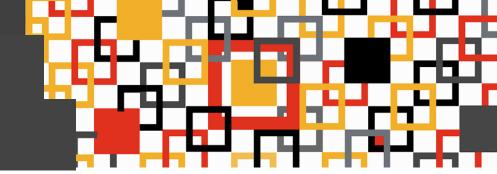# OneBank

Digitally transform your banking operations to delight customers and engage employees, while elevating bank performance.

Addressing your biggest challenges and questions

Digitally savvy banking customers increasingly demand anywhere anytime access to information that is both personalized and secure. Significant changes within the regulatory environment - such as increased expectations on risk and governance processes - place further pressure on institutions to harness digital technologies and transform their existing CRM platforms. Winners will be those able to adapt to a digital world.

Are you looking for a unified experience across multiple lines of business? Are you looking to transform your contact center and need inspiration for how that might look? Are you looking for more than a simple technical implementation, and striving for a **true transformation**?

Elevate bank performance

To address changing market dynamics, PwC has developed a unified banking solution powered by Salesforce Financial Services Cloud. PwC's solution helps relationship managers and consumer bankers understand their clients and book of business based on proactive alerts, analytics, and tailored insight into the needs of their clients and relationships.

As a result, bankers can engage with clients from anywhere in a whole new way. They can access relevant client information right from the banker home page; stay on top of workloads with organized lists; track important tasks; unlock meaningful insights across an entire book of business; and customize household/hierarchy views. Salesforce Financial Services cloud enables bankers to navigate within a digital world and build relationships across generations that last decades.

Benefits

- **Build and manage once:** Unify LOBs on one instance of Financial Services Cloud
- **Inspire with art of the possible:** Multiple banker cockpits and Customer 360s
- **Build right the first time:** Reference architectures, solution overviews, reusable data models and components based on industry leading practices
- **Prevent technical debt, facilitate reusability:** Component-based development embedded into out of the box pages will prevent over-customization and enable reuse across LOBs
- **Commercial/Corporate Banking, Consumer Banking & Contact Center functionality:** RM cockpit, B2B 360, KYC, Sentiment Analysis, Next Best Action and more

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