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**IT IN BANKING : A STUDY
OF SELECTED SERVICES**

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ABSTRACT

In this age of rapid technological change, banking environment in the next decade will be quite different from that of the 1980s and 1990s. As an open system, banks have to consider its changing business environment. The banks and finance companies in Malaysia will have to gear themselves to meet the challenges, particularly in upgrading the skills to cope with the increasing demand for better and more sophisticated services. Financial deregulation, emergence of complex business and advanced customer requirements force banking industry to invest in IT to cater for the needs of customers. IT as a tool for organisational improvement, has captured the attention of most top management due to its significant impact. The radical change in IT development gives a new insight in the way of doing business. IT is thus considered a cost-effective strategy to service consumer demands. Having said that, in utilising new products or services, banks should initiate new technologies in all their functional areas. The government supports the growth of IT usage. Through the MSC, the development of multimedia technologies will remove barriers for doing business and thus promote borderless marketing. Steps should be taken to ensure banking institutions management be aware of IT policies and issues. There should be adequate provision for IT policy review and operations. Special care should be taken in IT usage in order to provide sophisticated and advanced services.

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