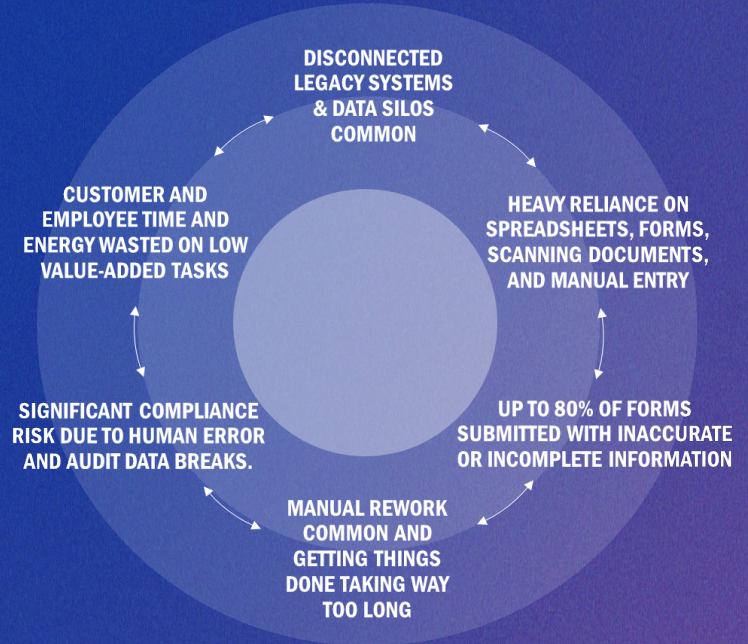


## CORE PROBLEM

- One of the most common problems Banks face in today's climate is how to get things done more productively.
- This may be for customers – allowing them to transact and serve themselves in a way that grows revenue and loyalty without placing additional burden on high-cost service staff.
- Or for employees – allowing them to more efficiently get work done in a manner that best serves internal and external customers.
- Or simply for business process management and compliance in an increasingly complex regulatory environment globally.
- But we know from customers and employees that things still aren't glued together fully. Excel Macro's, manual entries, clunky forms, data silos, errors, and rework are too common.



## TRADITIONAL PROCESS AUTOMATION LIMITATIONS

- A lot of work has gone into process mapping tools to organize workflows.
- Process automation tools attempt to structure work and standardize outcomes.
- But we've been trying to solve dynamic processes with static – if/then/else decisions tree based – systems and technology.
- Context and active use of data is often missing.
- The only way to solve a challenge that's changing moment-to-moment is to have processes that can adapt based on real-time information. Dynamically delivering the data and next actions to meet the banker's needs based on the current context.

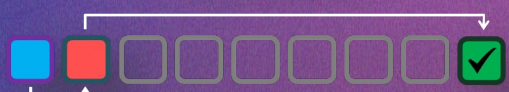
## GEN AI IS CHANGING THE GAME

- Traditionally we have built software (including chat and automation tools) using an IMPERATIVE approach.
- At the end of a series of steps the user gets the outcome they were looking for.
- Sequential journeys are driven by 'if – then – else' routines that commonly trap customers in frustration loops.
- Generative AI works on a DECLARATIVE approach.
- I tell the user interface what I want. Then the AI does all the work and we just get the outcome we were looking for.
- Data orchestration and dynamic flows speed up processes and make things easy and intuitive for users.

### SOFTWARE THEN: POINT AND CLICK WORKFLOWS



### NOW WITH GENERATIVE AI: DESCRIBE AND DONE





*"MYWAVE is an AI company providing a repository of business process domain models for rapid delivery of personalized processes for customers, employees and assets. This is helpful for enterprises looking into use cases of using natural language to generate a personalized digital process to streamline business workflows."*

Gartner Research

## BANKING SOLUTIONS

**RAPID JOURNEY MAPPING AND PROTOTYPING.** We enable banks to quickly generate new processes, test and assess optimal design with stakeholders, deploy, and then ongoing optimize. MYWAVE gives you an unprecedented rapid process innovation and deployment capability for process digitization and optimization for IT and your Bankers.

**AI RISK MANAGEMENT.** MYWAVE leverages your core business conditions with algorithms, ensuring completeness of data before triggering next actions. Non-compliant, or out-of-the-ordinary actions are constantly scanned and intelligently trigger escalations to manage risk, sanction compliance, and fraud detection.

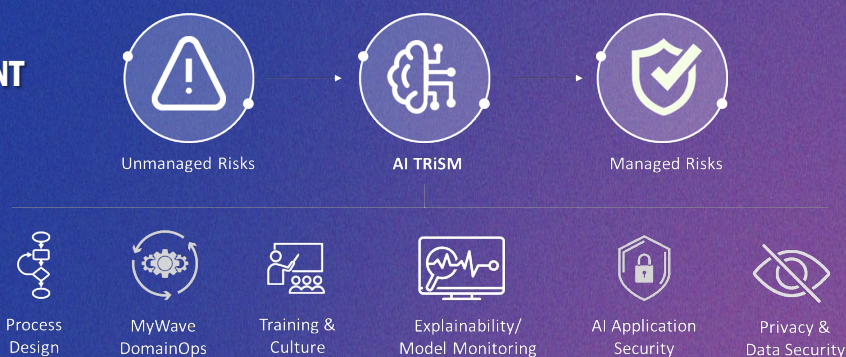
**DIGITIZE EVERYTHING.** MYWAVE digitizes any Banking process from KYC, Business, Retail, Corporate, as well as Trade Finance.

**BOOST PRODUCTIVITY.** MYWAVE has saved tens of thousands of hours in banker productivity by eliminating errors, manual entries, and rework. All data is actionable, there is no need for re-keying of data, excel spreadsheets and forms are replaced with intelligent orchestrated journeys for Bankers and Customers deployed across any Bank Channel.

**IMPROVE CX AND EX.** MYWAVE journeys take the pain and frustration out of getting work done for both customers and employees. Measurable improvements in NPS and EPS.

## ARCHITECTURE FOR AI TRUST, RISK AND SECURITY MANAGEMENT

New innovations in Gen AI are both a blessing and a potential curse. MYWAVE AI TRiSM provides an auditable gateway to manage trust, risk, and data security management.



### **MYWAVE.ai** **KYC+**

Navigate the complexity of global KYC processes using MYWAVE KYC+. Advanced AI and data orchestration means onboarding and maintaining compliant customer information has never been easier.

### **MYWAVE.ai** **GLOBAL TRADER**

Global Trade Finance is riddled with manual processes, spreadsheets, scanned documents, and chasing incomplete data. MYWAVE Global Trader creates an error-free, orchestrated, and auditable outcome.

### **MYWAVE.ai** **DIGITAL ARROW**

MYWAVE's Digital Arrow personalizes contextual journeys to guide customers to find the right product to solve their problems and then seamlessly assists them through the buying journey. Conversion rates increase by as much as 9X.

### **MYWAVE.ai** **LOYALTY ECO-S**

The Loyalty Eco-System creates an advantaged lifestyle and shopping environment around the bank's customers. MYWAVE orchestrates the customer experience and journey to create a complete money management experience.