

TO IDENTIFY AN ORGANISATION AND TO ANALYSE HOW THIS ORGANISATION USES MODERN TECHNOLOGY TO IMPROVE EFFICIENCY

RUZINA BEGUM 2024464

RAFEDA ROKSHANA AMIN 2022467

KUJEJI TUNKARA 2022466

RASEL KHAN 2011485

GYULTEN ALEKSANDROVA ATANASOVA
2023537

Module code : BMSW4003

LECTURER : AMITAVE BANIK

The Santander logo, featuring the word "Santander" in a white, serif font, centered on a solid red rectangular background.



BACKGROUND OF THE ORGANISATION

RUZINA BEGUM
2024464



This Photo by Unknown Author is licensed under [CC BY-SA](#)

WHO IS SANTANDER?

- Santander is one of the personal leading companies in the United kingdom.
- The bank has Cira 20 million employees and 14 million customers.
- Santander came to the united kingdom in 2004



This Photo by Unknown Author is licensed under [CC BY-SA](#)

BACKGROUND ABOUT SANTANDER BANK

- Banco Santander has grown its local beginning in 1857 in the small northern Spanish city.
- Santander to become a regional, national then Europe and operating 10 countries.
- Has over 188,000 employees around the world and 1.25 million customers.



This Photo by Unknown Author is licensed under [CC BY-SA](#)

KEY FACTS ABOUT SANTANDER

- 1857 Santander was founded.
- Santander was founded by a bank sovereign bank.
- Timothy Wennes is a key person.



This Photo by Unknown Author is licensed under [CC BY-SA](#)

CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

RAFEDA ROKSHANA AMIN

2022467



ONLINE BANKING OF SANTANDER

- Convenient, secure and flexibility to use whenever and wherever
- Because of its benefits banking can now be done in a few seconds
- Managing each of your bills in one place and you can also customize automatic payments
- Check balances and make payments without any further problem

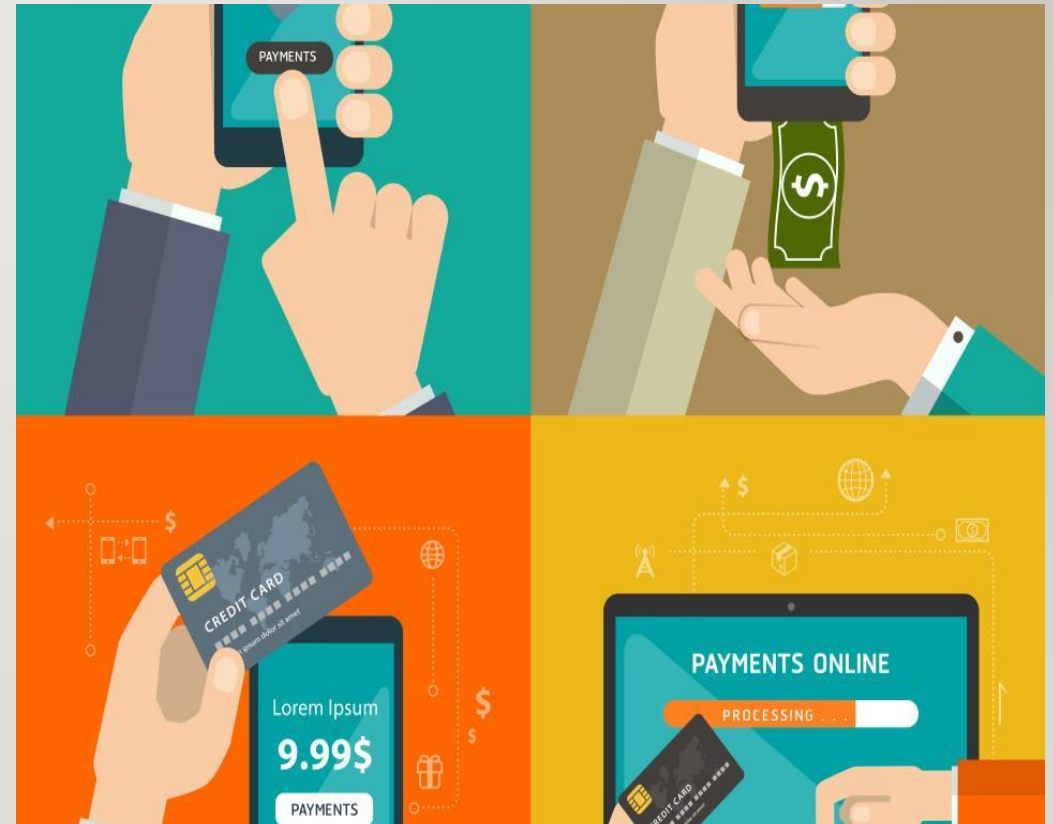
ONLINE BANKING AND POTENTIAL RISKS

- Security: Cyber Criminals
- Technical Issues: Mobile Banking App
- Trust Factors
- Privacy Risks



ONLINE BANKING AND ITS BENEFIT

- Deposit checks, pay bills, transfer money
- Activate debit/credit card, change PIN numbers, report stolen or lost cards
- Choose and configure the alerts, and receive them through email, text messages, or both.



Santander

INTRODUCTION OF MODERN TECHNOLOGY

KUJEJI TUNKARA 2022466



THE SEVEN MAGNIFICENT

- Santander aims to be the best open financial services platform to serve better clients, accelerate growth and increase profitability.



THE SEVEN MAGNIFICENT



The Santander bank focuses its eyes on the professionals who will be most sought after in the future and has called them: the magnificent seven which consists on:

- **Agile / Scrum Master:** Is the person who leads teams in agile project management.
- **API Developer / Architect:** API architects are essential in this process as they are responsible for providing a clear focus according to business objectives.
- **Technical Support Engineer:** IT specialist is in charge of helping solve technical problems.
- **BPM:** is in charge of the technical development of the functional and validation solutions

THE SEVEN MAGNIFICENT

- **Cloud Engineer / Architect:** Technically lead the public Cloud strategy, providing support on how to design highly scalable, flexible, resistant, secure and profitable architectures for the Santander Group, which allow it to migrate existing workloads to the cloud.
- **Developer / Data Architect:** As a data architect, they design and support the implementation of the data architecture to achieve business objectives
- **DevOps:** A DevOps engineer is a professional profile expert in agile systems administration and in collaboration with operations and development work teams.

Santander

NAME : RASEL KHAN
STUDENT ID : 2011485

<u>Contents</u>	<u>Slide Number</u>
Introduction	3
The facilities offered by the Santander with the help of modern technology	4
Conclusion	7
References	8

INTRODUCTION

- Online banking, commonly known as internet banking or web banking, is an automated payment mechanism that allows banks and other financial institutions.
- Santander is a global financial management firm based in Spain and has made the provision of online banking to its customers with the aid of modern technology.
- Modern technology has helped Santander to offer its clients the facility of online banking that is quick, reliable, and easy.



THE FACILITIES OFFERED BY THE SANTANDER WITH THE HELP OF MODERN TECHNOLOGY

- **Managing the account, including the use of automated controls for cards, warnings, and other features:**
- Cheques can be deposited, taxes can be paid, Apple Pay can be used to buy, and money can be sent practically everywhere, at any moment.
- Enabling debit and credit cards, updating the ATM, debit, and credit card PINs.



This Photo by Unknown Author is licensed under [CC BY-SA](#)

THE FACILITIES OFFERED BY THE SANTANDER WITH THE HELP OF MODERN TECHNOLOGY

- **Managing the account, including the use of automated controls for cards, warnings, and other features:**
- Cheques can be deposited, taxes can be paid, Apple Pay can be used to buy, and money can be sent practically everywhere, at any moment.
- Enabling debit and credit cards, updating the ATM, debit, and credit card PINs.



This Photo by Unknown Author is licensed under [CC BY-SA](#)

-
- **The security of digital banking is assured:**
 - Santander would offset all losses incurred by their clients as a result of illegal activity if the clients contact them promptly.
 - People stay updated with digital banking by setting up personalized email or text reminders to notify them about low balances, allowing them to stay on top of the curve and escape fees.



-
- **Digital banking renders it simpler in the following ways:**
 - The banking process, which used to take 20-30 minutes can then be completed in 20-30 seconds thanks to the smartphone and online banking features' pace and ease of usage.
 - All the operations of Santander are becoming digitalized, and thus transitioning to emerging technologies.



CONCLUSION

- Every business is being revolutionized by technology, and banking is no different.
- Companies like Santander are such an important part of daily life, available at critical moments, the sector faces specific challenges and opportunities





DIGITAL SKILL AND RESEARCH METHODS

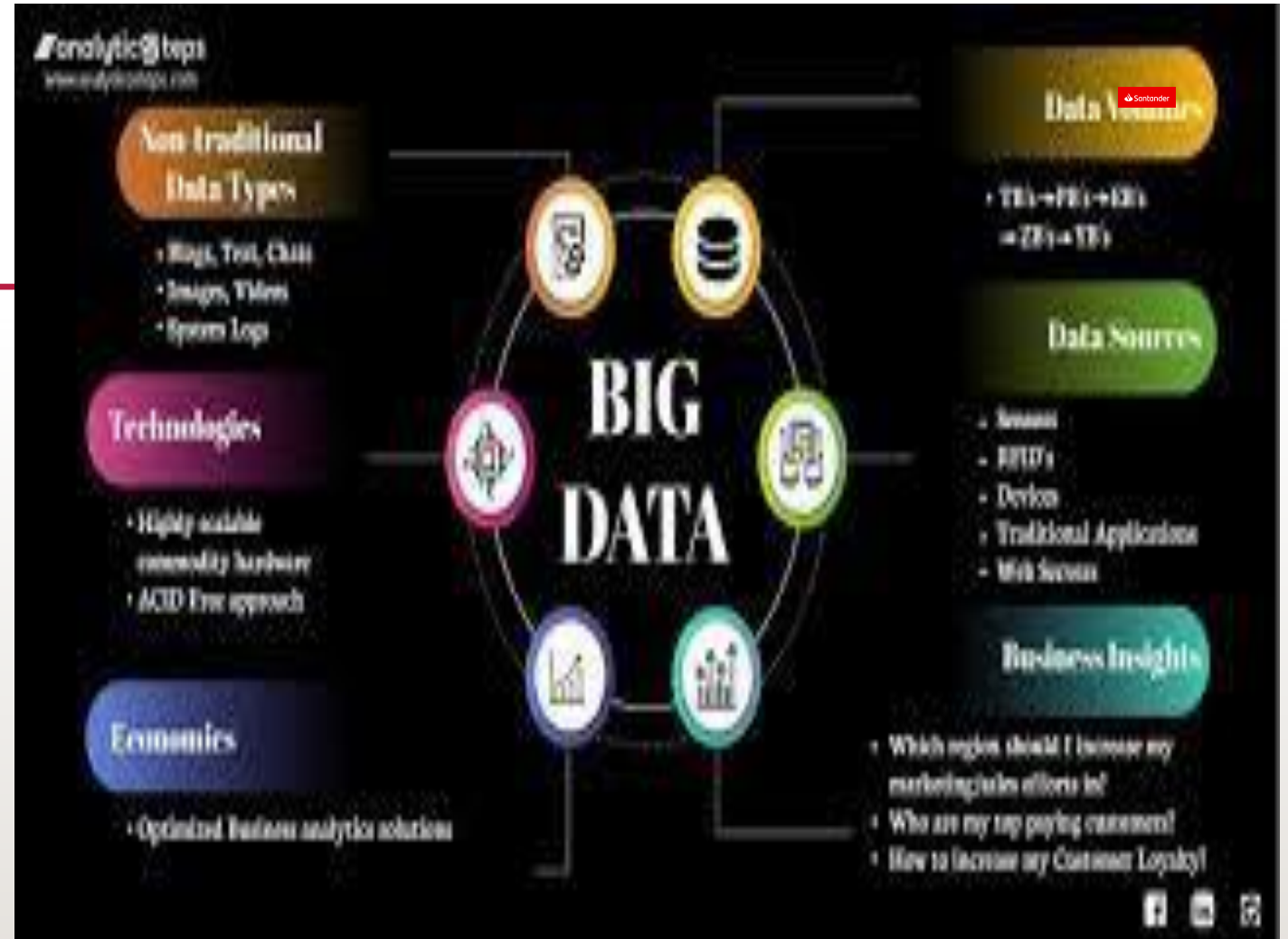
GYULTEN ATANASOVA
2023537

IMPACTS OF TECHNOLOGY INTRODUCED AT SANTANDER BANK



- Big data
- Voice recognition technology
- Adoption of “My Money Manager”
- Digital banking
- Hiring of IT experts

BIG DATA TECHNOLOGY





DIGITAL BANKING

Moneyfy: Money Manager
Manage your Income &
Expense

Moneyfy: Money Manager



MONEYFY

Manage your Incomes and Expenses

MY MONEY MANAGER



LESSONS LEARNT FROM CASE STUDY



- Organisations can apply digital skills to provide solutions to various challenges facing their operations like inefficiencies.
- Technology can be used at work places to increase productivity and profitability of businesses.
- Organisations should be steadfast in responding to challenges immediately they occur and provide customers with the best services tailored to fit their interests.
- Organisations must be agile enough to adopt new technological innovations to remain competitive in the market demand.

REFERENCES

Gundlach, M. and Lehrbass, F. eds. (2013). *CreditRisk+ in the banking industry*. Springer Science & Business Media.

Lipton, A., Shrier, D. and Pentland, A. (2016). *Digital banking manifesto: the end of banks?*. Massachusetts Institute of Technology.

Kaushal V. and Balaini A. (2019) 'E-Banking: Challenges and Issues', *Hill Quest*, 3(3-4), pp. 69-73 [Online]. Available at: https://www.researchgate.net/publication/336950646_E-BANKING_CHALLENGES_AND_ISSUES (Accessed: 13 April 2021)

Khan, H.F., 2017. E-banking: Benefits and issues. *American Research Journal of Business and Management*, 3(1), pp.1-7.

Mitham S. (2017). *5 Issues and Challenges in the Online Banking Sector*. 13 August. Inbound FinTech. [Online]. Available from: <https://blog.inboundfintech.com/5-issues-and-challenges-in-the-online-banking-sector> (Accessed: 13 April 2021)

Naito, C.A.T., Miyao, C.A.T. and Saeki, C.A.H., 2018. Banco Santander, SA.

REFERENCES

Russom, P. (2011). Big data analytics. *TDWI best practices report, fourth quarter, 19(4)*, pp.1-34.

Santander Bank UK (2020) *Discover the Benefits of Mobile & Online Banking with Santander PROTECTION*, Available at: <https://www.santanderbank.com/us/personal/resources/mobile/why-digital-banking#:~:text=Deposit%20checks%2C%20pay%20bills%2C%20shop,or%20stolen%2C%20or%20request%20replacements> (Accessed: 17 April 2021).

UK, A. and history, O., 2021. *About Santander | Our history*. [online] Santander.co.uk. Available at: <<https://www.santander.co.uk/about-santander/our-history>> [Accessed 10 April 2021].

Valkanov, N., 2019. Smart compliance or how new technologies change customer identification mechanisms in banking. *Economics and computer science*, (2), pp.12-19.

Wilcox, B., 2021. *Santander UK: a short history*. [online] The Telegraph. Available at: <<https://www.telegraph.co.uk/finance/newsbysector/banksandfinance/8265999/Santander-UK-a-short-history.html>> [Accessed 10 April 2021].

<https://www.innovaspain.com/perfiles-tecnologicos-banca-futuro-fintech-santander/>