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Avanade chosen as preferred partner to accelerate Ibercaja's innovation roadmap

Avanade's Innovation Office will build on success of previous projects; The Pensumo initiative and "let's go with your future" Alexa skill, to continue to launch 'industry-first' innovations with Ibercaja

Barcelona, 23 November, 2021. Avanade, the leading digital innovator on the Microsoft ecosystem, has been chosen by Ibercaja as the preferred technology partner to drive innovation and transformation around its omnichannel model for the next three years.

In its new 2023 'Challenge' plan, Ibercaja is hoping to build on the success of recent digital initiatives; the launch of The Pensumo project (submitted for inclusion in the Spanish Financial Sandbox), an app to help customers convert "daily actions and purchases" into savings for their retirement and the creation, by Avanade, of a new Alexa skill, "let's go with your future", to help educate Spanish people on money matters.

As part of its strategy and differentiating business model, the Spanish bank continues to put Microsoft solutions at the center of its innovation roadmap. Ibercaja selected to work with Avanade thanks to the key role it's had in realizing past digital transformations including improving the bank's payment application, which is now recognized as one of the best in Spain's banking sector and streamlining the customer journey through the roll out of Microsoft Dynamics 365; enabling it to offer more personalization. Avanade also created a new 'Network and Directive System'; rolling out new devices for managers to improve mobility and implemented a new digital management model.

Thanks to these advancements, Ibercaja has seen a 40% increase in active digital users, more than doubling its active mobile banking users and seen its app ratings rise in the Apple and Play Stores.

A framework of applied co-innovation has been established between the two companies. This outlines a set of activities, tools and methodologies which will smooth the process from ideation to implementation, improve collaboration across all the departments involved, and minimise the risks and time associated with moving from MVP (minimum viable products) to production. In addition, the partnership also covers Ibercaja's role in Avanade's Global Innovation Contest in 2020, the participation of Ibercaja employees in Avanade's innovation school and, in the near future, jointly addressing the [UN's 2030 agenda](#) for sustainable development.

"The digital economy has become a key lever for us and for the achievement of our objectives, which are none other than the constant improvement of the customer experience. For this reason, we have drawn up a digital transformation roadmap in which Avanade is our preferred partner," says Nacho Torre, Ibercaja's Director of Marketing and Digital Strategy.

Manuel García-Izquierdo, director of the Banking and Insurance Business Area at Avanade Spain, stated: "This agreement allows us to define a transformation strategy at various levels and accelerate Ibercaja's innovation. From the beginning, we have worked to achieve a clear objective: to turn Ibercaja into the most innovative bank in Spain. We are sure that the current solutions are allowing them to better relate to their clients and generate value for the business, and we will continue working so that innovation is the differentiating aspect of Ibercaja."

Ramón Miranda, Head of Innovation and Emerging Technologies at Avanade Spain and Europe, highlighted the importance for any company of having an experienced partner focused on innovation: "This agreement with Ibercaja is one more example of the strong commitment that has always been what we have done in Avanade for innovation. Our extensive trajectory in innovation has been key to reaching complete agreement of collaboration with Ibercaja and will be the base that will allow them to obtain a true return of the investment. "

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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a genuine human impact for our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 50,000 professionals in 26 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at <http://www.avanade.com/>.

About Ibercaja

Ibercaja es uno de los grandes grupos bancarios españoles, cuenta con 2,7 millones de clientes en todo el país, más de 1.000 oficinas, 5.000 empleados y un volumen de actividad de 92.000 millones de euros. Cuenta además con un grupo financiero propio (fondos de inversión, planes de pensiones, seguros de ahorro y riesgo, leasing y renting) y tiene la firme vocación de ayudar y aportar valor a sus clientes. La profesionalidad, la cercanía y el compromiso social y territorial son algunos de los rasgos diferenciales de la Entidad. Ibercaja asume el reto de que los objetivos de negocio impulsen el desarrollo sostenible, preservando los recursos naturales y promoviendo una sociedad más justa e inclusiva.

Más información en www.ibercaja.com