FinTech Innovation, APAC: Cognizant's Head, Asia Pacific, Discusses why Digital Projects Fail

"The back office can never be ignored and it cannot change overnight," says **Jayajyoti Sengupta**. "It still comprises very robust systems like mainframes, and include very strong data security processes and systems."

Excerpts from FinTech Innovation's article:

"According to Jayajyoti Sengupta, head of Asia Pacific at Cognizant, the digital era brought with its particular emphasis on the re-imaging or re-purposing of business. All these efforts, however, may have the unintended consequence of ignoring the middle office or back office – both very important.

'The front office got a significant amount of investment because absolutely they're talking about the user experience, the customer experience line as well. All the service was happening with the end user. Now the back office, of course, it's not like that. We always make a joke that there are still more global transactions happening in one a day than there are Google searches. And that's true.'

Sengupta says too much effort is being focused on creating that desired user experience – focusing on the front-end as he calls it. The reality is that true success comes when a company is able to synchronize its efforts across front office, middle office, and back office."

Click **here** to read more. (Site registration required.)

https://news.cognizant.com/2018-12-28-Jayajyoti-Sengupta-Discusses-why-Digital-Projects-Fail