

Executive summary for the automated banking system

Technology, Information Technology



A Critique Analysis of PNC'S Executive Summary The executive summary of PNC bank is interesting and attractive to the reader. I think that everything is well stated in a clear and precise way. Their approach of investing in technology is a wise choice in the digital age because more and more people are shifting to online e-banking system.

Their idea is not original because there are other banks which have installed cameras in their ATM outlets. However, their idea is unique due to the fact that they are to install a facial recognition ATM system to fight frauds. On the contrary, the idea of implementing currency exchange and check printing services at the ATM is very much original and innovative. This would result to increased transactions at a less time and avoidance of customers overcrowding in the banking hall.

The management information system (MIS) of PNC if implemented according to the given attributes would solve their problem by increasing revenues, providing a reliable banking system and reducing operating expenses. It would solve real world problems because it would create convenience for their customers to transact without the need of visiting the bank.

Furthermore, though all banks possess ATM services, theirs if implemented, could mean a total revolution of e-banking services.

Their MIS does not exist but can be invented as they have stipulated that it is their future plans. The conclusion based on their future plans is concise and engaging. However, I think their plan is ambitious and requires mega investment. If I were an executive, I would read into their business plan because it is unique and for prosperity in business, one has to take risks.

In conclusion, their executive summary is well stated and it has a new sense

of adding what does not exist in the banking sector. If their MIS is well implemented, it would offer competitiveness to other banks at the same time satisfying their clients. Finally, it would give a new approach to how banking is carried out.