Why & How
Cloud computing is enabling the digital transformation of financial services institutions

'There's no one billion customer bank yet,
because there's no way to do it without cloud.'
Next generation FSI customers according to
the Global Head of Innovation of Technology, BBVA

Arthur's Legal
Challenge the Status Quo

Zapplied
Ignore us at your own peril

These are the Top 4 IT procurement topics identified in the global FSI:

1. Transparancy of Cloud Offerings
2. Interoperability
3. Standards & Compliance
4. Scale Up & Knowledge Sharing

Cloud Banking Europe 2015

1. Transparancy of Cloud Offerings

Why
Several international financial institutions do not yet have a well-defined cloud strategy because of the lack of resources and lack of knowledge to assess the cloud opportunities.

How
International Standards of NIST and ISO, such as ISO/IEC 17788, and the most up to date of all the Cloud SLA Standardisation Guidelines of the European Commission that provides frameworks and guidelines to facilitate the common understanding of cloud SLAs, Service Level Objectives (SLOs), metrics and measurements with greater transparency and higher maturity. With that, organisations can make well-informed decisions on what cloud services to use, what to expect and what to trust.

There are tools and services, such as Zapplied Platform and Arthur's Legal that are bringing these frameworks and guidelines to practical and real use markets so organisations can make a well-informed decision on what cloud services to use, what to expect and what to trust.

2. Interoperability

Why
Cloud offers both new opportunities as well as new challenges on interoperability between infrastructures, databases, applications and organisations

How
Essential hallmarks of cloud computing are flexibility and extensibility for which technology neutrality is a necessary foundation. Cloud services can be built using any number of technologies and a particular technology stack should not be assumed. For example, many cloud services expose REST interfaces or APIs but they can also use technologies such as web services to receive data and interoperate with other services.

FSI according to Head of Technology, Wells Fargo:
'With 250.000 employees migrating to the cloud is really a people, organization and process challenge. And we do not see cloud as an option, it is just fact and the way it is. Cloud means faster innovation; our main driver for SaaS implementation is making unique products available that enhance the customer experience.'

3. Standards & Compliance

Why
As technology is global and current supervision is local, digital technology and the highly regulated FSI market lead to the necessity to have a fresh look and to form a risk assessment by local FSI supervisors.

How
For instance, standards and guidelines for cloud SLAs must be able to span from the smallest cloud service customer to the largest. Useful standards and guidelines already exist, produced by organisations such as the European Commission, ENISA, NIST or ISO/IEC. These standards and guidelines can for example reduce the information gap. Not many financial services institutions consider security as a main benefit of cloud services, despite the fact that cybersecurity is considered a very important factor by FSI supervisors. In that field, the common approach is to analyse and refine an individual control into one or more security Service Level Objectives, which are then associated with metrics and measurements that can be either quantitative or qualitative.

4. Scale Up & Knowledge Sharing

Why
The prevailing language in the FSI is shifting to digital, as most banks nowadays understand that a modern bank is a data processing IT infrastructure corporation with a banking license. This leads to new opportunities and challenges regarding how to scale up on experts and other human resources as well as to reinvent knowledge sharing within the bank and its stakeholders.

How
The current state of digital technology facilitates new and improved ways of connecting with the internal and external workforce, and share knowledge in a total new way, such as knowledge platforms as Zapplied. McKinsey for instance identifies the following currently available technologies, which are shaken up global markets.

Gallery of Disruptive Technologies according to McKinsey & Co:

- Category 1: Mobile Internet
- Category 2: Automation of knowledge work
- Category 3: Internet of Things
- Category 4: Cloud Computing

IT Procurement

Within the methodology of Arthur's Legal and Zapplied Platform, IT Procurement including cloud migration can be structured into three main phases. Each main phase is a seperate project, but can only be done succesfully when having a clear view of the principle goals in mind.

The Three Phases Methodology of Arthur's Legal and Zapplied Platform

1	2	3
What do I have?	**What do I need?**	**Do I need to optimize?**
Status Quo Assessment	Pre-Selection & Selection Vendors & Negotiations & Deal Making	Continuous monitoring & Optimizing

Phase 1. What do I have?
Status Quo Assessment

1. Re-assessing main goal and core competences of your organisation
2. Assessing the status quo of existing IT Infrastructures, applications, processes, businesses and organisation
3. Assessing the status quo of digital data and its data life cycles
4. Primary reasons for adopting new technologies, such as Cloud Computing
5. Comparison between existing legacy and potential use of new technologies, service models and deployment models

Phase 2. What do I need?

1. Assessing needs, building architectures, verify compliance & auditability
2. Pre-Selection vendors
3. Assessment of SLAs, certification and other documentation
4. Selection vendors and negotiation cloud services, and related SLAs
5. Simplifying and streamlining continuous monitoring of procurement and compliance

> **Governmental standardisation organisation, NIST:**
> 'To be able to procure cloud services in a secure, reliable, repeatable, and measureable manner which reflect the business & technical requirements of an organization is a challenge. Cloud Service Level Agreements can help by managing expectations on the technical performance levels, the handling of disputes and performance failures.'

Phase 3. Do I need to optimise?

1. Once reached, this third phase is deemed to be the perpetual phase, where one continuously considers and monitors whether optimisation of the then current IT infrastructure and related applications, devices and data is either necessary or useful.
2. In other words, as soon as the modernised IT infrastructure (either hybrid IT, private or hybrid cloud ecosystem or otherwise) is well-designed with solid architecture and thereafter up and running, the cloud service customer or its managed service provider is able to set up continuous monitoring. This is not only relevant for the monitoring of SLAs and related metrics and controls, but also to monitor new services and features of current or new vendors in order to optimise the cloud ecosystem.

So, how does Zapplied Platform & Arthur's Legal facilitate and support these?

The unique alliance of the global and recognized expertise of Arthur's Legal about IT, cloud computing, digital data, standardisation and regulatory compliance, and the state-of-the-art process and knowlegde engineering automation of Zapplied Platform facilitates the perfect IT procurement environment for FSI and other highly-regulated organisations.

Expert knowledge about digital technology, standardization & regulatory compliance

Ability to Execute

IT Procurement process, document & deal flow automation on a smart collaborative platform

Vision & Mission of Zapplied Platform

- Business leaders say their staff spends 36% of their time on administrative tasks, and less than 64% on their core job function. #productivity
- 76% of business leaders say document process issues have a negative impact on revenue and customer satisfaction. #revenue
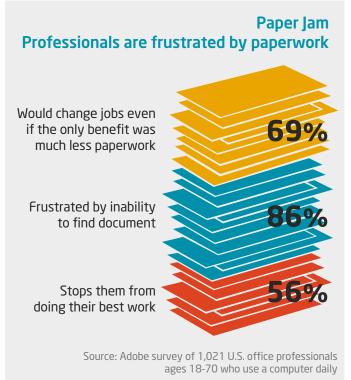- 77% say the gaps in automation in their existing systems (and the lack of integration) impact the quality of customer experience. #customerexperience

Zapplied Platform facilitates solving the challenges mentioned above. At Zapplied we believe and have proven that routine and even high complex knowledge work can be automated up to almost 100%. Zapplied integrates the power of applied innovation, intelligence and technology into daily practice. It was founded by a team of global regulatory and standardisation compliancy and deal making experts that helps out the European Commission, ENISA, NIST and the like to formulate and get to market global standards and guidelines. Next to this, it works closely together with global procurement organizations, compliance and legal departments and C-level management teams.

Zapplied helps structure document and deal flows and get rid of routine and even complex processes such as procurement and compliance, while staying in control. When striving to accelerate transformation in a document-rich environment, Zapplied Platform is the only efficient, scalable, agile and low-cost way to go. 100% Customized Document Generator seamlessly integrated with Document Cycle & Deal Cycle management, including Social Collaboration, Workflow & Autorisation Management, and Audit trails.

Zapplied Platform it integrates knowledge management and technology with applied innovation. It manages and generates 100% perfectly customized, sophisticated, up-todate and ready-to-use content, documentation and other corporate memory knowledge while managing the whole process of getting these processed, and executed. Personalized, anywhere, anytime. More with less.

Zapplied Platform is disruptive technology that is not disruptive to adopt. Join our customer community, and experience and enjoy what our customers are experiencing and enjoying.

Paper Jam
Professionals are frustrated by paperwork

Would change jobs even if the only benefit was much less paperwork — **69%**

Frustrated by inability to find document — **86%**

Stops them from doing their best work — **56%**

Source: Adobe survey of 1,021 U.S. office professionals ages 18-70 who use a computer daily
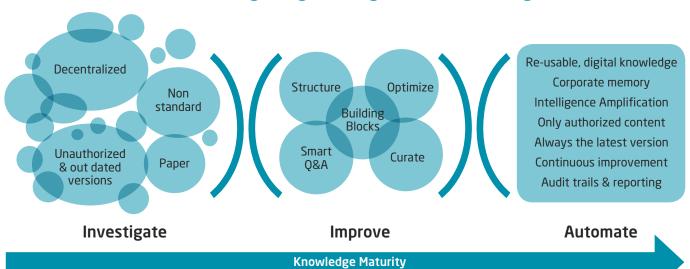
Here are some examples of documents that have been architected, designed, automated and made re-usuable, durable and easy to monitor and update with and for Zapplied Platform and Arthur's Legal customers. It automates repetitive work and turns your knowledge into intelligent and 100% customized content. Ready for you to use and always up-to-date. Only results and productivity matter and are automatically delivered to your organisation in total transparency.

- Cloud Architecture Frameworks
- REST Interfaces & API Guidelines
- Security Policies
- Information Security Policies
- Identity & Access Management Guidelines
- Cloud Procurement Guidelines
- Service Descriptions & Portfolio's
- Pre-procurement Processes
- Master Service Agreements
- Service Level Agreements
- (Personal) Data Protection Agreements
- Data Breach Notification & Reporting Frameworks
- Business Continuity Policies
- Disaster Recovery Plans
- Internal Awareness Training Programs
- Automated Compliance Frameworks
- Continuous Monitoring Processes

Each document cycle and related topics that need to be considered and addressed will be scoped and executed in a process-oriented project. One of the proprietary methodologies used in these processes is set below:

Durable Knowledge Engineering & Content Management

Decentralized

Non standard

Unauthorized & out dated versions

Paper

Structure

Optimize

Building Blocks

Smart Q&A

Curate

Re-usuable, digital knowledge
Corporate memory
Intelligence Amplification
Only authorized content
Always the latest version
Continuous improvement
Audit trails & reporting

Investigate   **Improve**   **Automate**

Knowledge Maturity

Check out our websites

www.zappliedplatform.com
www.arthurslegal.com

Please also follow us:
www.twitter.com/Zapplied
www.twitter/Arthurslegal

About Arthur's Legal & Zapplied Platform

Arthur's Legal is a global tech law firm by design. It mainly focuses on global companies and organisations in the technology related global markets including FSI, IT, cybersecurity, cloud computing, internet of things, robotica and articificial intelligence.

The team of Arthur's Legal and its founder and managing director, Mr. Arthur van der Wees are strategists and frequent speakers worldwide, with indepth experience and are well-connected in the world of technology, data, innovation, standardisation & global FSI business. For instance Mr. Van der Wees is member of the European Committee Cloud Select Industry Group on cloud computing & SLA's, co-author of the EC Cloud SLA Standardisation Guidelines, co-contributor to ISO norms such as ISO/IEC 19086, co-author of CSA's Privacy Level Agreement 2.0, member of the EC's Alliance IoT Innovation (AIOTI), and in the field of digital economy, cloud and cybersecurity strategies and standardisation also collaborates with for instance EC, NIST, ENISA, ETSI, Institute for CyberChess, Next Generation Compliance Institute, CloudQuadrants, Cloud Security Alliance, Holland Fintech and various universities worldwide.

Zapplied Platform is the global tech company that empowers document-rich organisations such as FSI departments to smartly automate high and low complex routine work and improve the leverage of professionals and corporate memory by combining durable knowledge engineering, artificial intelligence and cloud technology with re-usable document & deal automation and social collaboration.

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