

Case study: Establishing an Innovative Internet Bank in the EU

A well-established investment fund, "GlobalFinTech Investments" (GFTI), recognizes the immense potential of the banking sector's digital transformation. To capitalize on this opportunity, GFTI plans to create an innovative internet bank, "DigitalBank EU" (DBEU), based in the EU and servicing customers worldwide.

DBEU aspires to offer a wide range of financial services, including savings and checking accounts, credit cards, investment products, and payment solutions, all delivered through a seamless online platform. To compete with traditional banks, the bank intends to use fin-tech products and services to differentiate itself, providing customers with a convenient, secure, and personalized banking experience.

To support GFTI's strategic decision, DBEU needs to design and implement an integrated information system with all the necessary elements to support its decision-making and operations. This system should be connected to all other IT systems supporting the company's business, such as accounting, marketing, human resources, and legal. The information system should also comply with EU and non-EU regulations and data protection, privacy, and security standards.