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Strategies for The Apps Economy

Wells Fargo

Gadi Meir

**Vice President, Strategic
Initiatives**

Business Real Estate Finance



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New York Life Insurance
Kevin Choi
Managing Partner of Greater
San Francisco General Office











Strategies for The Apps Economy

Grass Valley
Stephane Bourles
Vice President, Information
Technology







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81%

of bank customers prefer to visit a branch to open an account, apply for a loan, or seek financial advice

69%

of consumers actually buy in-store even after researching online ("webrooming")

50-90%

of the average IT budget is still spent keeping the lights on

Sources: Gallup, *How Customers Interact With Their Banks*, May 2013
Gallup, *Showerooming and Webrooming: A Tale of Two Trends*, Dec 2013
Vivamus Business/CA Technologies, *Insights Report: The Changing Role of IT and What To Do About It*, Feb 2014
McKinsey Global Institute, *IT under pressure: McKinsey Global Survey results*, March 2014

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