

# CAPCO

## CAPITAL MARKETS

### TODAY'S MARKET

The Capital Markets industry continues undergoing a transformation, leveraging the troves of data the industry collects, embedding new ways of working and enhancing its capabilities to solve age-old challenges of cutting costs while growing revenue, market share, and offering better client outcomes. Firms have been building the next generation of data analytics and data-driven businesses, seeking to turn their data into hard-earned knowledge and business-winning insights. Going forward, data analytics will continue serving as a core discipline to manage risk, re-assess capital allocation and profitability, operating models, and customer relationships. As short-term interest rates are expected to remain low, client preferences and macroeconomics trends (i.e., post-2020 recovery, blockchain, ESG, US-China trade relations) reveal tangible opportunities to capitalize on differentiated products and new geographic reach. Innovation, efficiency, and ability to leverage data are the name of the game in this rapidly changing market.

#### SERVICES AND SOLUTIONS

Our Capital Markets consultants have deep industry expertise spanning equities, fixed income, listed and OTC derivatives, prime brokerage, and investment banking. Consultants are deployed in transformation programs across the front office, technology, operations, systems and data architecture, regulatory compliance, risk management, and finance.

Our go-to-market strategy seeks to bring content-rich transformation services and solutions to our client base across the many consulting disciplines of our firm, including:



#### 1 STRATEGY

Entering new lines of business, improving ROI, unlocking value



#### 2 INNOVATION

Solving legacy problems with user-centric design and advanced technology



#### 3 RISK AND REGULATORY

Senior advisory and execution across global risk, regulatory and compliance agenda



#### 4 DATA AND IT ADVISORY

Helping our clients build their infrastructure of the future while realizing the full value of their data



#### 5 TRANSFORMATION

Senior advisory and execution across global risk, regulatory and compliance agenda

#### CAPITAL MARKETS PRACTICE

Capital Markets is part of Capco's DNA. Capital Markets delivers expert consulting skills and deep product and functional knowledge across all areas of the front office, operations, technology, risk, finance, and compliance. Clients include the largest investment banks, global universal banks, and capital markets divisions from regional banks across the country and around the globe.

#### OUR DELIVERY EXPERTISE INCLUDES:

- Launching new lines of business
- Coordinating high-impact regulatory response programs
- Leading complex integration projects
- Analyzing the dependencies in an application rationalization effort

We have a consistent track record in helping clients with significant cost reductions and ensuring our clients grow, change, and compete.

*"Capco's performance and impact helped us pass an important regulatory and client service milestone. The team led the implementation of UMR IV... it was a challenging and time-compressed delivery which the team navigated with ease and ability, earning admiration from across ops, tech and the business, at all levels, as a credible and valued partner."*

*-Investment Bank Executive*

#### CLIENT SUCCESS STORY

##### Defined a multi-year capital markets product expansion strategy for a regional investment bank.

**Opportunity:** A regional market leader sought a partner to help assess and bolster their current suite of capital markets product offerings. The client wanted to expand into product areas that would enable growth over a four-year execution period, align with both their financial and non-financial goals, and close product gaps against competitors.

##### Solution:

- Guided capital markets lines of business stakeholders to identify their financial and non-financial goals for product expansion
- Compared product offerings and capabilities across key competitors, and prioritized opportunities with favorable market demand and competitive intensity
- Identified all initiatives required to deploy additional products, including sequencing, and expected durations based off client input
- Developed a high-level business case to demonstrate the increase in revenue associated with each product expansion effort

##### Results:

- A product strategy roadmap for the client, detailing the sequence, duration, and level of effort for activities deemed necessary to roll out each incremental product recommendation.
- A business case and roadmap demonstrating a path for the client to achieve over 11x multiplier on their return on investment (ROI) upon completion of the product strategy execution

## CONTACT

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## ABOUT CAPCO

Capco, a Wipro company, is a global technology and management consultancy specializing in driving digital transformation in the financial services industry. With a growing client portfolio comprising of over 100 global organizations, Capco operates at the intersection of business and technology by combining innovative thinking with unrivalled industry knowledge to deliver end-to-end data-driven solutions and fast-track digital initiatives for banking and payments, capital markets, wealth and asset management, insurance, and the energy sector. Capco's cutting-edge ingenuity is brought to life through its Innovation Labs and award-winning Be Yourself At Work culture and diverse talent.

To learn more, visit [www.capco.com](http://www.capco.com) or follow us on Twitter, Facebook, YouTube, LinkedIn, Instagram, and Xing.

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