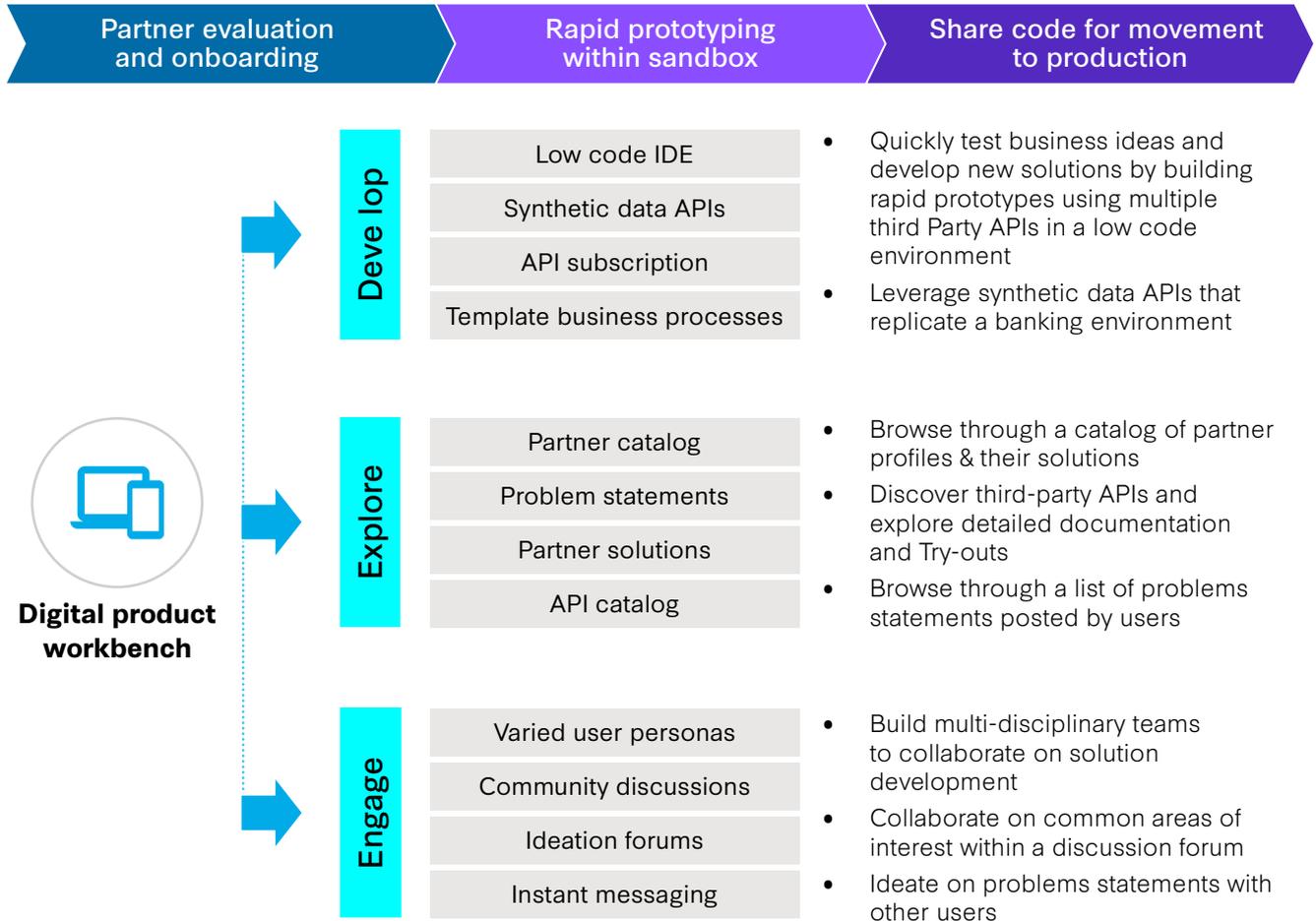
Integrated digital product development lifecycle, eliminating handoffs between multiple tools



Platform that supports onboarding of multidisciplinary teams across Organizational silos

# Modernizing banking with the digital product workbench

The digital product workbench brings together various components to help lay a concrete foundation to accelerate the discovery and development of new digital products and services.



# Accelerating the digital product development journey



## Capture your idea

Describe your innovation idea or the problem you are trying to solve through this solution



## Add team members

Add participating organisations and team members to create this solution



## Select relevant APIs and Synthetic Dataset

Select APIs that are required for your solution development



## Low code development

Launch a low code environment and develop your application



## Onboard solution

Complete the project documentation and share the link to the code snippet

Enablers

Ideation engine

Partner onboarding & profiles

API lifecycle management module

Low code IDE

Solution catalog



## Synthetic APIs

Access Virtusa's cloud-native synthetic bank's processes



## Your corp APIs

Integrate public and private APIs with your corporate systems and data sources



## 3rd Party APIs

Link to external systems and data sources

# Benefits of working with Virtusa



Start delivering on your new digital experiences in under 4 weeks



Build and deliver digital experiences 80% faster than the competition



Provide visibility to product owners across the product development lifecycle



Save costs and improve ROI in digital product development

## Success story

Virtusa worked with Emirates NBD to enable open banking collaboration with the launch of its API sandbox. Emirates NBD was the first UAE bank to introduce such a platform in the region, creating an opportunity for collaboration with fintechs, partners, and developers. This was part of an AED 1 billion investment Emirates NBD has committed to its digital transformation.

Working with Virtusa and 50+ fintechs, Emirates NBD was able to cut down the time to build a PoC from 2-3 months to 72 hours. The bank currently has 25+ prototypes under development and 5 solutions that have already been deployed within a year.



# virtusa

To know more on how we can help,  
write to [marketing@virtusa.com](mailto:marketing@virtusa.com)

#### **About Virtusa**

Virtusa Corporation (NASDAQ GS: VRTU) is a global provider of digital business strategy, digital engineering, and information technology (IT) services and solutions that help clients change, disrupt, and unlock new value through innovation engineering. Virtusa serves Global 2000 companies in Banking, Financial Services, Insurance, Healthcare, Communications, Media, Entertainment, Travel, Manufacturing, and Technology industries.

Virtusa helps clients grow their business with innovative products and services that create operational efficiency using digital labor, future proof operational and IT platforms, and rationalize and modernize IT applications infrastructure. This is achieved through a unique approach blending deep contextual expertise, empowered agile teams, and measurably better engineering to create holistic solutions that drive business forward at unparalleled velocity enabled by a culture of cooperative disruption.

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