

# CASE STUDY

**Bridging the gap between  
legacy and digital finance**

**softserve**

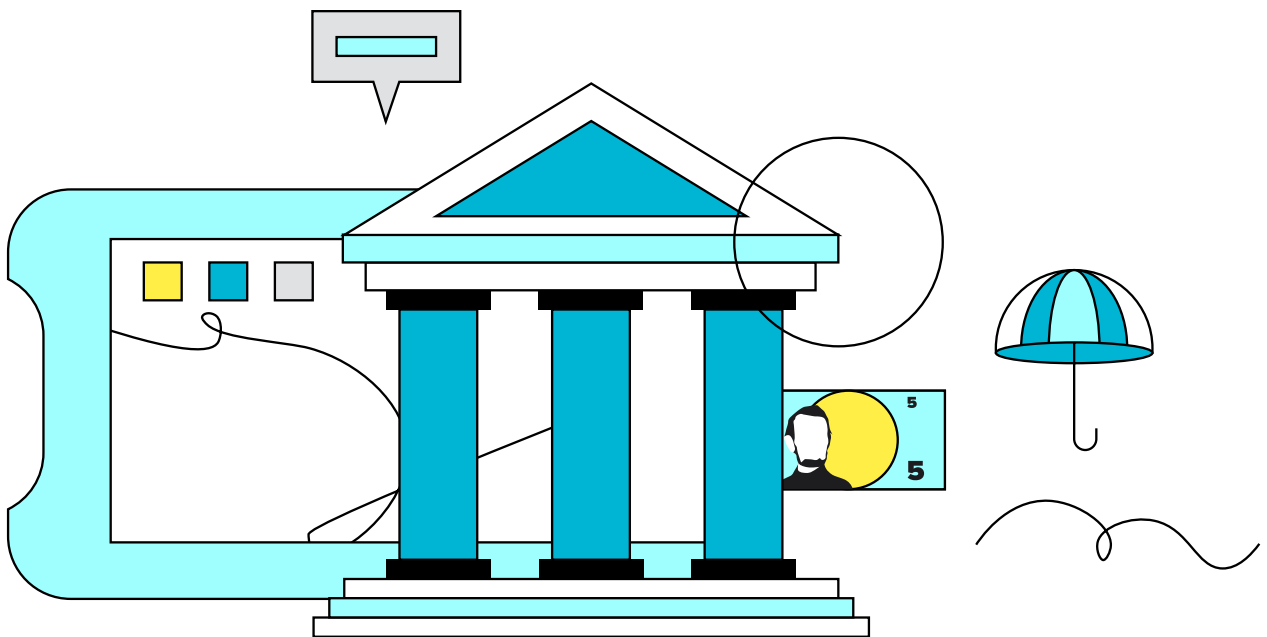
## Diversify offers, optimize costs, and increase customer engagement.

Our client—one of the leading banking groups in the Asia-Pacific region—was striving to differentiate its services by negotiating cooperation with several fintech and FSI partners. An existing legacy wealth management solution lacked the required flexibility and scalability to help.

SoftServe was retained to develop a flexible centralized platform capable of integrating various external investment, insurance, and pension services.

Our team designed a detailed vision for an API management platform to enable process standardization and integration capabilities, including:

- New internal API
- Connection points for different industry APIs
- A separate data layer for the wealth management solution
- Integration with the banking group's core systems



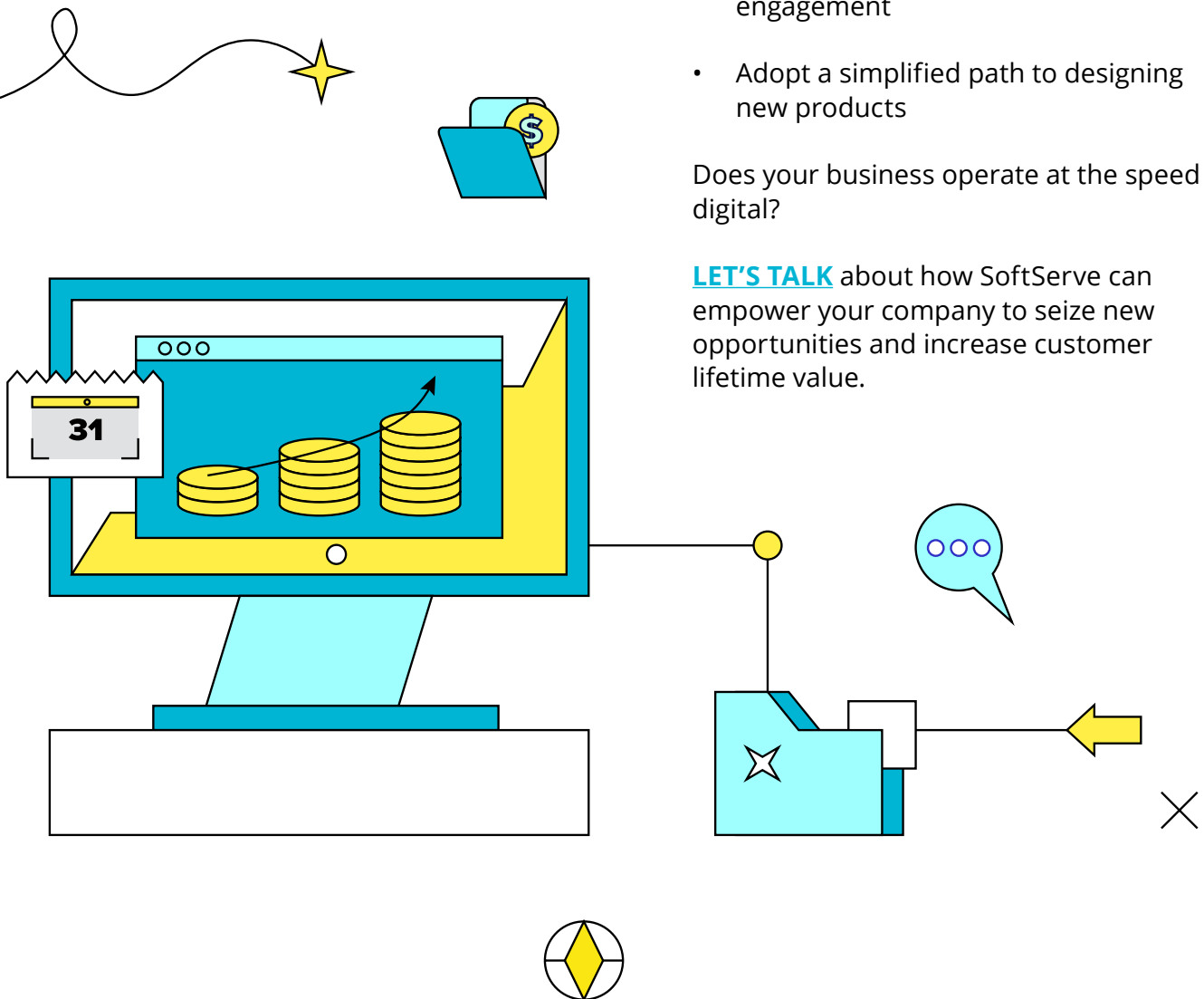
SoftServe implemented a data management layer to work with the API management layer, ensuring smooth synchronization between multiple vendors. Our cross-functional team provided timely product delivery in line with the client's supporting marketing activities.

By leveraging SoftServe's API and data management platform, the client now can:

- Simplify integrations and operations processing
- Fulfill collaborative initiatives with selected fintech and FSI partners
- Optimize costs and increase customer engagement
- Adopt a simplified path to designing new products

Does your business operate at the speed of digital?

**LET'S TALK** about how SoftServe can empower your company to seize new opportunities and increase customer lifetime value.



## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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