



Leading GDPR Excellence with Aris and Alfabet



Customer Profile

Founded in 2010, Metro Bank PLC became the first new mainstream bank to go to market in the U.K. in more than 100 years. It has achieved phenomenal growth in a notoriously tricky market, mainly by acquiring customers from its rivals through focusing on the in-branch user experience. Just seven years from its founding, the bank's 3,000 employees are responsible for assets of more than £21.7 billion a year.

New Challenges

- High barrier to market entry
- Consumer stickiness
- Extraordinary growth
- No unified process management
- Looming GDPR regulations
- Manual documents

Software AG Solutions

ARIS Architect, ARIS Connect, ARIS Aware, ARIS Enterprise Architecture Management
Alfabet IT Portfolio Management, Alfabet GRC

Key Benefits

- Achieved first profitable year in 2017
- Attained record deposit growth of £15.7 bn in 2018
- Established a governance paradigm
- Supported enterprise architecture planning
- Quickly mapped 280 manual processes
- Created 1000+ GDPR models
- Established 250 OCIR processes
- Met GDPR compliance deadlines

New kid on the banking block

By founding a new mainstream bank just after the financial crisis, Metro Bank accomplished something no other retail bank has done in a long time. And it did it in spectacular fashion—growing to more than 1.6 million customers and 66 branches in just a few years.

Metro Bank scaled these heights in such a short time by taking a laser-like focus on customer experience, for example, by opening on Sundays, launching its brick-and-mortar locations as retail-like stores rather than staid

branches and measuring success based on customer experience. But such success comes with its own challenges.

As the newcomer in the field, Metro Bank sought to find a balance between well-worn protocols related to process planning, optimization and efficiency, and the demands of savvy customers for legendary service and great products. The looming deadline for enforcement of the EU General Data Protection Regulation (GDPR) in early 2018 only added fuel to the fire.

“Bringing the first new mainstream bank to the U.K. market in over a century has been quite the feat. During this process we’ve been delighted with Software AG’s support in building solid process management capabilities. They have helped us ensure that our clients’ data is safely and professionally managed.”

— Samuel Jeyakumar, Head of Architecture | Metro Bank

“GDPR requires companies and businesses to walk a fine line between requiring personal data to offer customers the best new products and services while making their use of that data traceable, revocable and portable,” says Samuel Jeyakumar at Metro Bank. “We needed a unified, risk-reducing, robust way to manage our processes and dependent data at scale. Failing to comply with GDPR was not an option.”

So, in 2017, it was time to call in the experts, the ones with the best solutions in the business. With Software AG’s ARIS, the team mapped processes at an award-winning rate. Starting from manual, dispersed records, Metro Bank mapped more than 280 processes in less than a year—20 percent of which was regulatory. Over time, this extended to include more than 1000 new GDPR-specific models and 250 OCIR processes in ARIS. And by using Software AG’s Alfabet, the bank is set to gain new clarity on its enterprise architecture, giving it the keys to leverage the power of new apps and better services, face regulations like GDPR effectively, and mitigate risks through full lifecycle visibility of its IT capabilities.

That is how Metro Bank has been able to start tackling everything from audits to GDPR head on—creating a world-class example for its competitors. In addition, the combined business and IT transformation capabilities of ARIS and Alfabet have opened the way for exciting new services and applications based on greater data and process transparency, third-party data transfer and accessibility, and enhanced privacy protection and risk reduction.

From spreadsheets to a platform

For the first few years of operation, Metro Bank relied on its admirable Microsoft® Excel® capabilities, storing information and processes on massive spreadsheets. But, in 2016, the bank’s rapid growth necessitated a more formal capability

that included a structured enterprise architecture capability, led by a veteran ARIS user.

“As with any start-up, our disruptive approach required a comprehensive and world-class process management capability to take it to the next step,” says Samuel Jeyakumar at Metro Bank.

Metro Bank’s management realized that to compete effectively with the incumbent U.K. banks, in terms of reputation and stability, it needed ARIS. The solution let the bank methodically document processes, plan strategically, identify gaps and dependencies, and implement robust change-control, governance and enterprise architecture management.

GDPR ready

Having embedded ARIS as an enterprise architecture capability, Metro Bank was in a great position to leverage the investment in order to comply with the GDPR requirements for data protection and privacy. Prior to this, the bank had no structured repository for its processes that consumed customer data and no way of linking data used to processes and applications.

“The ability to use ARIS to deliver a key regulatory requirement was incredibly valuable, as the first of many tangible use cases providing a powerful return on investment,” says Samuel Jeyakumar at Metro Bank. The GDPR project is credited with giving Metro Bank an ROI on its ARIS investment in less than three months.

A year after getting started with ARIS, Metro Bank added Alfabet—which is proving key to the bank. The bank is building all its strategic IT roadmaps in Alfabet and has started to track application utilization across key customer services. “We are looking forward to racking up more wins with the help of two architects, 30 designers and support from Software AG Professional Services,” says Samuel Jeyakumar at Metro Bank.

About Software AG

Software AG, an independent software company, enables enterprises to connect any technology—clouds, apps, devices and data—anywhere and any way they choose. More than Software as a Service, we’re “Freedom as a Service,” enabling faster innovation in an increasingly connected world. Trusted by top brands for 50 years, we’ll never stop pioneering the future of data. More on our analyst-recognized software for the Internet of Things and self-service analytics, integration and APIs, and business transformation at [SoftwareAG.com](https://www.softwareag.com).

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