



# Customer Success

## Collaborative Application Simulation Helps Cut Requirements Cycle Time by 25%

*BB&T uses iRise to improve online client experience for a host of online solutions*

*"Simulations ultimately help us improve the online client experience. Using iRise we've been able to get tremendous feedback directly from our customers early in the definition cycle. That feedback has been invaluable in driving adoption for the bank."*

*– Paal Kaperdal, Senior Vice President of Online Channel Department, BB&T*

### Background

Winston-Salem, N.C.-based BB&T Corporation and its subsidiaries offer full-service commercial and retail banking and additional financial services such as insurance, investments, retail brokerage, mortgage, corporate finance, consumer finance, payment services, international banking, leasing and trust. BB&T operates more than 1,500 financial centers in the Carolinas, Virginia, Maryland, West Virginia, Kentucky, Tennessee, Georgia, Florida, Alabama, Indiana and Washington, D.C. With \$132.6 billion in assets, BB&T Corporation is the nation's 14th largest financial holding company.

### Challenge

In response to the rising standards and expectations for web-based banking solutions, the BB&T Online Channel department was tasked with developing a suite of online solutions that would provide an intuitive user experience and ultimately drive customer adoption.

Using iRise, business analysts and user experience professionals at BB&T created medium to high fidelity, interactive simulations for several banking projects. Stakeholders were able to interact with and review the simulations in a collaborative online environment as well as in-person review sessions with the whole team. Changes to the simulation were made iteratively in front of stakeholders at review meetings, speeding feedback and quickly driving consensus. Stakeholders included members of the Legal and Compliance departments, designers, management, line of business managers, business analysts and user experience professionals.

BB&T determined that the iRise iDoc, an encapsulated, stand-alone simulation which can be e-mailed, was one of the capabilities that proved most useful in terms of collaboration amongst both stakeholders and project sponsors. Moreover, the sophistication of iRise's version control and integration with requirements management functionality set its system apart from other competitive offerings.

### Result

By quickly creating and rapidly iterating with medium to high fidelity simulations in collaboration with their lines of business, the Online Channel department at BB&T has been able to cut requirements cycle time by 25% across a broad portfolio of projects.

#### Customer:

BB&T Corporation  
(NYSE: BBT)

#### Application:

eCommerce

#### Industry:

Financial Services

#### Country:

United States

#### Published:

January 30, 2008

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