

## Press release

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### **Deloitte launches Deloitte Digital in Luxembourg**

**Luxembourg 17 March 2016:** Deloitte Luxembourg is putting digital strategy and transformation on top of the agenda and joins the wider Deloitte network of member firm's Deloitte Digital. As digital disruption is changing the entire business environment in Luxembourg and beyond, Deloitte Digital shows companies how to put the customer experience at the heart of their strategy and design user-friendly and successful interactions through multiple channels.

*“More and more organizations realize that they have to create an excellent customer experience if they want to drive new value. Business leaders need to question their strategy, modify their organization and revolutionize their business model if they want to keep their position in the market, explains Pascal Martino, Partner and Deloitte Digital Luxembourg Leader.*

#### **Spotlight on financial services**

As thoroughly described in the World Economic Forum report *The Future of Financial Services*, disruptive innovations are currently reshaping the way financial services are structured, provisioned and consumed. Luxembourg is likely to be particularly affected by these changes due to the importance of the financial sector in the overall economy.

*“Deloitte Digital Luxembourg helps financial players understand the needs and behaviors of their customers and improve the customer experience through a sound digital strategy and implementation. The digital revolution will bring an array of new challenges and opportunities to the financial services industry. Launching Deloitte Digital is a perfect way to combine our digital and creative skills with the financial services expertise we have built up over the years,” concludes Pascal Martino.*

#### **Luxembourg as center of excellence**

Within the Deloitte Digital network, Deloitte Digital Luxembourg is the EMEA Center of Digital Excellence for Banking, which includes private banking, wealth management and retail banking as well as for Asset Management, including asset servicing such as custody, fund administration, transfer agency and management companies. This reflects the important financial services industry activity in Luxembourg and the expertise of the Luxembourg firm. On top of the standard Deloitte Digital offerings, Deloitte Digital Luxembourg will focus on topics such as digital identity/AML, big data/analytics, robotics process automation/robo advisory and Blockchain.

#### **Deloitte Digital Series**

As a first step, Deloitte Luxembourg is organizing a series of conferences—the Deloitte Digital Series— on digital and FinTech related topics. The first event is dedicated to digital identity and will take place on 22 March with Rob Galaski, Partner at Monitor Deloitte in

Canada and author of the World Economic Forum report *The Future of Financial Services*, as keynote speaker.

## **Deloitte lance Deloitte Digital au Luxembourg**

**Luxembourg, le 17 mars 2016** : Deloitte Luxembourg place la stratégie et la transformation numérique au cœur de ses priorités et rejoint Deloitte Digital, une marque des cabinets membres de Deloitte.

Le bouleversement numérique modifie l'environnement des affaires au Luxembourg et au-delà. Dans ce contexte, Deloitte Digital explique aux sociétés comment placer l'expérience client au cœur de leur stratégie et créer des interactions conviviales et réussies via de multiples canaux.

*« De plus en plus d'organisations prennent conscience qu'elles doivent proposer une excellente expérience client afin de générer de la valeur. Les dirigeants doivent remettre en question leur stratégie, modifier leur organisation et révolutionner leur modèle d'entreprise s'ils souhaitent conserver leur position sur le marché »,* commente Pascal Martino, Partner et responsable de Deloitte Digital Luxembourg.

### **Focus sur les services financiers**

Comme détaillé dans le rapport du Forum économique mondial intitulé *The Future of Financial Services (L'avenir des services financiers)*, des innovations révolutionnaires transforment actuellement la structuration, la mise à disposition et la consommation des services financiers. Le Luxembourg devrait être particulièrement affecté par ces changements en raison de l'importance du secteur financier au sein de son économie.

*« Deloitte Digital Luxembourg aide les acteurs de la finance à comprendre les besoins et le comportement de leurs clients et à améliorer l'expérience de ces derniers via l'élaboration et la mise en œuvre d'une stratégie numérique solide. La révolution numérique s'accompagnera de nombreux défis mais sera également source d'opportunités pour l'industrie des services financiers. En lançant Deloitte Digital, nous combinons parfaitement nos compétences numériques et créatives et l'expertise des services financiers que nous avons développée pendant de longues années »,* conclut Pascal Martino.

### **Le Luxembourg, centre d'excellence**

Au sein du réseau Deloitte Digital, Deloitte Digital Luxembourg est le centre d'excellence *digitale* de la région EMEA pour le secteur bancaire, qui inclut la banque privée, la gestion de patrimoine et la banque de détail, et pour la gestion d'actifs, qui comprend des services de gestion d'actifs tels que les services de dépositaire, l'administration de fonds, les agences de transfert et les sociétés de gestion. Cette position reflète l'importance de l'activité des services financiers au Luxembourg ainsi que l'expertise du cabinet luxembourgeois.

Au-delà de l'offre standard de Deloitte Digital, Deloitte Digital Luxembourg se concentrera sur des thèmes tels que l'identification numérique/la lutte contre le blanchiment numérique, le big data/les analyses, l'automatisation de processus robotiques/les conseils en robotique et les *Blockchains*.

### **Deloitte Digital Series**

Pour Deloitte Luxembourg, la première étape consistera à organiser une série de conférences, les Deloitte Digital Series, qui aborderont des thèmes liés au numérique et à l'univers de la FinTech. Le premier événement, qui aura lieu le 22 mars, est dédié à l'identité numérique avec comme principal intervenant Rob Galaski, Partner chez Monitor Deloitte au Canada et l'auteur du rapport du Forum économique mondial *The Future of Financial Services*.

**About Deloitte**

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**About Deloitte in Luxembourg**

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