



## Winning the Move to Digital with Business Architecture

**PNC Bank works hard to provide the easiest way to bank. With a business model built on customer loyalty and engagement, investing in innovation is a strategic imperative.**

To improve customer experience, expand into new markets and accelerate digital growth, PNC's growth strategy required a stabilized core and modernized capabilities. For one business line, when tasked to identify where transformation was required, an individual business unit perspective was not enough.

Leveraging business architecture, the team created a holistic view of the organization and customer journeys. Using a capability maturity assessment to identify shifts in customer experience and where processes needed attention, the team gained actionable insight into the capabilities required to shift to digitally enabled processes and accelerate transformation.

Using a customer experience lens to present their findings to the leadership team, buy-in was quick. As the discipline expands across the organization, PNC continues to leverage business architecture and capability maturity assessments to:

- Inform strategic planning efforts and investment decisions
- Proactively improve customer experience and manage risk
- Enhance capabilities and accelerate digital transformation

*"To truly reimagine banking, business architecture enables leaders to focus on the 'what' before jumping into execution. PNC has taken a progressive approach to organizing its architecture teams to proactively help leaders enhance capabilities, enable strategy definition and execute new business opportunities."*

Kelley Eckmayer, VP Enterprise Architect, PNC Bank