

Partnering to deliver iconic customer
and employee experiences for CBA

Digital
Marketplace

Cloud

Digital
Workplace

Unique
Partnership



Introduction



Saurabh Verma
Client Executive
Avanade

Welcome to the first edition of our newsletter for the Commonwealth Bank of Australia (CBA). The purpose of this newsletter is to show our engagement across the Bank, and the many ways we are partnering to realise results.

It's been a year of significant change and we are pleased to have supported the Bank through a broad range of initiatives, including:

- Helping create exciting new capabilities
- Realising crucial productivity gains
- Developing new internal competencies such as the use of Distributed Agile

There is nothing more rewarding for us than to help you realise results, and to that end I would like to share a quote:

“Avanade brought us a new way to rapidly scale, with a Philippines-based team adding to ours on delivery, using the Distributed Agile model. The team’s strong technical skills, along with early engagement with local teams, allowed them to quickly get up to speed on the scope, environment and delivery approach.”

Based on the great outcomes with Avanade in CBA Australia, we decided to engage them to provide input into a digital roadmap for our South Africa strategy. Once again, we’ve been very happy with the outcomes that the Avanade partnership has delivered for us, and we are now looking for more ways to work together.”

– Tu Duong, Head of Online Design and Delivery

We also visited with David Whiteing and Phil Verdon in Bangalore, India. At the Innovation Center, we discussed:

- The five generations in the workforce and their needs
- Modernisation of legacy
- Spectrum of automation
- Opportunities LinkedIn by Microsoft can bring

I hope you find this newsletter an informative read and I welcome your feedback to help us continually improve.





ASP Partnership: Insights from our Executive Sponsor



Jeyan Jeevaratnam
Executive Sponsor
Avanade

Strengthening Our Ongoing Partnership

On 24th of November 2015, the Master Services Agreement was signed, onboarding Avanade to the Bank's Application Services Panel (ASP), formalising our strategic partnership.

As an ASP, Avanade is now able to offer our full range of services that include: Advisory, Application Design and Delivery, Cloud and Infrastructure Delivery, as well as end-to-end service and support.

Please contact Mery Saveska of the Partner Management team for more information.

Becoming an ASP has strengthened our ongoing partnership. This is based on a shared belief of how the digital revolution can impact our businesses, strong organisational values embedded in our people culture, delivery excellence and depth in capability.

We know that CBA is undergoing strategic changes, as are we. In the interest of partnership, I wanted to share some insights around our transformation journey:

- **Bold new vision** – “To be the leading digital innovator, realising results for our clients and their customers through the power of people and the Microsoft ecosystem.”
- **Our people** – We have reorganised our people around a new Talent Community model. The Talent Community's purpose is to further drive depth in skills, learning, collaboration and to develop best practices.
- **Clients** – Helping our clients realise results is what we do. We have simplified how we go to market and support both sides of the bi-modal IT model. To discover what we mean by this, please take a look at our view on the New Economics of IT on SlideShare: <http://www.slideshare.net/avanade/discover-the-new-economics-of-it-with-avanade>

What we haven't changed is our DNA, which is based on strong core values, something I believe we share closely with CBA. They are: we change things for the better, we believe everyone counts, we innovate with passion and purpose, we deliver with excellence, and we act with integrity and respect.

We look forward to further strengthening our strategic partnership and helping the Bank realise results particularly in areas of Cloud, Digital, Workplace and Modern Software Engineering.



Iconic Employee Experiences

Advisory Services – Defining Opportunities to Improve Employee Experiences

Avanade recently worked with Sarah Parton and the Digital Workplace Platform on defining CBA's strategic roadmap for an iconic employee experience. The intent was to establish a cohesive and employee-focused platform for Digital Workplace where the Bank is able to continue to attract and retain the next generation of top talent.

CBA has been on a digital journey, with an initial focus on customers. The digital focus is now being extended to the workplace, benefiting employees. The initiation of the Digital Workplace journey is an opportunity to adopt a new way of working, and to instill the desired performance culture, strategic agility and optimised processes – all enabled through Digital Workplace technology and culture.

This was a collaborative Advisory engagement, where the Avanade team worked side-by-side with CBA, to engage a broad range of stakeholders across the Bank and identify key opportunities to improve the employee experience and productivity. The approach involved a series of Digital Disrupts workshops, which were creative and engaging sessions with a diverse range of employees. The purpose was to gather insights that shaped foundational and strategic initiatives for CBA's Digital Workplace program.

The project approach demonstrates a new way of working between CBA and Avanade, a model we are looking to emulate and improve as we continue to partner to execute on the digital journey.



Digital Sales Enablement

Easier Digital Sales Enablement Through Application Delivery

It used to take the sales team hours, even days, to collate information and verify that it was current for corporate customer pitches. The goal for Project Nomad was simple: find a way to automate the laborious process of creating client pitch decks for institutional and corporate customers. This goal was realised with the "PitchBuilder" tool, which generates high-fidelity client pitch decks. While in pilot, we were able to cut down the pitch-building process to only minutes.

In partnership with David Ranasinghe's team, we also helped CBA create reusable assets. The reuse of the new Product, Policy and Procedures Library (P³), which was based on SharePoint 2013, helped make PitchBuilder a success. Avanade helped develop P³ to make critical client information easier to find and more readily available to Relationship Managers in local business banking.

Both PitchBuilder and P³ have a fresh modern interface, advanced search capabilities, navigation using familiar internal CBA language and content filtering based on user selection. In addition, all the information can now be accessed with a couple of clicks and added to "favorites" for speedy retrieval later.

P³ has become a knowledge management platform that is also being leveraged by other business areas in the Group, like Colonial First State.

Need a tailored solution for a client? **PITCHPRO** **CAN** **avanade** Results Realized

1 SEARCH AND DISCOVER

"Gain Comprehensive access to CommBank's Product Portfolio"

Intelligent Search Capability

Joe is meeting with a client and needs to prepare a product and pitch urgently for the meeting.

Pitch Pro's Question based Search function allows Joe to ask questions and be returned suggested product solutions to match his client's needs. Pitch Pro also recommends relevant product solutions that Joe can use to Create-Sell.

Search or Add New Clients

Joe finds it really useful that he can now search for or add new clients in Pitch Pro. Joe can easily manage his pool of clients and save new product and pitch decks. He can even add marketing videos and photos links to any of his decks in preparation for his next pitch.

2 SHARE, RATE AND COLLABORATE

"Leverage existing Decks and maximise your speed to delivery"

Share Existing Decks

Joe can browse through a library of successful existing decks. He can easily reuse decks created by his team, himself or by the Product Manager.

Social Connectivity

Joe and any member of his sales team can post their successful decks, rate each other's decks and provide constructive feedback to the benefit of each team member.

3 DEVELOP AND CUSTOMISE

"Build a tailored solution with ease"

Customise Product and Pitch Templates

Joe is impressed of the level of customization Pitch Pro affords in creating unique and tailored decks for his clients with just a few clicks.

Depending on Client requirements, Joe has the option of building his own deck, customizing a template or even selecting a pre-existing deck. Regardless of his choice, Joe has the flexibility to drag and drop or cut and paste the content of any deck to produce a pitch quickly and easily.

4 PITCH AND DELIVER

"Engage Directly with your Client"

Annotate Directly on your Deck with your Client

Joe immediately feels the difference that using Pitch Pro has made to his delivery and confidence. Joe has also been able to verify with his client through his suggested solution, engage them with interactive content and best of all he was able to annotate and make notes directly on the deck. Pitch Pro gives Joe and his clients the satisfaction and assurance that their needs are being accurately captured and addressed.

Relationship Management

Joe's client was impressed at the timely and attentive delivery of Joe's solution. Joe can quickly follow up on meetings and send annotated pitch and product decks to his clients directly from his tablet.

Download Content Anywhere, Anytime

Joe is impressed at Pitch Pro's offline mode. He can download his product and pitch decks on any device he needs them without being connected to the bank's network.



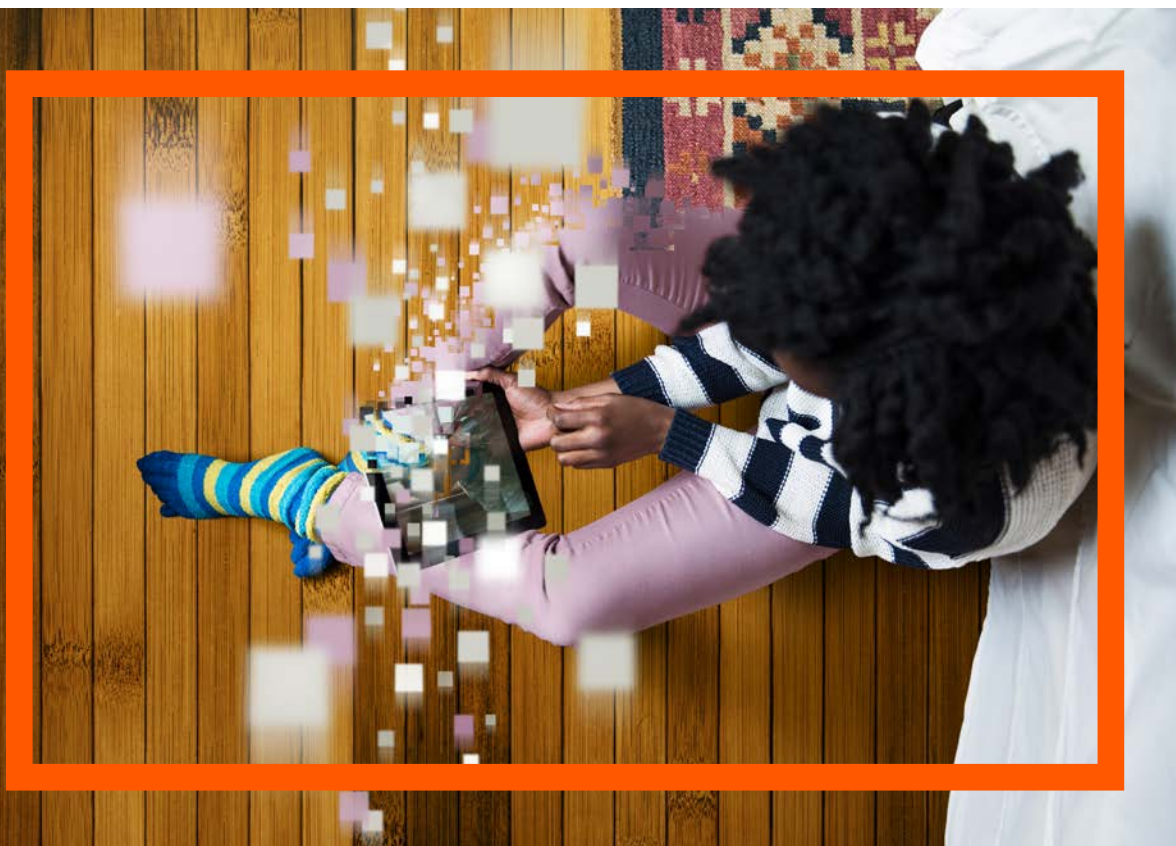
Consumer Digital

Reducing Errors and Cost

In collaboration with Dom Ziino and Rob Webb's team, we delivered a series of consumer digital initiatives that spanned NetBank and CommSee platforms. At the project's peak there were five Scrums with 30 people distributed across Sydney and Manila, Philippines.

During this time the teams delivered eight releases to production. Some of the highlights included:

- Successful delivery of CommSee Anti Money Laundering for Small Business, which achieved:
 - 1) 80% reduction in human errors/incidences through pre-populated data of forms from external providers
 - 2) Saved \$180,000 a year on employee hours associated with time to task
 - 3) Saved \$190,000 per annum of printed pages
 - 4) 100% compliant with positive feedback from stakeholders
- T2T: Test to Target and Campaign Pricing allowed new levels of flexibility for timely offers.
- Several NetBank initiatives that include:
 - Colonial First State Bank
 - CFS Essential Superannuation
 - CFS Super Stream
 - Self-Managed Super Fund
 - Simple Business Overdraft facility to apply online for immediate funding to cover costs of overdrafts

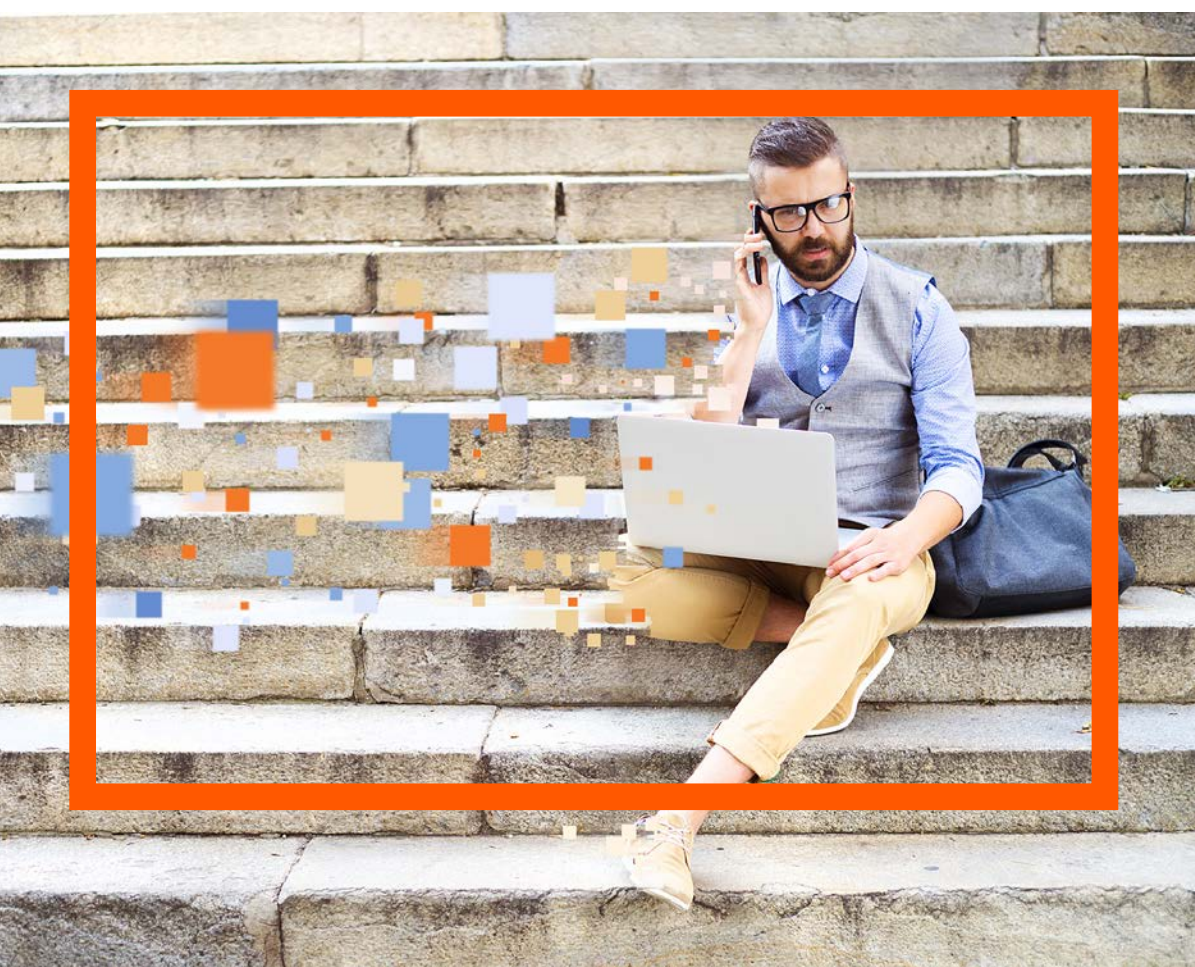


Better Online Application and Integrations

Successful Solutions Deliver New Capabilities

In partnership with Nicole Druce's team, Avanade is delivering:

- **Future Advice Model** – New Online Application: The Avanade team is working as part of a broader blended project team, with development capability being split between onshore and offshore. This is a test-and-learn exercise with the Wealth team on distributed delivery models.
- **Essential Super** – The CFS Essential Super project was a pioneering project in a number of ways, including integration between NetBank and FirstNet platforms. There were a number of learnings for the Bank and Avanade teams. We are working with the Bank as part of a blended team to deliver further Essential Super capabilities for the Bank's customers.



Working With Digital Business

CBA-TYME South Africa – Understanding the Market

CBA acquired TYME (Take Your Money Everywhere), a company based in South Africa, which designs, builds and operates digital banking ecosystems serving customers in emerging markets. In partnership with Tu Duong at CBA-TYME, Avanade is delivering business advisory work for the Bank's internet and mobile platforms. Targeted at creating the banking feature list that would allow CBA-TYME to have parity, differentiate in the local marketplace and, in some cases, even disrupt the way business is conducted by banks leveraging mobile and internet channels.

The approach combines (South African Market) primary and secondary research over a four to six week period. At the end of these engagements, CBA platform developers as well as digital banking personnel will have a clear understanding of what best in class globally looks like, as well as the unique requirements of the SA market segment that they are targeting. Following this advisory engagement, Avanade will partner with CBA to determine and assist in developing the user journeys for digital platforms.



Accelerating Cloud Benefits

Accelerating the Bank's Cloud Journey

In partnership with Nick Giles' team and CommSec's Cloud 9 team, Avanade has been helping the Bank integrate to Microsoft Azure so that workloads such as CommSec's front-end could be migrated to public cloud. While there are still some outstanding internal CBA processes, the Azure integration was completed in 2015.

Avanade consultants worked side-by-side with CBA's engineering team to make the migration to cloud as seamless as possible while re-engineering its delivery processes to improve efficiency.

With Azure, CBA expects to realise multi-million-dollar costs savings using built-in services, including Azure Automation, Azure Storage and web services, and is pioneering new applications. Avanade worked with Microsoft to eliminate technical limitations and make Azure services even more relevant for the future of the Bank.

Hybrid Cloud Exploration (a.k.a. Project Remington)

A joint investment was undertaken by CBA and Avanade to explore next-generation hybrid cloud platforms. The exploration achieved an understanding of how to leverage the Bank's existing cloud investments and integrate with new public cloud platforms/capabilities, e.g., Microsoft Azure and AWS.



Distributed Agile Delivery

Key Learnings From Distributed Agile Delivery at CBA

Distributed Agile Delivery with Philippines has been a test-and-learn exercise with CBA over the last 18 months. (During this time we have had a positive impact working with business teams, and delivery velocities approached those of established onshore teams).

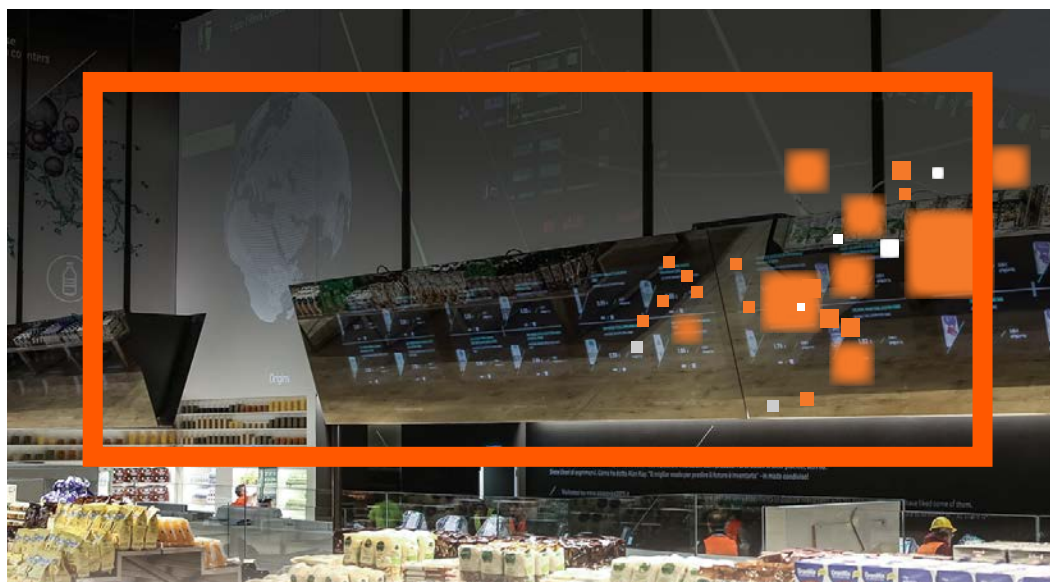
Based on reviews and feedback with CBA, key success highlights are noted below:

- Collaboration: Pro-active three-way BA/Dev/QA communications, 1:1 video calls and federated Skype
- Deep technical skills on Microsoft ecosystem
- Time zone accommodation: two-hour time difference led to greater productivity, achieved optimal velocity in six months
- Offshore team culture and communication – constructively willing to challenge, English fluency and softer accent
- Industry knowledge up-skill program as part of onboarding, leveraging onshore SMEs

The review and feedback also uncovered continual improvement and cost-reduction opportunities, through simplification of roles, delivery scale and more. Please reach out to [Saurabh Verma](#) for further details.



Client Innovation



Retail of the Future with COOP Italy

Avanade partners with leading organisations around the globe to reimagine their business models and operations to better serve customers and employees. Here is an example of what we have done for supermarket giant COOP Italy. This new approach to retail is relevant to the Bank in as far as catering to the next generation of consumers with digital. Watch this [supermarket of the future video](#).



Agile Enablement of Federal Government Department

Avanade helps Australian Government Department of Industry improve services to Australian businesses. Through the Single Business Service Programme, the department is transforming the way it connects with and supports business – making government information and services easier for business to find and understand, quicker and easier to access, and more tailored to their needs. The objective was to improve the online customer experience via greater personalisation, user-centric design and enabled mobile access. [Read the full story and watch the video here.](#)

Avanade will continue to bring you global cross-industry experience and innovation to encourage fresh thinking and actions.

In Other News

Microsoft Partner of the Year 2016 Winner Alliance SI Award

4 x Microsoft Australian Partner Awards

[Learn more](#)

Diversity Awards

TechDiversity 2016 Inaugural Champion of Diversity

400 Strong Onshore Team in Australia

29,000 Global Team

Sitecore Recognition

2015: People's Choice Award and the Overall Winner Award: Cricket Australia, 2013: Best Customer/User Experience and Best Azure Site: AGL

TechSummit

Jewel Abeleda was this year's global Content Curator, where we hosted CIOs from clients:



Analyst Recognition

Strongest SI in Gartner Magic Quadrant for

[Unified Communications as a Service Worldwide](#)

Strongest Worldwide Microsoft Applications Implementation Services Vendor 2015

IDC MarketScape: Worldwide Microsoft Enterprise Applications Implementation Services Ecosystem 2015 Vendor Assessment



Source: IDC 2015

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals combine technology, business and industry expertise to build and deploy solutions to realize results for our clients and their customers. Avanade has 29,000 digitally connected people across 23 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

