"*The Macedon team consistently goes beyond being a development staff. They understand the business process to the point they are able to identify gaps in user stories and provide proactive solutions.*" — *SVP IT*

Macedon Technologies accelerates Digital Transformation by delivering sustainable, enterprise-grade applications quickly and reliably.

CHALLENGE

A mid-sized consumer bank was considering their options for a customer-facing software update for onboarding. While back-office functions had received software updates and attention, branch technology for this bank had been largely unchanged for a number of years. They were forced to train employees in multiple, disjointed systems with decades of incremental "enhancements" that created hidden limitations. To meet changing compliance requirements, rather than add a step to the existing system, they were forced to have customers fill out paper forms with critical compliance information and have them entered manually into the bank's databases at a later date. Modernizing and centralizing this system would be a huge effort. Success hinged on utilizing a powerful platform and a strong technology partner.

THE PLATFORM

Macedon was the obvious technology partner choice. Over the course of the two previous years, Macedon had closely partnered with a division of the bank to launch twelve successful Appian projects into production. In five of the projects alone, the bank realized an ROI of over 20,000 FTE-hours per year. The turnaround time and value provided by these engagements cemented Macedon as a partner capable of deeply analyzing, understanding, and improving business processes to deliver outstanding results. Tasked with a high risk, high visibility migration, the bank's technology group bet on Macedon's skill to deliver for this critical effort.

THE APPLICATION

The initial branch application focused on specialized small and medium business lenders. The increased level of automation, moving compliance information collection into an integrated system, and backing customer information on a modern master data management (MDM) system was an immediate step forward for these groups. This lending group comprised a mix of frontline branch and back office users, providing insight into the values of both worlds. Macedon leveraged the feedback from this diverse set of banking experts to identify the highest value features for future phases of development.

The next critical step was adding credit cards and personal consumer loans to the onboarding tool. Macedon's responsiveness and Appian's flexibility allowed for rapid and effective updates to user requests and business needs. This flexibility accelerated the

onboarding process over time and got buy-in from branch managers and staff in the migration effort. The Macedon development team provided guidance that looked at the necessary features holistically, rather than solely through the lens of existing systems. In a time sensitive migration, having fresh eyes able to ask informed questions about what was truly necessary was critical for optimizing business processes as quickly as possible.

By the end of the effort, day to day teller transactions, deposit account onboarding, and complex account maintenance were added to the same tool. This centralized all branch transactions, allowed for reduced training burdens, and resulted in more visible reporting for all 500+ locations. In the new framework, both onboarding and compliance review teams had easy, centralized access to the same data, resulting in reduced risk and better communication throughout the organization. This core platform for a critical user base provided a world-class, unified user experience and long-term cost savings.

THE FUTURE

Banking software is notoriously resistant to change, but with an expert implementation partner, commitment to Macedon's Agile practices, and a dedicated business team, large, core-banking functions such as the branch user experience can be successfully modernized. Business and executive sponsors who pioneered the branch effort saw their profile elevated in the organization, positioning their teams and the Appian platform as capable of delivering more enterprise transforming results.

ABOUT MACEDON TECHNOLOGIES

Macedon Technologies is an award-winning Appian partner, providing Appian-based solutions and services around Business Process Management (BPM), workflow, case management, system integration, legacy modernization, and rapid software development at enterprise scale. Headquartered in Reston VA, with an office in Austin TX, Macedon Technologies has significant footprints in financial services, healthcare, manufacturing, education, utilities, and pharmaceuticals. Macedon accelerates Digital Transformation by delivering apps quickly and securely.

"They have an amazing capability to always have the best Appian developers on their teams. Amazing recruiting, training, and development processes"
— *SVP of Solutions Delivery*