

*creating a Digital Bank in a Traditional Bank*

# the Bancolombia case

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*Bancolombia Group*

Unlimit

Infosys CONFLUENCE 2017



**Bancolombia**

# About Bancolombia Group

- Largest financial services group in Colombia (#9 in Latam)
- Total Customers: 11.5M
- Employees: 32,000
- Total Assets: 63.4 bn USD
- Fifth most sustainable bank in the world (DJSI)
- Alliances with Impact
- Innovation understood as a critical tool for survival

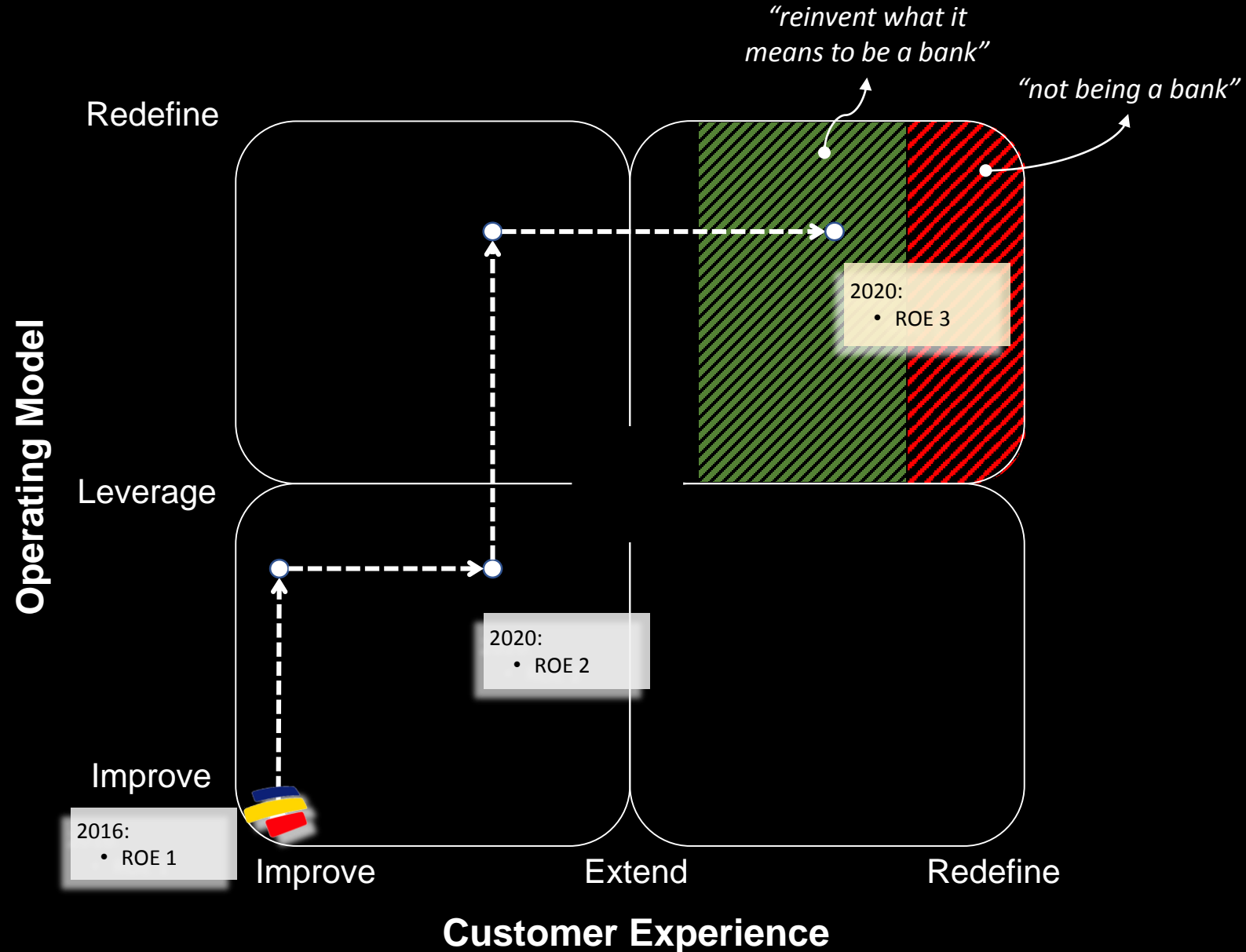


MEMBER OF  
**Dow Jones  
Sustainability Indices**  
In Collaboration with RobecoSAM



Bancolombia

# Our **Ambition** for the Digital Transformation & Innovation



# Our **Vision** for the Digital Transformation & Innovation

*Group's strategic north*



Our Purpose is to

*“Reinvent what it means to be a bank”*

**Accelerate**

**Enhance**

**Remove Obstacles**

Challenging  
Status Quo

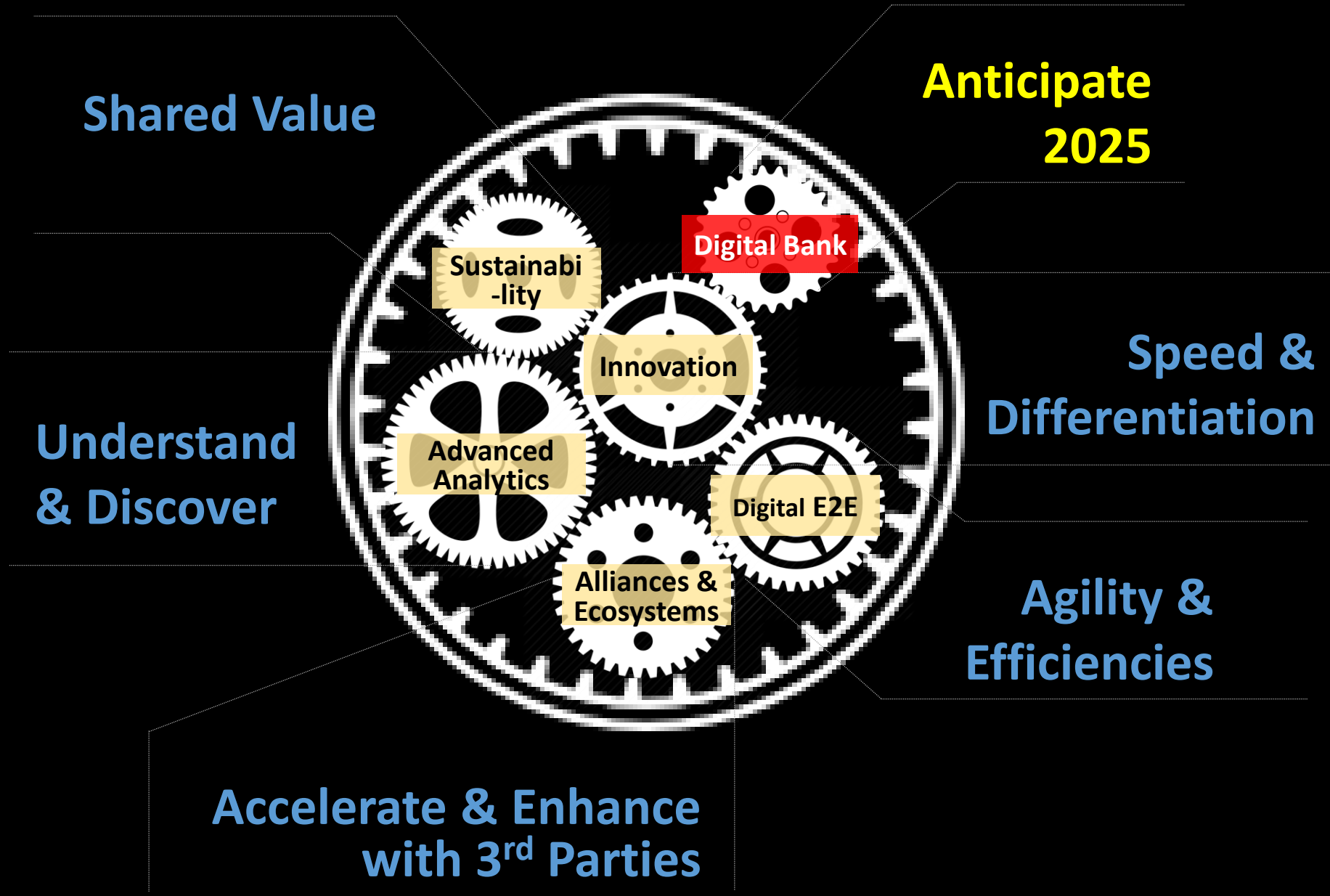
Maximizing  
Speed of Change

Generating  
Shared Value

Smart Use of New  
Technologies

New Ways of  
Working

# Innovation & Digital Transformation **Components**



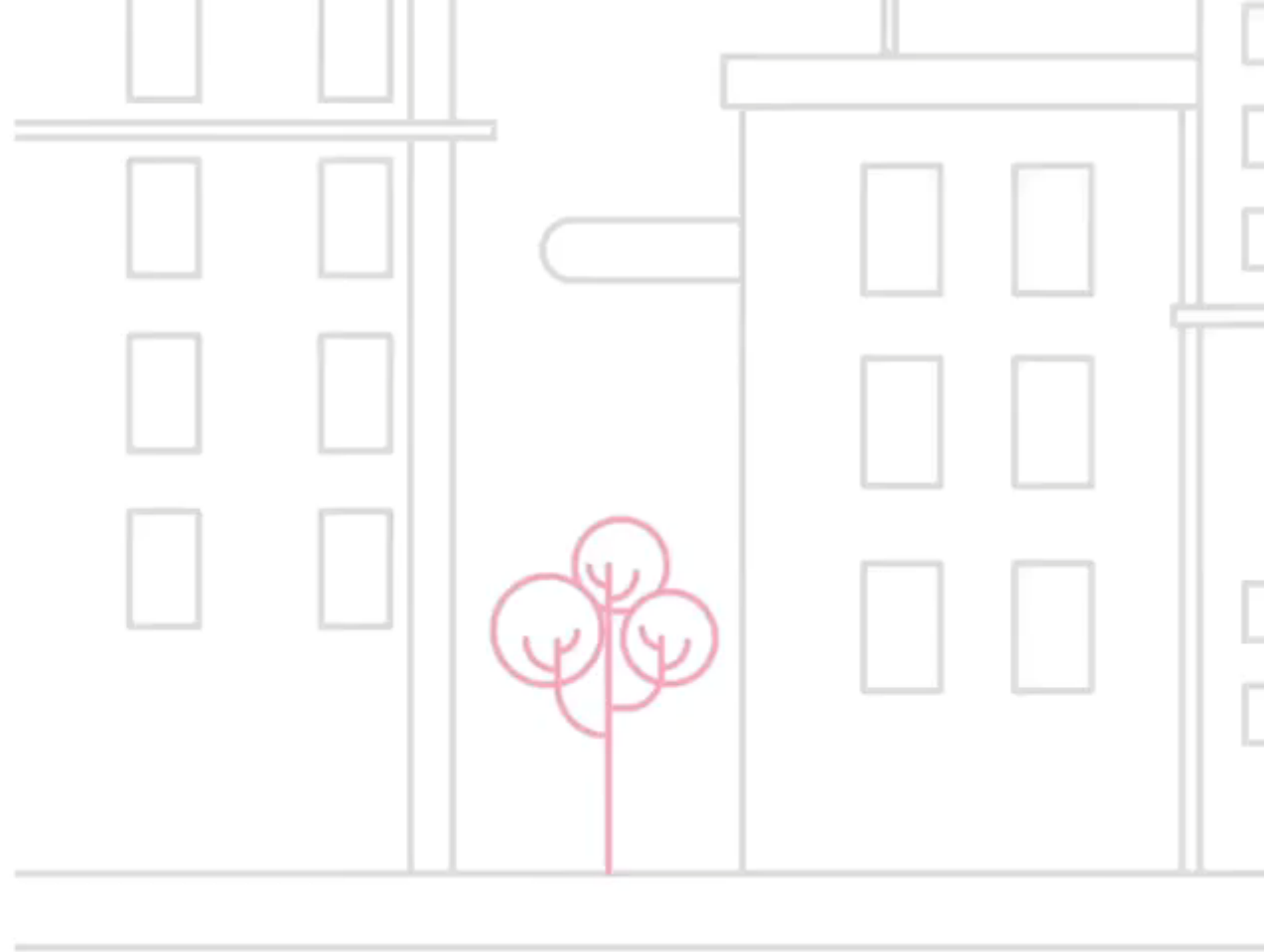
Bancolombia



NEQUI

By





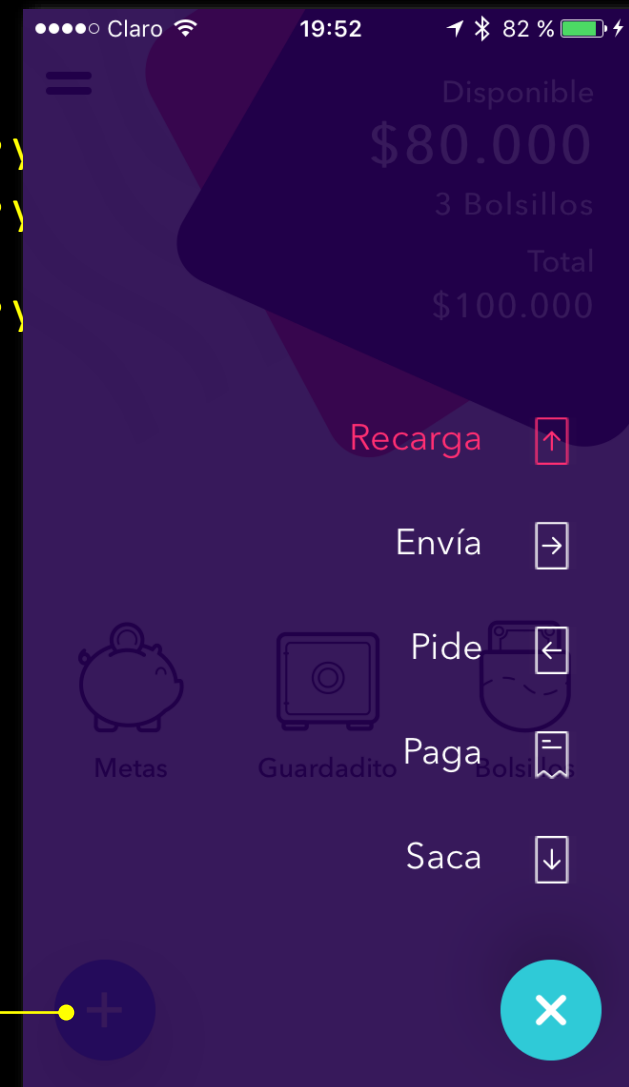
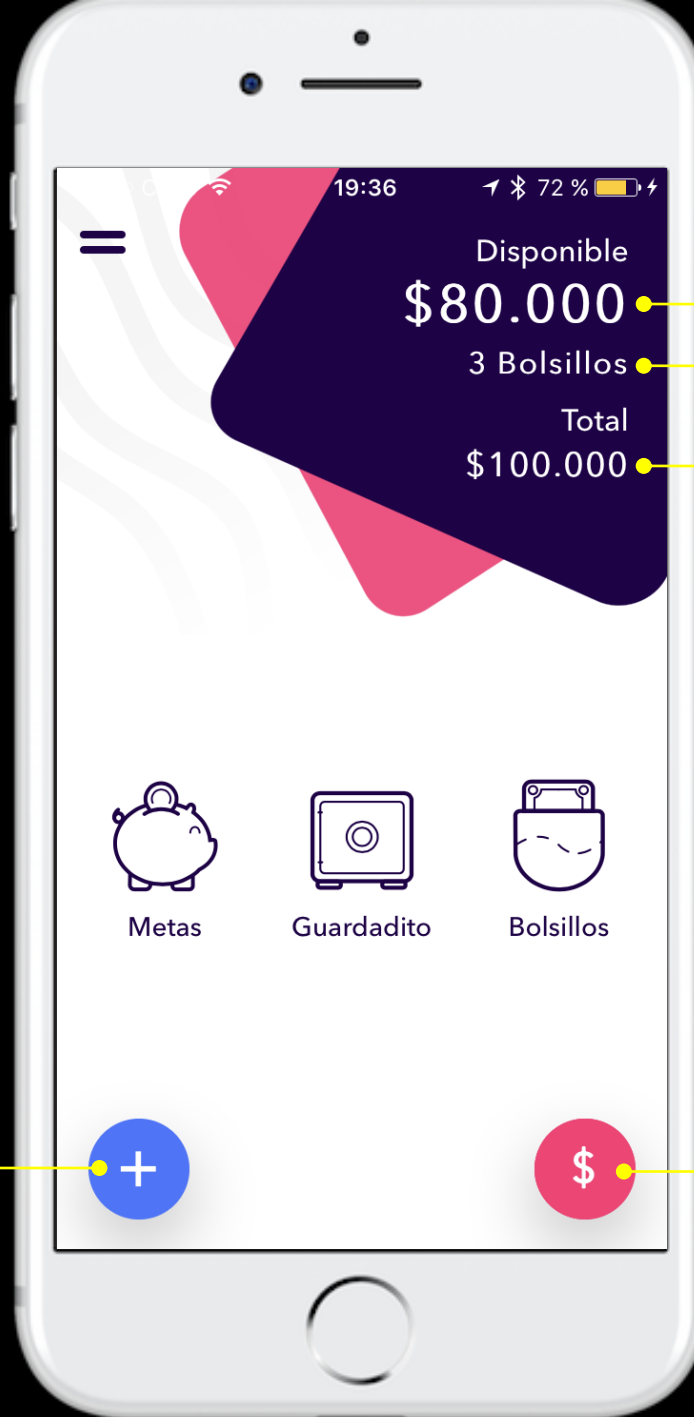
What is Nequi?

**Nequi** is Bancolombia's Fintech

Why Nequi?

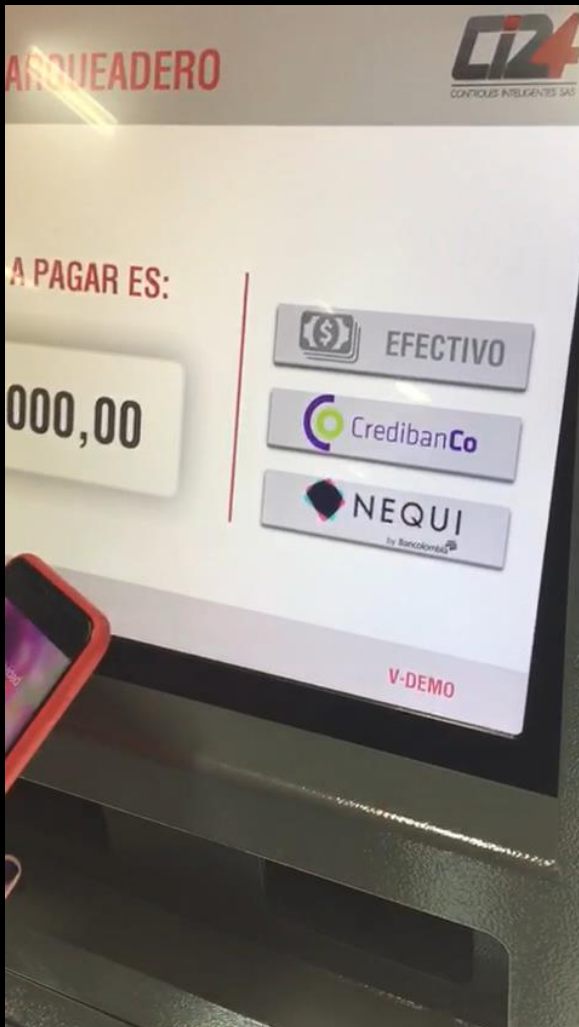
**We play 2025 for learning purposes**





# Nequi's short term roadmap

## Developer's Network (API)



## Nequi App Functionality

- Insurance for your mobile
- Insurance for your bike
- Consumer loans (instant loans)
- Virtual Credit Cards
- *Uberizing* cash-in and cash-out

# Lessons Learned

1. Building a **different culture** is a must to achieve **different results**
2. **Customer obsession and understanding** is critical for success
3. Accept and embrace **internal competition** (*the bug in your ear*), **but...**
4. Build bridges to bring the Nequi **learnings** back to the traditional bank



# thanks



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