



*Underscored by recent dramatic banking failures, the financial service industry business models are out-of-date against ecosystem needs and consumer opportunities—revenue operations (RevOps) has become a priority for more than risk management. To thrive across markets dominated by rapidly evolving innovation embraced at historical rates (e.g., Chat GPT), financial leadership must make a value shift away from commodity-driven fee-based-income.*

*Moreover, system-focused delivery ideation has systematized cultural mismatches and impediments. Industry participants must solve for secure ecosystems utilizing data-as-a-product and rapid-cycle building block architectures of decentralized digital assets increasingly controlled by the consumers themselves.*