MISYS (M)

Misys BankFusion Strategy

3 March 2010

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Vision Statement

'Within 5 years, Misys will deploy an industry-leading, integrated portfolio of banking solutions based on the Misys BankFusion platform that will win the company a reputation for innovation and BankFusion an acceptance as the technology of choice for the development of solutions for the financial services industry'.

Figure1: BankFusion Strategy Overview

Summary

Misys is currently perceived as offering a series of good quality, though mature, core banking solutions based largely on IBM technology platforms and RPG programming code. These solutions, assembled for the most part through a process of acquiring their vendors, have restricted efficiencies in the operation of Misys as a consequence of their organisationally siloed composition.

As a key component of the Mike Lawrie turnaround strategy, Misys is launching a progressive series of solutions based on BankFusion technology that will deliver unique customer propositions to the banking market and open up significant new market revenues for the Company.

As the Core Banking industry emerges from one of the most turbulent periods in recent banking history it is faced with the multiple and compound challenges of regulatory burden, heightened competition, market rationalisation, intense pressure on costs, the drive for enhanced customer service and the over-arching need to return greater profit margins. The BankFusion technology has a unique set of propositions that address these issues by providing enhanced business agility and superior technological and service flexibility. The BankFusion solutions are being taken to market in variants that will appeal to a wide range of institutions from tier 2 and 3 banks wishing to renovate existing legacy and acquire new service add-ons, through to lower tier 3 and 4 banks that need the latest most flexible Universal Bank 'in a box'. In addition, we have access to tier 1 institutions through relationships with customers of our Treasury & Capital Markets products.

The following are the principal elements of the BankFusion Strategy:

Universal Banking
Provides Misys with a next-generation core banking system based on BankFusion technology. This solution has been developed, is live and is progressively acquiring functionality to address

the requirements of a widening target client base. It has recently succeeded in beating all major competitors in winning new clients Actinver in Mexico and Time Bank in Zimbabwe.

Internal Renovation

Extends the life of the existing core banking solutions developed by Misys by opening their applications to BankFusion technology, making them more agile and reducing their total cost of ownership. It also provides Equation and Midas customers with a refreshed evolutionary roadmap comprised of Shared Modules from the 'BankFusion Business Solutions Library'. The BankFusion Equation solution has been bought by four banks - Piraeus, Investec, QNB and Amsterdam Trade Bank. A BankFusion Midas solution will be delivered by the end of 2010.

External Renovation

Builds on the knowledge, experience acquired through Internal Renovation of the Midas and Equation applications and offers this in conjunction with the 'BankFusion Business Solutions Library' to 3rd party and in-house legacy applications.

Industry Platform

As BankFusion wins wider traction in the banking software market Misys will license the BankFusion Platform to third party developers and promote the BankFusion Platform as an industry tool. Misys will then follow a process of accreditation, and market these 3rd party developed solutions within the wider BankFusion user community. There is potential for a 'White Labelled' core banking proposition that could be offered for local market branding, modification and consumption.

2. What is BankFusion?

BankFusion is a family of software components that Misys is using to deliver a new generation of solutions for financial services. It is underpinned by the BankFusion Platform; an application development and run-time framework that provides capabilities to build, configure, integrate, and deploy BankFusion Solutions across multiple computing platforms using Java-based technologies.
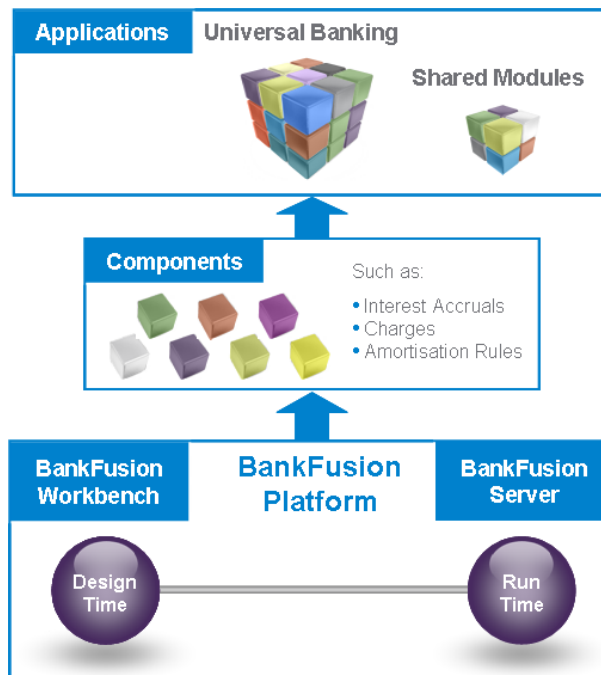
Figure 2: The BankFusion Platform, Components and Shared Application Modules

What Makes BankFusion Unique?

Misys has used techniques from different software development technologies and combined them into a single development toolset, the BankFusion Workbench. This uses visual techniques to build the majority of an application, particularly the core banking services that would normally be built using code-based development tools. This is different from all other globally available core banking software solutions. By expanding the use of visual tools into more parts of the application model, BankFusion does not require specialist Java programming skills, but can be developed by programmers with essentially any programming language background.

The BankFusion Platform also differs from other platform technology offerings as it contains a pre-built Java-based architecture and framework for the design and execution of financial products. Using this framework, financial institutions can ensure that all new products developed will behave in similar ways and will have access to the same shared business rules. The platform imposes architectural standards upon the application development environment to ensure that products are operated upon in a consistent way, and they can effect rapid change to the business rules that apply to products.

How are Solutions Built on BankFusion Different?

BankFusion incorporates a design and build methodology that enables Misys to build "loosely coupled" functional components, known collectively as BankFusion Components. This means that each component is built so that it does not rely on the other components that have been built. This characteristic means that a change in one module does not force changes in other

modules, the assembly of separate modules into "suite" solutions requires less effort, and individual modules can be sold on their own because dependent modules do not need to be included.

How is Misys Exploiting BankFusion?

The broad, non-specific, skillset required to work with BankFusion, the loose coupling of the components, and the ability to "assemble" them into larger scope solutions, gives rise to three categories of market opportunity:

i. BankFusion Common Components - The use of line-of-business application-building components to evolve existing solutions - either those developed by Misys or those externally developed. Examples are Interest Accruals, Charges and Amortisation Rules.
ii. BankFusion Shared Application Modules - The pre-assembly of BankFusion Components into Shared Modules from the 'BankFusion Business Solutions library' such as Loan Origination, Customer Acquisition and Collateral Management.
iii. Financial Application Development - The use of BankFusion as a banking development toolkit to build bespoke functionality, both pre-integrated with Misys solutions and as stand-alone applications such as Universal Banking.

These opportunities are exploited in the four elements of the BankFusion strategy and are explained in more detail below:

i. BankFusion Common Components

By providing a rich set of pre-built finance-related software components, BankFusion enables developers to focus on the business content of new applications rather than having to develop basic financial concepts such as postings, working day calendars, security, auditing, limits and exchange rate mechanisms. This capability has been used to build BankFusion Universal Banking, where 75% of the build effort has not required additional coding.

ii. BankFusion Shared Application Modules

Loosely coupled BankFusion application modules lend themselves to being implemented on their own, unlike most of the monolithic offerings currently available in the market. These modules will be used to renew and enhance legacy solutions, from both Misys and third parties.

Universal Banking modules such as Loan Origination, Branch Services and Collateral Management will be packaged as BankFusion Shared Modules and used to replace or enhance functionality in existing silo systems. These types of implementations go beyond conventional 'package replacement', providing greater customisation and integration, and enabling customers to use existing enterprise services.

iii. Financial Application Development

The BankFusion Workbench is being offered to customers in both the BankFusion Universal Banking and BankFusion Equation solutions so that customers can add new capabilities to them. BankFusion Equation enables customers to build services that combine native Equation functions with new BankFusion-built functions. BankFusion has also been tested with Midas Plus in developing new functions, such as non-deliverable-forward contract processing, which otherwise would have taken much longer to create.

3. The Challenges facing Banks and how BankFusion delivers value

The key pressures that are driving the behaviour of the financial services industry are:

- Focus on cost reduction
- Regulatory burden
- Competition from unexpected quarters
- Pace of change

The problem that many of these organisations face is that the systems that they use do not enable them to respond to these pressures effectively or in a timely manner; they usually involve high cost, take a long time, and frequently do not enable them to respond at all. A common approach to trying to solve some of these problems has been to add middleware, but in a reactive manner, project by project. This creates a highly complex landscape of tightly coupled applications and the introduction of new applications usually adds to this complexity. Misys has similar experience with some of its core solutions in that some changes are easier to make than others, and many old applications have "no go" areas.

Banks are faced with conflicting risks – the operational and market risks associated with the constraints of their existing systems, and the opposing risk of replacing what they have. The tight coupling of existing applications means that for most banks it is too risky to undertake broad scope 'rip and replace' projects. Instead, they are looking to evolve their solutions using components and development frameworks.

Unique BankFusion Attributes that Solve Business Challenges

Regardless of the manner in which BankFusion is deployed within the Misys strategy, it offers unique, differentiating, attributes that make BankFusion a highly disruptive, game-changing technology.

The following matrix summarises some of the key challenges faced by the C(x)O team within the Banking sector, and highlights how BankFusion's unique technology addresses each of these areas.
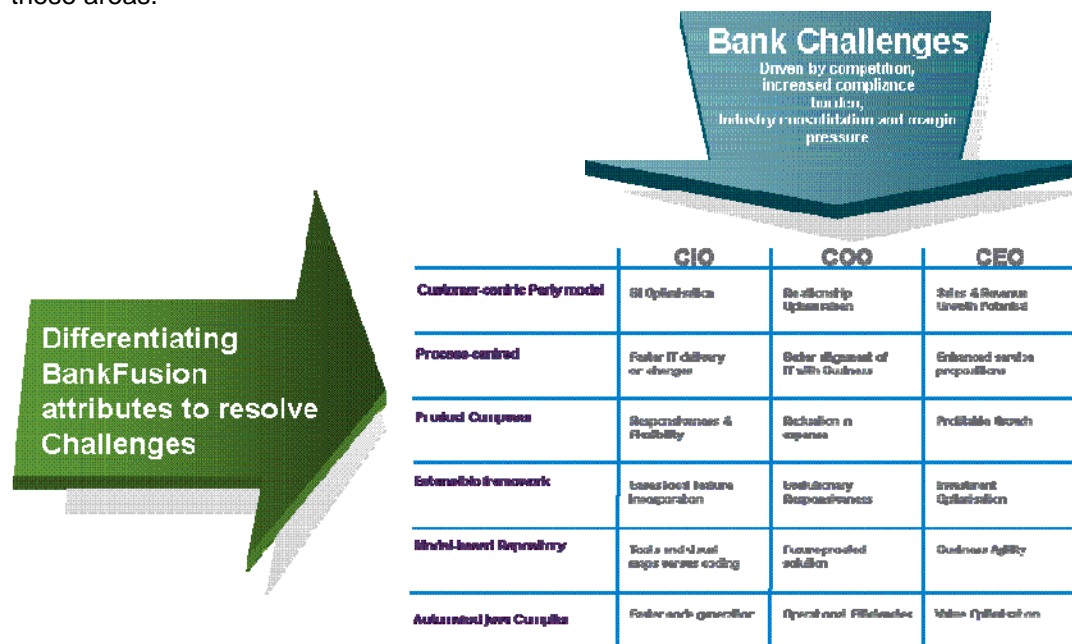

Figure 3: Banking Challenges and BankFusion

1. Process-centred

BankFusion designs applications around a process engine on the basis that all banking activity is process-driven. Other vendors have incorporated workflow, process or service orchestration engines to complement their banking solutions, but this remains a limiting approach. Institutions can only use this capability to the extent that the core system has been 'process-enabled' and usually this occurs in a few specific places.

BankFusion Universal Banking, for instance, is unique, in that every function and all activity takes place because the process engine is executing a process or processes. This approach gives high levels of configurability, the opportunity to adapt quickly to meet changing business demands and offers a much closer tie between IT and the business.

2. Product Composer

Most traditional banking systems have evolved as a series of modules which have been coded independently, resulting in routine functionality such as interest calculations, accruals, transactions and posting being implemented several times over. This significantly increases their maintenance overhead and drives the code explosion that these products have experienced over recent years.

In BankFusion, financial products are defined as collections of product features. Each product feature is self contained; containing the business logic and information storage it requires to operate. All products, whether asset or liability, treasury, retail or SME, are constructed from product features using a single visual design tool, reducing design time and minimising coding costs.

This concept enables the deployment of new capabilities grouped as 'product bundle updates' to the live system, which includes all processes, data and business rules associated with a product, so that roll-out of new business capability is more easily and cheaply deployed and managed.

3. Extensible Framework

BankFusion Solutions have been developed with the capability to extend the data model and incorporate these extensions throughout, including screens, business rules and product features.

Another aspect of the platform that highlights its extensibility is the capability to incorporate functionality from other systems directly into the Workbench as if they were native BankFusion building blocks. Misys is using this capability with products such as Equation, in which BankFusion capability is used whilst continuing to leverage existing Equation features. It can be used equally to co-exist with an institution's own in-house built environment. This means banks can evolve existing system processes through BankFusion.

4. Model-based Repository

All aspects of the business functionality within a BankFusion application are described using visual tools that describe what computation should be performed and not specifically how the code should be programmed. The application configuration is stored as data within a database repository rather than as programming code and is used to generate the Java programmes that execute at run-time. This means that the application definition is not stored as code and is separate from the code that runs. The benefit of this is that the application models are isolated from the underlying technology and Misys can swap technical components as they evolve, leaving the application definition unchanged and protecting Misys and its customers' investment.

By making extensive use of visual editors instead of programming, non-java programmers can modify applications. Also, unlike programming languages, the editors can be optimised to the problem being addressed and the skill level of the people using them. This is a benefit to organisations that have diverse programming resources.

5. Automated Java Generator

A further unique attribute of the BankFusion technology is the ability to remove the traditional interpretive step function of translating process design to software code. This step is automated within the BankFusion Platform which automatically generates Java code based on revisions to processes made within the Product Composer. The benefits to the user are a faster and cheaper turnaround of product changes and a transition from an IT-dominated world to a more business-orientated approach to software development. The capability also provides longer term protection of banks' intellectual property through the retention and focus on business process rather than software code. A further benefit is the ability to protect investments through the capability of the system to adapt the compiler to evolving programming standards.

4. Opportunities that BankFusion Creates for Misys

Optimisation of business and technical resources

Misys as an organisation grew through a series of corporate acquisitions in the core banking space. Misys brought Equation into the company through its acquisition of Kapiti in 1994 and both Bankmaster and Midas came in via ACT Group in 1995. These acquisitions brought with them the client bases of solutions that have then gone on to prosper under the Misys banner. Up until the mid 2000's the staff supporting and enhancing these solutions operated with a high degree of autonomy and until very recently even competed in the market for customers against each other. Historically the outlook and structure of Misys was conditioned and channelled as much by the user communities it supported as by the markets into which its solutions were directed.

The introduction of BankFusion now offers Misys the opportunity to consolidate business expertise and technical knowledge into the production of new business functionality that can be shared between these solutions. This will have a powerful effect in realising commercial efficiencies through the further removal of product-centric solution silos across the company.

Refreshing existing Products

Misys is fully committed to the future life and evolution of the Midas and Equation solutions. BankFusion will extend the life of the existing core banking solutions through the opening of their applications to BankFusion technology, delivering greater business agility; lower cost compliance and faster time to market for new products.

This transition has been completed for the BankFusion Equation solution which has now been launched. A BankFusion Midas solution will be delivered in Q4 of calendar 2010. The process-centric approach that BankFusion brings to these solutions is already generating a great deal of interest from the Equation customers as evidenced from customer wins following the introduction of the solution. Awareness is growing of the new business flexibility the solutions have. This includes the low cost introduction of higher levels of 'straight through processing', variance of existing workflows and products and the introduction of process steps in line with the demands of regulatory compliance.

Both Midas and Equation will continue to see 'solution-dedicated' enhancements to the RPG code that was used to build the original applications in new releases going forward. In addition both roadmaps will be invigorated for those customers moving to BankFusion versions, through the additional availability of BankFusion based functional Shared Application Modules. These are being created in support of the development of BankFusion Universal Banking but will be developed to allow for their re-use within Equation and Midas. These include modules such as Teller, Loan Origination, Collateral Management and Customer Acquisition. In time, 'shared' modules written in BankFusion will be created for initial targeting on Midas or Equation users with later adoption by Universal Banking.
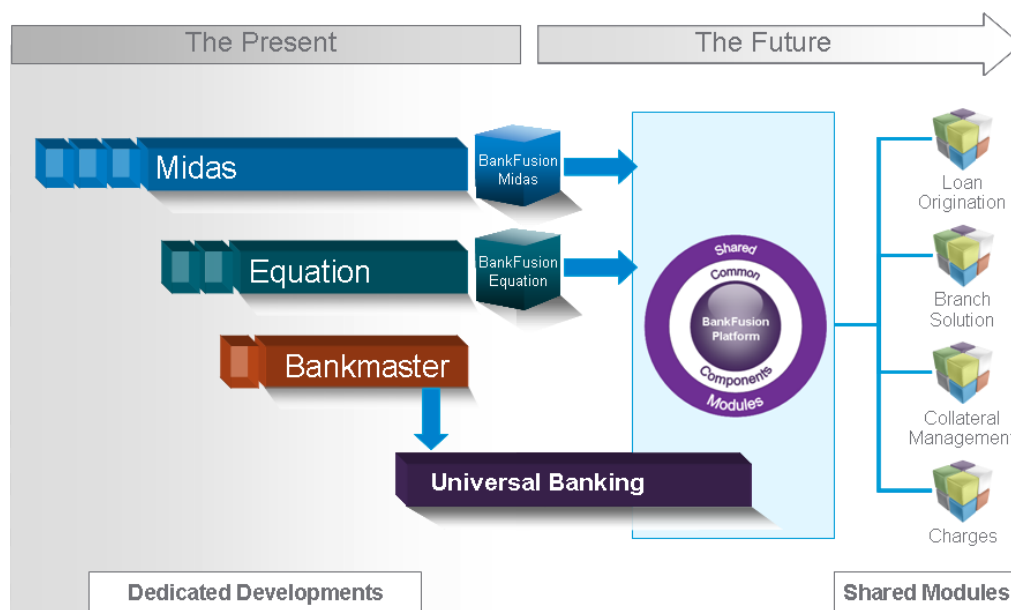
Figure 4: Misys Core banking Solution evolution

Acceleration of Universal Banking

BankFusion Universal Banking ('BFUB') is a new Universal Banking solution, the first new Misys solution to be built for global distribution in 7 years. The scope of Universal Banking solutions are extremely large and typically can remain 'under construction' for many years.

BFUB moved to first implementation within a period of a year and a half from the start of the initiative, which was a major achievement and is testimony to the benefits delivered to developers through the use of the BankFusion technology. Though much of the competition for BFUB has been under development for more than 15 years, this does not preclude BFUB's competition in business segments where its functionality meets market needs. The market potential of these segments will open up further with the addition of richer functionality.

Though Misys Banking employs a total community of over 1,600 developers, these are distributed across a series of solution silos without the benefits of being able to pool and share code. Through the progressive consolidation and optimisation of resources brought about through the adoption of BankFusion technology. Misys will be able to bring to bear a greater number of its development resources base, in the acceleration of Universal Banking and Shared Application Modules.

Better returns on investments

At present the profitability of business plans for solution enhancement are limited by the size of the customer base for which they are developed. Through the use of shared components with resale capability across the Equation, Midas and Universal Banking customer bases, potential unit sales will increase. This will open up the opportunity for greater revenue contributions from investments and deeper profit margins. As the strategy moves to External Renovation where BankFusion Shared Application Modules are sold to new third party organisations, the market scope opens up still further.

New professional services revenues

To date, the majority of Professional Services have focussed on the delivery of installation support to customers going live with applications purchased from the company. These services have included application integration, data migration and project support and management.

The major shift with BankFusion-based Professional Services (PS) will be the move to a more consultative 'process analytics' engagement with clients through which PS will be more engaged in evolving specific business solutions for customers. This will involve the evaluation of existing workflows and processes against best practice to deliver improvements in, for instance, straight through processing and compliance. This will then be followed by the insertion of these revised workflows within the existing micro-flows of solutions such as BFUB or Shared Application Modules or within newly created functionality built for the client.

The scope for these services in support of the BankFusion strategy are especially significant within the Internal and External Renovation segments.

Up- and cross-sell opportunities

Historically one of the barriers to up- and cross-selling solutions within the Misys portfolio has been the siloed basis of their conception and development. This has led to a lack of over-arching holistic business and technical architecture binding the solutions together which in turn has made the seamless sales and implementation of these solutions challenging.
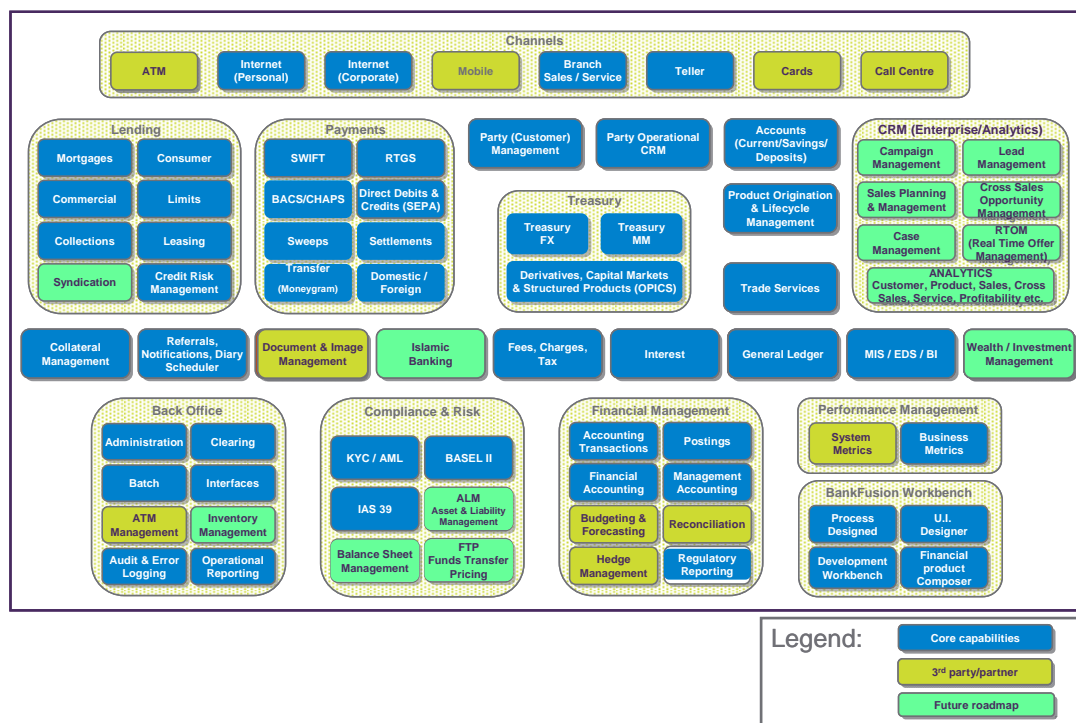

Figure 5: BankFusion Solutions Business Architecture

Through the adoption of a single SOA-based technical architecture and the adoption of the BankFusion Solutions Business Architecture the sales and integration of additional modules will be a more logical and practical sales proposition.

The Midas and Equation solutions, through their move to BankFusion-enabled versions, will open up their installed base into which can be sold additional Shared Application Modules such as Loan Origination, Collateral Management, Customer Acquisition and a Branch Solution.

Fostering a culture of Innovation

BankFusion is helping to drive a spirit of innovation and creativity within Misys that is lifting the performance of the company, both through its technology and a new creativity in supporting customers to achieve their business aims. Fostering innovation is also benefiting the ability of the company not only to pull top staff away from its competition but also to exceed industry norms in low attrition and high staff retention rates throughout the BankFusion IT development teams.

5. Elements of the BankFusion Strategy

1. Universal Banking

BFUB is a next-generation core banking system based on BankFusion technology. It has been developed and is progressively acquiring functionality to address the requirements of a target client base whose unifying characteristic is the desire to acquire a packaged and pre-integrated banking solution across Retail and Corporate Banking.

Availability Date

BFUB was first installed and went live in December 2008 at Standard Bank of South Africa in Zimbabwe. The solution is currently being installed at CRDB in Tanzania where it is scheduled to go live in March 2010. It was sold to Actinver Bank in Mexico in December 2009 and to Time Bank in Zimbabwe in February 2010. The latest version of the software (version 1.5) will be available in March 2010.

Functional or service attributes

BFUB delivers a full Retail Banking Solution across the following areas of functionality:

• Innovative and responsive solutions around Party (Customer), Relationship, Sales & Service support
• Know Your Customer and Anti-Money Laundering compliance through integrated OFAC & Customer Acquisition framework
• Credit and risk profile assessment of clients or prospects through an integrated loan origination framework, collateral and delinquency management functionality
• Extensive Treasury and Trade Finance capabilities
• Assimilation with Misys Almonde for Basel II & Asset & Liability Management support
• True 360° relationship view of client relationships and exposures
• A range of channel support through the embedded Teller module, Cash Portal Internet Banking integration and ATM & Smart Card functionality
• Embedded support for inward and outward SWIFT processing as well as the normal range of domestic payment and clearing options

The BFUB Solution will broaden its retail banking functionality through the inclusion of Business Information and Analytics with Operational CRM before deepening the corporate lending capabilities and adding Islamic Financing. Subsequently the solution will build out through wealth management into more wholesale banking capabilities.

Market Assumptions

BFUB version 1.5 addresses the existing Bankmaster user base and new market opportunities in the smaller predominantly retail banking segments in Tier 3 and upper Tier 4. Later variants of BFUB will address the more sophisticated retail and corporate banking markets and the wholesale banking sector

BFUB during the early stages of its life is being targeted at the emerging market geographies in Asia Pacific, South America, Eastern Europe and the Middle East which, despite the recent market developments continue to project higher levels of internal GDP growth.

2. Internal Renovation

Availability Date and Status

BankFusion Equation became available as a payable upgrade to Equation Users in November 2009. BankFusion Midas will be available in December 2010. BankFusion Equation early sales wins included Piraeus Bank, Investec, QNB and Amsterdam Trade Bank.

Differentiating Functional or service attributes

BankFusion Equation and BankFusion Midas offer customers highly differentiated benefits:

- Enhancement of their banking solution using the new BankFusion technology and tooling to create and amend processes, including existing functionality, new BankFusion artefacts and 3rd party web services. This will help banks to increase operational efficiency, reduce error/risk, rapidly build out new service features and meet the requirements of compliance-driven change.
- Access to new Shared Application Modules that will become available on the BankFusion platform.
- Ability to upgrade without losing any functionality, or having to re-write any of their own developments that use existing (APIs). This protects the banks' investments and promotes fast Go-To-Market.

Market Assumptions

BankFusion Equation
The market for BankFusion Equation is the addressable Equation client base and all new market Equation sales wins. Equation clients can upgrade from any version to BankFusion Equation, using standard installation procedures.

There are two distinct target market profiles:
1. **The larger Equation users** have complex environments, skilled development teams, and a technology roadmap that will benefit from the SOA features of BankFusion to build more complex processes, develop faster and reduce cost by the ability of having a simpler and standard infrastructure. Examples are: Fortis Bank, Piraeus and Ahli United Bank.
2. **The smaller Equation users** have very limited or no RPG/Equation development capability. They will be able to customise Equation with the BankFusion Equation Service Composer, accommodate their business requirements more effectively, especially to reduce manual processes and associated risk.

BankFusion Midas
BankFusion is being embraced as a key feature in the future development of Midas Plus. The Market for BankFusion Midas is spread across the addressable Midas / Midas Plus client base and all new market Midas Plus sales wins.

There are three distinct market profiles:
1. Large single site Midas users with complex environments. These sites typically have their own skilled technical teams that will use the framework as a base for developing and enhancing services and workflow around new BankFusion modules and the Midas Core processing. Examples would be Raffeisen or Fortis Bank.
2. Hubbed sites using Midas Plus in a number of locations from a system located in one centre. BankFusion features will allow the Banks to deliver standard solutions to all sites, with the ability to tailor these to local requirements. An example of this would be Bank of India or Volksbank.

3. Smaller Midas and Midas Plus sites. These typically have fewer, if any, resources to undertake their own developments. BankFusion will provide them with the ability to perform limited tailoring of the system in-house, and give them opportunities to work with Misys Professional Services to enhance the system to work more closely with their local requirements. Examples would include Dexia or Caixa Banks.

4. External Renovation

External Renovation will become available as a service in 2011 following the commercialisation of Shared Application Modules within the Internal Renovation markets of Midas and Equation.

Differentiating Functional or service attributes

The BankFusion Platform (with supporting Shared Developments, methodologies, templates and reference content) will be marketed as a framework that enables 'new market' financial services organisations to renovate their existing core systems.

The system will provide:
- A Model Driven Development framework that handles the complexity of a financial software development and run-time environment, and which frees up the software developer to concentrate on building functional components and applications.
- A repository of financial infrastructure components and services required to build and run a banking application
- A library of pre-built functional components that are loosely coupled to the front-end channel architecture and the underlying data model
- A pre-defined banking reference data model with ability to extend, customise or redefine
- An end-to-end development methodology, supported by templates and best practise to accelerate the building of financial applications

Target market

The Target market is primarily Tier 2 and 3 banks that have historically built their own solutions, that want to modernise these solutions, and to whom the BankFusion Platform provides a compelling "head-start". Over time, the delivery of these solutions will enable Misys to establish the "BankFusion Banking Component Library" which customers can use to further accelerate the build out of new solutions.

5. Industry Platform

Availability

Projected 2012-2013.

Service Attributes

The last element of the Strategy is to license the BankFusion Platform to third party developers and promote the BankFusion Platform as an industry tool. Misys can then follow a process of accreditation, and market these solutions within the wider BankFusion user community. The success of this is dependent on the availability of BankFusion Common Components and artefacts to third party developers, around which they can develop their specific incremental solutions without having to recreate all aspects of the underlying application.

- Universal Banking: third party implementation partners will write local features with BankFusion as a way to sell services as BFUB implementation partners.
- Internal Renovation: third parties may wish to address common issues within the functionality of the Midas and Equation application and then resell these to the rest of the user base.
- Shared 3rd Party Solutions: developers will write their own applications or develop add-ons to the applications that Misys creates in order to address specific market need or geographic requirements.
- External Renovation: third parties will emerge, will enhance and build out functionality in support of the Misys solutions.

- Misys will consider offering a 'White Labelled' version of BFUB for re-branding and modification by local and regional third party software companies.

The market sizing and financial implications of this element of the strategy have not yet been fully modelled.

6. The BankFusion Partner Strategy – Teaming to Win

"Developing Winning Partnerships" was one of the original strategic imperatives laid out by Mike Lawrie our CEO as part of the Misys turnaround strategy. Since that change in direction, Misys has built a partner ecosystem and infrastructure that can be leveraged to deliver customer value and enable Misys to execute with more speed, scope and scale, and ultimately gain market share based on the unique attributes that BankFusion creates. Importantly, in addition to having a solid infrastructure that protects our partners' investments in Misys, the cultural change required to collaborate and execute as one team in front of the customer has been instituted.

Misys Partner Value Net – creating the right solution for the customer

The value of our partnerships to Misys and our customers is depicted below. Our partners provide Misys with greater reach into the marketplace, greater scale to execute on customer requirements and their complementary skills and solutions deliver greater depth of value to our customer.
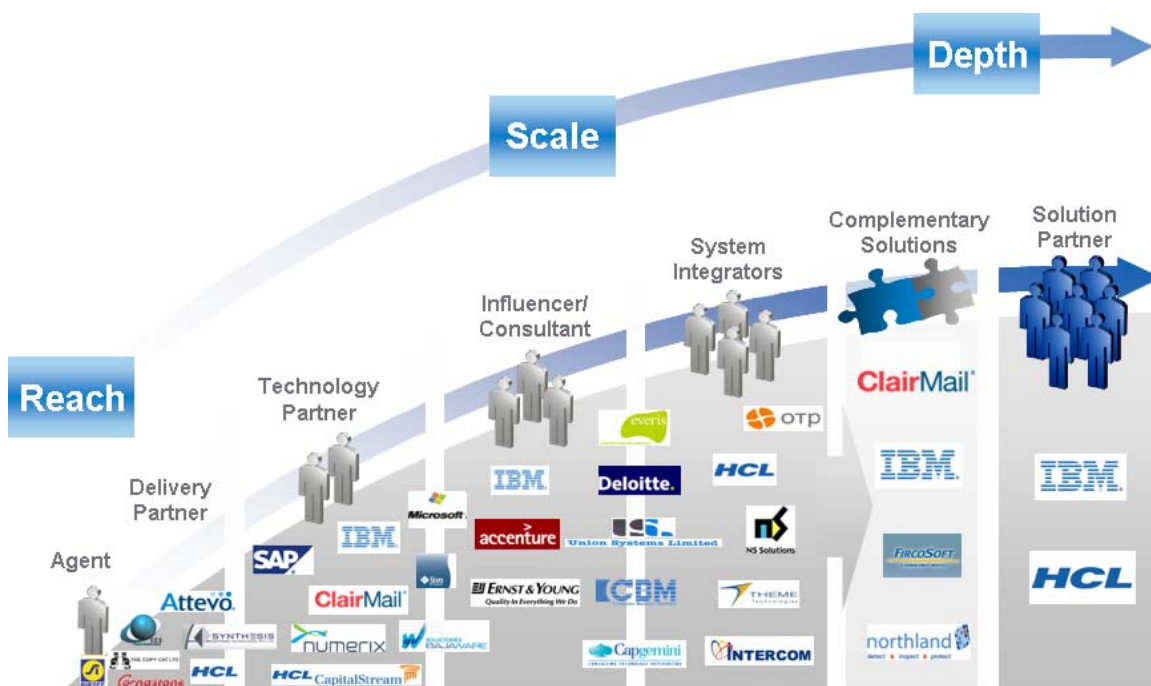

Figure 5: BankFusion Partner Strategy

One example of how we are increasing our reach and scale is shown by our partnership with HCL with whom we have a scalable implementation strategy integrating their resource into our Global Centre of Excellence in Bangalore. At a local level we are also leveraging our in-territory and in-country partners to ensure we have the requisite domain, support, language and cultural expertise to ensure we deliver for the customer.

From a solution perspective, our ability to partner with market leading point solutions such as ClairMail to power Misys Mobile Banking will enable us to deliver market leading solutions to our customers faster and within the BankFusion framework. We envisage our partners continuing to provide a wide range of functional requirements as they do today, such watch list checking and anti money laundering, and will continue to look for the right point solutions to complement our solution. A typical, and recent, example of how we partnered to deliver a winning customer proposition was our partnership with Soluciones Bajaware in Mexico to meet Actinver's requirements.

From a technology perspective we are leveraging the technical openness inherent in BankFusion to enable Misys to leverage our partners' technology. The Misys Business Intelligence (MBI) framework for reporting and management information is an example of where we have leveraged leading technology from one of our strategic partners, utilising IBM's Information Management models and technologies to drive that solution. This enables our customers to benefit from best-of-breed technologies and Misys to focus on delivering the industry content the customer requires.   Similarly our technology partners have been instrumental in helping Misys develop and enhance the BankFusion platform.

BankFusion's Value to Partners

BankFusion provides the ability to radically change how Misys engages with our partners and thereby creating a disruptive partner model in the marketplace. By partnering with Misys, our partners will be able to leverage their core capabilities to deliver greater value, faster to their customer. This will enable them to win more in the marketplace and at the same time benefit from increased productivity and efficiencies in their business models.

The four principal elements to the BankFusion strategy and associated Partner strategies are:

Universal Banking is attractive to those players who operate in the traditional implementation role in the market-place, leveraging their skills and domain knowledge to deliver the vendor solution to the customer. BankFusion offers these players the ability to shift their model by:
- delivering earlier value to their customers with ability to implement on a modular basis
- significantly reducing the time to 'learn the application' due to the process centric approach, use of shared components and the virtual design environment of the product composer
- allowing focus on delivering increased business value to the customer, improving productivity and driving down costs

Internal & External Renovation: The unique attributes of BankFusion as a renovation platform will allow our Consulting, System Integration and technology partners to leverage their core capabilities such as integration, business process redesign and change management. BankFusion enables these partners to deliver functionality in stages, reducing the time to value for the customer, in contrast to the required 'rip and replace' implementations of most current systems.

The process centricity of BankFusion allows Misys partners to complement their own core banking renovation and renewal frameworks to deliver customer transformation. For technology partners, the true SOA capabilities of BankFusion and its ability to operate irrespective of operating system or hardware will enable them to deploy their technologies to best integrate and support the renovation play without being concerned with technology requirements

Industry Platform: The platform independence, openness and ability of BankFusion to incorporate functionality from other systems is a unique advantage when incorporating and working with other solutions and technologies. It is not Misys' strategy to build all components, but instead we will look to use appropriate partner solutions to deliver functional requirements such as analytical CRM, ATM management, budgeting/forecasting, etc. With the launch of the industry platform, Misys will be able to take this strategy further and offer our partners the ability to develop on the platform themselves creating a unique co-development model in the core banking market-place.

Summary

Misys believes that BankFusion offers a compelling proposition to our partners, both current and future. The value for Misys will be in leveraging our partners' customer relationships and their investments in delivering value-add services, market leading solutions and excellent support to drive greater market share and deliver greater customer value.

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