

**technisys**  
the next banking experience

**g-lab 2018**  
**buenos aires, argentina**

## the company

technisys is a **digital banking technology** company that transforms traditional banks into technology-forward banks, and enables new banking institutions to go to market. technisys' products allow banks to **enhance customer experiences, grow sales**, and engage with **fintech ecosystems** through open apis.

## the project

with clients in 16 countries, technisys has been **highly successful in latin america**. the company is now looking to **enter the united states** in order to further drive growth. they asked the g-lab team to help them **develop a strategy** for their united states market entry.

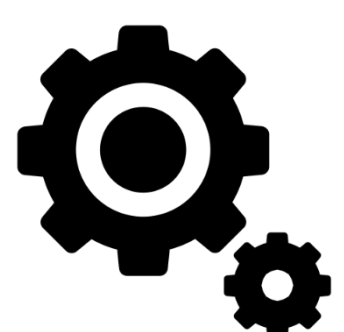
## the recommendation



**regulations** | hire regulatory experts to guide technisys in meeting regulations and signal to potential clients the ability to be compliant



**culture** | train salespeople on us cultural norms and selling tactics; establish a us office in location better connected to financial centers



**operations** | consider acquiring us competitor; shift focus to tier 3-4 banks to build customer base within us and establish credibility

## the team



lynman woo



phoebe palmer



hisham ibrahim



mary katerman