KnowMore platform

Good examples of before and after
Content

1. VISUAL ENHANCEMENT

2. BRUSH UP

3. RECREATION
1. Visual enhancement
This is for an aviation client. Can you add planes that show routes and maybe icons for the different headings.
<table>
<thead>
<tr>
<th>Year</th>
<th>Lorem Ipsum</th>
</tr>
</thead>
</table>
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Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Turn the boring table to something more creative, don’t use table format.
## Lorem Ipsum

<table>
<thead>
<tr>
<th>Lorem ipsum</th>
<th>xxxx</th>
<th>xxxx</th>
<th>xxxx</th>
<th>xxxx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum</td>
<td>xxxx</td>
<td>xxxx</td>
<td>xxxx</td>
<td>xxxx</td>
</tr>
<tr>
<td>Lorem ipsum</td>
<td>xxxx</td>
<td>xxxx</td>
<td>xxxx</td>
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<tr>
<td>Lorem ipsum</td>
<td>xxxx</td>
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<tr>
<td>Lorem ipsum</td>
<td>xxxx</td>
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<td>xxxx</td>
</tr>
<tr>
<td>Lorem ipsum</td>
<td>xxxx</td>
<td>xxxx</td>
<td>xxxx</td>
<td>xxxx</td>
</tr>
</tbody>
</table>
Lorem Ipsum

Heading
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Enhance, keep the slide airy – keep enough white space, no icons
Lorem Ipsum

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<table>
<thead>
<tr>
<th>Short Term</th>
<th>Medium Term</th>
<th>Longer Term</th>
</tr>
</thead>
</table>

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2

Brush up
1. Priority: High


2. Priority: medium-high


3. Priority: medium


4. Priority: Low

|--------------|--------------------------------------------------------------------------------------------------|
Bakgrunn
A business is defined as an arena within which it is possible to establish and maintain a competitive advantage

- The four principal determinants of boundaries are related to costs, customers, competitors and competencies.
  - Once identified, these boundaries define the arena within which
    - scale leads to differentiated competitive performance
    - relative market share plus shared cost advantages determine relative cost positions
    - independent pricing decisions cannot be made without relative market share consequences
A business is defined as an arena within which it is possible to establish and maintain a competitive advantage. The four principal determinants of boundaries are related to costs, customers, competitors, and competencies. Once identified, these boundaries define the arena within which:

- scale leads to differentiated competitive performance
- relative market share plus shared cost advantages determine relative cost positions
- independent pricing decisions cannot be made without relative market share consequences
Please clean up according to our guidelines.
Lorem Ipsum

Monthly unique sessions, millions

Source: Verto Analytics ID 616922
Lorem Ipsum

*Illustration does not reflect market size*
1. Plan
2. Research
3. Analyse
4. Discuss
5. Implement
6. Reflect
Lorem Ipsum
Loren Ipsum

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<table>
<thead>
<tr>
<th>Overall</th>
<th>Scoping and planning</th>
<th>Execution</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>Donec tempor lectus quis accumsan interdum. In mi tellus, tincidunt a diam varius, aliquam dignissim est.</td>
<td>Pellentesque tempus rhoncus mauris, vel convallis neque faucibus eu. Donec at orci ut nisl pharetra accumsan. Cras euismod est quis magna vestibulum dapibus sed non est. Ut ut venenatis velit, non interdum nulla.</td>
<td>Cras consequat turpis ipsum, sodales fermentum nibh malesuada id.</td>
</tr>
</tbody>
</table>

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3 Recreation
Loren Ipsum

Recreate
Lorem Ipsum
Figure 6: New business models: ‘Beyond the pill’, outcomes, and real-world data are providing health data and transforming what is possible

**Medical & patient data**
Electronic Health Records (EHR) health sensors, social media, and genomics create rich new data sources for analytics.

**Big data analytics**
Cheap computing power and sophisticated analytics drive insights into patient behavior, treatment costs and R&D.

**Mobile/mHealth**
Pervasive mobile and smart phone adoption creates new engagement models within daily routines.

**Health care professionals digital workflow**
Increasing integration of EHRs and telehealth drives new digitally-enabled coordinated workforce models of care.

**Roll out business models**
Tie to patient outcomes that also reduce medical errors and improve quality.

**Discover and deliver**
Targeted and personalized therapies with real-world evidence of impact.

**Influence patients**
Behaviors beyond the pill and sustain engagement outside the traditional care setting.

**Drive population health management, protocol-driven patient risk pool and stratification management**
Figure 6: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc consequat vehicula mi vel congue.

Medical & patient data
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc consequat vehicula mi vel congue.

Big data analytics
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Mobile/mHealth
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Health care professionals
digital workflow
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc consequat vehicula mi vel congue.

Please note: since this is only example the text is not recreated fully from input example.
# Key trends: new competitors

Digital disruptors use digital technology to enter the market for banking services and to deliver a more seamless customer experience.

## Examples how new competitors are making their way into banking

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barclays UK</td>
<td>Launched peer-to-peer Twitter payments, via its mobile application Pingit.</td>
</tr>
<tr>
<td>Google, Twitter, Facebook, and Alibaba</td>
<td>Do not want to enter the banking business as such; but they are interested in selling banking products, apps and services to consumers in order to acquire traction and to provide add-on services. Positioning themselves across the entire payment process gives them an opportunity to earn high-frequency, low margin revenue as well as the ability to capture purchase behaviour insights.</td>
</tr>
</tbody>
</table>

## Conclusion

Technology firms do not replicate the universal banking model. However, they innovate it, undermining the traditional integrated banking business model. Google, Twitter, Facebook, and Alibaba do not want to enter the banking business as such; but they are interested in selling banking products, apps, and services to consumers in order to acquire traction and to provide add-on services.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Movie</th>
<th>Distributor</th>
<th>Gross USD</th>
<th>Change</th>
<th>Thtr.</th>
<th>Per thtr. USD</th>
<th>Total Gross USD</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thor: Ragnarok</td>
<td>Walt Disney</td>
<td>8,247,661</td>
<td>-74%</td>
<td>4,08</td>
<td>2,021</td>
<td>130,992,650</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>A Bad Moms Christmas</td>
<td>STX Entertainment</td>
<td>1,338,730</td>
<td>-69%</td>
<td>3,615</td>
<td>370</td>
<td>22,623,997</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Jigsaw</td>
<td>Lionsgate</td>
<td>530,308</td>
<td>-68%</td>
<td>2,941</td>
<td>180</td>
<td>29,224,925</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>Geostorm</td>
<td>Warner Bros.</td>
<td>255,687</td>
<td>-73%</td>
<td>2,666</td>
<td>96</td>
<td>29,185,059</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Tyler Perry's Boo 2!</td>
<td>Lionsgate</td>
<td>240,819</td>
<td>-78%</td>
<td>2,202</td>
<td>109</td>
<td>43,090,432</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Blade Runner 2049</td>
<td>Warner Bros.</td>
<td>231,766</td>
<td>-67%</td>
<td>1,464</td>
<td>158</td>
<td>85,774,268</td>
<td>32</td>
</tr>
<tr>
<td>7</td>
<td>Happy Death Day</td>
<td>Universal</td>
<td>216,005</td>
<td>-66%</td>
<td>2,184</td>
<td>99</td>
<td>53,069,225</td>
<td>25</td>
</tr>
<tr>
<td>8</td>
<td>Thank You for Your Service</td>
<td>Universal</td>
<td>208,680</td>
<td>-65%</td>
<td>2,083</td>
<td>100</td>
<td>7,511,265</td>
<td>11</td>
</tr>
</tbody>
</table>
Business models: Overview

Banks need to consider their internal capabilities and external factors, and choose between pure play business models or hybrid ones.

**Challenges**
- Increased cost pressure
- Disaggregated value chain (standardisation)
- New, agile entrants
- Accelerated innovation cycles
- More sophisticated and thus more demanding clients

**Business models**

- **Banking value chain**
  - Client accessing
  - Financial advisory
  - Product development
  - Transaction processing
  - Support functions

  - **TA** Trusted advisor
  - **PL** Product leader
  - **TC** Transaction champion
  - **UB** Universal bank
  - **MS** Managed solutions

Hybrid models will co-exist with pure-play business models, if the bank is able to create a strategic differentiator from managing the interface between client relationship, product development or transaction processing.
Business models: Overview

Challenges
- Increased cost pressure
- Disaggregate value chains (standardization)
- New, agile entrants
- Accelerated innovation cycles
- More sophisticated and thus more demanding clients

Business models

Hybrid models will co-exist with pure-play business models, if the bank is able to create a strategic differentiator from managing the interface between client relationship, product development or transaction processing.
Business models: Disaggregation of value chain

Key trends and disruptive innovations drive the disaggregation of the value chain through greater standardisation.

Evolution of the value chain

- Banking has traditionally been an integrated business, where financial institutions have distributed self-developed products through proprietary channels and have fulfilled all transaction and support services in-house.
- The value chain components each follow a different economic logic and have different technological and procedural requirements. Thus disaggregation is a natural progression if interfaces are sufficiently standardised.
- Disruptive innovations combined with standardisation of processes and services facilitate the trend towards value chain disaggregation, creating benefits of scale or scope to the specialised firms.
Business models: disaggregation of value chain

Key trends and disruptive innovations drive the disaggregation of the value chain through greater standardization.

Evolution of the value chain

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**Integrated value chain**

- Transaction management
- Product development
- Client accessing and advisory support

---

**Disaggregated value chain**

- Product development
- Client accessing and advisory support
- Transaction management

---

Banking has traditionally been an integrated business, where financial institutions have distributed self-developed products through proprietary channels and have fulfilled all transaction and support services in-house.

The value chain components each follow a different economic logic and have different technological and procedural requirements. Thus disaggregation is a natural progression if interfaces are sufficiently standardized.

Disruptive innovations combined with standardisation of processes and services facilitate the trend towards value chain disaggregation, creating benefits of scale or scope to the specialized firms.
Talent knows no borders

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