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**Investigation of the Place of BIAN Standard in Digital Banking  
Enterprise Architecture**

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# ABSTRACT.

Today organizations encounter many issues such as newfound technologies, new business models, and rapid changes. That is, following the evolutions in the global context, caused by information and communication technology in the field of trade, industry, and specifically information technology, organizations, companies, and particularly banks have undergone changes and altered their reaction method to the market. In this way, the role of enterprise architecture and using standards and reference models are crucial to the organizations. Accordingly, organizations which want to be active in the digital transformation and move towards digital banking should be able to implement an agile enterprise architecture and use reference models such as BIAN. The objective of this article is to investigate the role of BIAN standard in moving towards digital banking.

Key word: Enterprise Architecture, Reference Models, Banking, Business Architecture Industry Network (BIAN), Digital Transformation, Agility

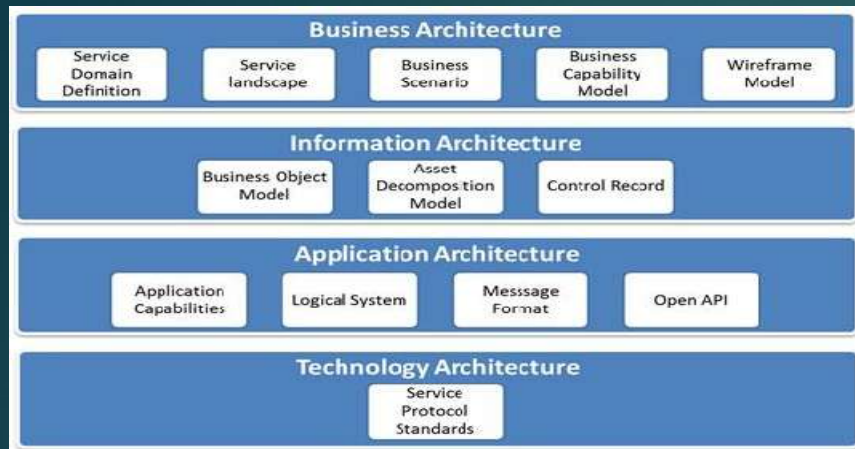


Figure.1: BIAN provides the artifacts in each layers of Enterprise Architecture

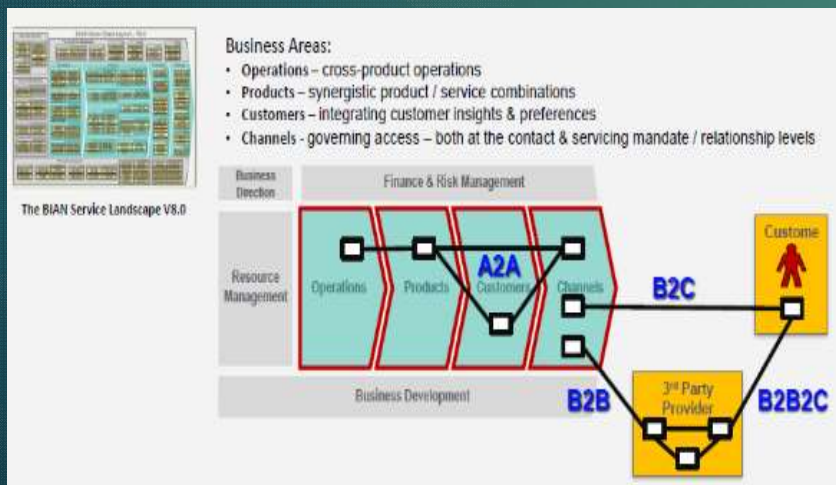


Figure.2: Value chain and BIAN's standard

## The BIAN and Digital Banking:

- BIAN Standard and its Role in Enterprise Architecture
- BIAN Standard and its Role in Digital Transformation:
  - Applying BIAN Standard in Open Banking
  - Applying BIAN Standard in Modular Banking
- BIAN Standard in Point Solutions

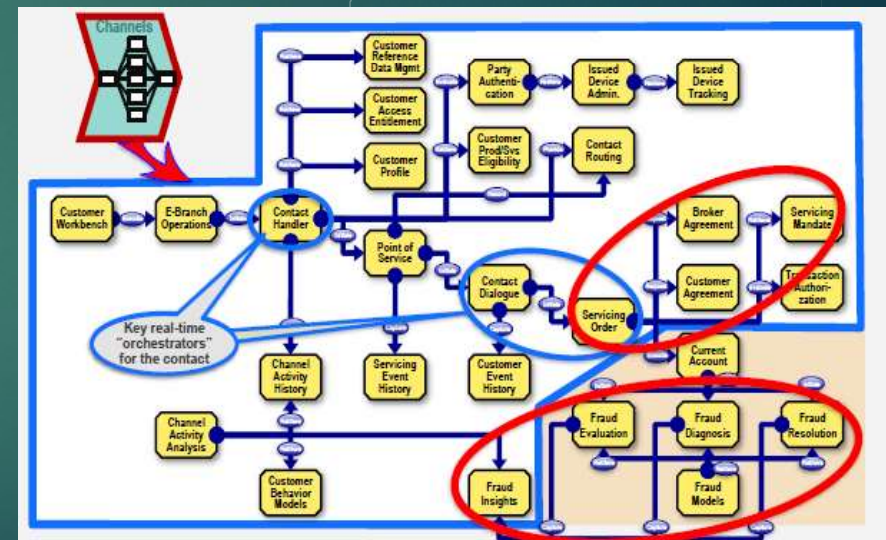


Figure.3: Showing Customer aspects by BIAN Wireframe

# CONCLUSION

Some of the most significant principles of the organizations and companies are customer satisfaction and loyalty, the wide distribution of products preserving the connection with customers, providing services, product development, shopping facilitation, and consequently, customer experience optimization. As a result, any organization, in order to survive the present dynamic and changing environment, needs high flexibility in responding to these changes at the exact time and satisfy the current needs. In this regard, customer travel is a dynamic journey today that banks and financial industries are just a small part of its chain. As we mentioned in this article, these challenges cannot be overcome without using reference models such as the BIAN standard. Considering the mentioned challenges in this article, creating an enterprise architecture based on service orientation in the early stages of digital transformation leads to decreasing complexities and increasing success possibility. Also, we can ensure that digital transformation attempts to achieve the desired architecture. On the other hand, banks and financial industries can cooperate with each other and satisfy customer needs by applying concepts of service domains and defined APIs in BIAN standard in open banking and modular banking context. These capabilities lead to banks' organizational architecture improvements, presenting innovative products, customer travel experience improvement, and facilitating movements towards digital banking.

THANK YOU FOR YOUR ATTENTION!

## REFERENCES

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