



Building a Stronger Foundation for the Future

Wells Fargo & Company is a diversified, community-based financial services company serving more than 70 million customers. As one of the largest consumer lenders in the U.S., the ability to manage risk, and make it easier for consumers to achieve their financial goals, requires adaptability, efficiency and the ability to execute.

“Financial services customers use many products and services across several business lines; it is critical that financial institutions create a seamless experience to make it easier for customers to do business with us and achieve their financial goals.”

With large complex systems, databases, and multiple initiatives in flight, Wells Fargo needed to have visibility across projects, processes and customer data. Leveraging Business Architecture, the Consumer Lending team gained an end-to-end view of impacts and critical integration points throughout the customer journey. Empowered with this blueprint, the team was able to connect strategies, initiatives, and processes to common capabilities and identity where data synchronization was required.

With a shared view of the business and common language, the Consumer Lending team used Business Architecture to identify opportunities for:

- Organizational alignment and collaboration across business lines and initiatives
- Identify and prioritize common capabilities to leverage across the business
- Provide transparency and the relationship between processes, capability and information to reduce risk and improve the customer experience

Business Architecture supports Wells Fargo’s goal to put the customer at the center of everything they do, manage risk, and pursue their path to success with a shared vision, the right capabilities, and a foundation for continuous change.

“Business architecture helps to provide executives and leaders transparency to ensure common capabilities are leveraged and enables a better understanding of how processes, policies, information, etc. are connected to ensure a thorough and efficient impact assessment, direct investments to align with strategic objectives, and improve planning through execution.”

Teresa Garcia, Strategy Consultant at Wells Fargo & Company