

Forge Expert Panel

Q+A

Thanks for joining our Forge Expert Panel!

Here's some high-level insights from our session with answers to the questions you sent in. For a deeper dive, be sure to access the [webinar footage](#).

What are the top things you've learned from the various Forge implementations that will be valuable for me to know as I start my digital transformation journey?

It's crucial to ensure key stakeholder buy-in at the start with clear objectives and resources needed to deliver the project within the timeframe, while keeping the scope of your public site small to enable you to get to market quicker. It's also important to focus on 4-5 key financial journeys that align with your institutions' business objectives such as buying a home, saving for retirement, everyday finances, etc.

What can I do to make my implementation faster?

Key decision makers need to be made available throughout the project and be engaged in its progress to enable support and direction when needed. This will identify resourcing gaps early and determine launch strategy by prioritizing which channel to launch first. Also ensure you've gathered the necessary Forge theming requirements. Planning a rebrand? You can start this now and work to have this finalized before kick-off or in the very early stages of your implementation.

What can I do to make my implementation faster from a design perspective?

Work with a partner experienced with the Forge Experience Manager and widget system – such as The Agency at Central1! If you're not working with an experienced Forge vendor, you can still get a head start by conducting an accessibility audit on your brand, conducting a content audit on your current site, looking at current site analytics, confirming your customer journeys, etc.

How long are typical client implementations taking?

This will be determined by you and your needs. We've seen public sites launched in as little as three months or as long as ten months depending on decisions made by you and your team. Online and mobile banking can be done in as little as three months or extended if resources are limited. The Agency at Central 1 and Forge Implementation Team can also be leveraged for momentum with their combined internal partnership and processes to quickly launch your new digital channels.

Who should be at the table from the financial institution side and with what skill sets are required for a launch team?

You are creating a complete digital branch experience and all these touchpoints and points of view will be important to building it out.

- Key decision maker
- Usability and customer experience professional
- Project Manager with change management experience
- Marketing and those responsible for member experience

What about Backbase certification? How critical is that?

Not critical at all. For the public site, it's unnecessary. Familiarity with the widgets on Forge Experience Manager is much more important. Though where Backbase development experience/certification can be valuable is if you want to develop your own widgets for the platform.

What can I do if we're short on resources or time?

If you have a gap, just ask. Between the Forge Implementation Team and The Agency, we can come up with a solution. It's also important to be realistic when considering the scope that you can manage, and we can help you with this too.

What is typically involved after the launch? Will we need to continue to rely on Central 1 to support us and if so, is there a maintenance schedule?

From a Forge public site perspective, if you build it with the out of the box widgets and take the time to become experienced on it, it will be easier to manage on your own. You can be 100% self-sufficient to manage the content and experience without relying on Central 1 or a design agency to maintain it.

We're reviewing 3rd party vendors to provide us with an "end to end solution" to implement our Forge site. What should we be looking for and is that something that The Agency at Central 1 can help with?

A true end-to-end solution is a complete build and implementation of the public, online banking and mobile app channels, and components like banking host configuration. Central 1 and The Agency is the only partner that can provide this, as we're the only party with this level of technical expertise specific to Forge and own direct relationships with all banking host providers.

Will Forge have compatibility to 3rd party and existing web widgets?

We can support most 3rd party widgets; it will depend on the code and how it's being executed inside the Forge environment. We reduce code features that present security concerns to our clients' platforms for the security of everyone. We're looking to release our own Javascript widget soon to facilitate the inclusion of even more. If there are certain widgets that you would like us to verify, please connect with your implementation specialist.

We're considering an agency to build our public site. What are the pros and cons with using a 3rd party vendor?

Working with a 3rd party can be a great way to fill resource gaps and accelerate efficiency; it can also really slow down progress and add unnecessary time/costs. It really depends on the qualifications of the vendor you're working with. Here are questions you may want to ask any 3rd party you're considering (visit the webinar footage to learn why these questions are important to saving time and money):

- Have you designed and built on the Forge Experience Manager before?
- Will you rely on custom coding or rich text editing to achieve your design?
- What will handover look like? Will you train us on the work completed?
- What does your after-launch maintenance program look like?
- How are they taking accessibility requirements into consideration in their design?