



*Rabobank*

# Rabobank Drives Digital Transformation Across Business Lines & Countries

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# PW 18



**Limitless possibilities.  
Real results.**

# Rabobank AU/NZ: Digital Transformation





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# Same bank. Different bank.

It's very easy to find different solutions for the same problem, it's very hard to unwind those choices.

A young boy with dark hair, wearing a blue shirt, is seen from behind, reaching up with his right hand to touch a light switch on a light-colored wall. His left hand is also pressed against the wall. The background is slightly blurred, showing a doorway and a wall with some cracks.

# Move the needle in terms of delivery.

Build a team around you that not only shares the technology stack vision but are willing to take a risk to deliver.





# Stick to the plan at all costs.

Build a factory that can deliver and celebrate the milestones as a team to gain momentum.



# Wow Agile does actually work.

So the sprint backlog isn't an excuse to reduce project scope.




A person with red-painted fingernails is holding two white disposable coffee cups with black lids. The person is wearing a light-colored jacket. The background is blurred.

# Wow asking the customer does actually work.

CX / UX is crucial and is something we need to get better at.





# The whole is greater than the sum of its parts.

Customer service, onboarding (KYC/CLM),  
marketing, sales automation...



# Make our knowledge our advantage

The strategic partnership with Pega is allowing Rabobank to achieve our vision through digitisation, data governance, industry best practice and the willingness to understand the Rabobank business and culture.



**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>