

# Product-Development Advisory Services

IFC's Product Development Advisory Services help banks compete effectively and expand market share in rapidly evolving markets by implementing agile product development functions and offering innovative lending, non-lending and transactional products and services.

## What we offer

- Strategic fit, market research and organizational alignment
- End-to-end product-delivery capability
- Product-lifecycle management
- Digitalization for market-leading solutions
- Business & functional requirements and risk compliance
- Program development and toolkit
- User-acceptance testing
- Roll-out plans, marketing, distribution and branding
- Performance management, financial projections
- Skill-building for client-bank staff and customers
- Product-scorecard solutions

## Why Product Development for Banks?

Product development enables banks to remain competitive, to target new markets while responding to the needs of existing customers. By fostering banks' corporate, retail and SME businesses, new products enhance brand positioning and growth in market share. Other advantages include:

- Competitive differentiation through market-driven solutions
- Enhanced customer experience and wallet-share maximization
- Cost efficiencies through agile product-development functions
- Diversified revenue sources from lending, deposit & transaction-based products
- Stronger risk management through product-performance management
- Ability to reduce costs by using leading-edge technologies



## Why IFC?

We are the largest global development institution focused on the private sector, operating in over 100 countries and offering:

- More than 60 years' experience in unlocking private investment, creating markets & opportunities where they are needed most
- Over 700 corporate clients, 900 financial institutions in 120 countries, most using a mix of IFC Investment & Advisory services
- More than 700 Advisory projects in 100 countries
- One of the largest teams of banking specialists, bringing global & local expertise to client banks
- History of successfully implementing Advisory projects
- Strong network of partners helping to shape policy & regulatory environment to facilitate product development
- Support for clients with Investment products, including risk-mitigation solutions