



Account Intelligence

Technology

A prominent services provider in the IT domain wanted to understand the technology vendor landscape of a leading Indian bank, so as to position digital services like e-KYC and document management services

Netscribes' Solution



Netscribes prepared a detailed customer pitch book encompassing business and technology landscape through extensive secondary and primary research

Business Landscape: *Business overview, financial analysis, key segments, strategic focus, CEO's vision, organizational chart, key developments*

Technology Landscape: *IT budgets, IT org chart, CIO vision, IT landscape, digital initiatives, IT vendor engagements (product + service), key IT decision makers*



On the basis of the company assessment, Netscribes made recommendations to the client on the key IT service opportunity areas that could be capitalized on