

Overview Description:

Sionic has both experience and knowledge from their Financial Services KYC professionals that combine this with a passion for sharing their expertise. The core of our proposal is to **accelerate the education and training of KYC analysts through a digitalized course** divided in four modules, that covers key concepts and frameworks, as well as practical guidance, to enable the organisation to efficiently perform the appropriate due diligence required by AML/CFT regulatory framework. Sionic aims to provide **real-world insight into the Customer Lifecycle Management eco-system** through short quizzes and assessments.

What to listen for with your client:

- How can we efficiently train our new KYC analysts while also keeping high focus on existing responsibilities in order to minimize risk to our work?
- How can we ensure our analysts are continuously trained in KYC, AML and CLM practices, ensuring they keep up-to-date with new regulations?
- How can we ensure that our training is both low-cost and complying with the existing regulations for ongoing compliance training?

Questions for your business:

- Are your new analysts coming in with experienced in KYC and certain operational standards?
- After a year, do you think that KYC professionals would require a refresh of material and knowledge?
- How does your team currently keep up with new regulations surrounding KYC?
- Do you have someone responsible for the quality of KYC training?
- Are there restrictions in efficiently performing BAU work when new joiners need to be trained at the same time?
- Would it be beneficial for supporting teams to also have KYC knowledge to support your team more resourcefully?

Business case:

- Sionic will **produce and maintain the digitalized academy** and provide access to existing clients at low cost, and potentially to new clients at low cost or free to initiate a good relationship.
- Enable more **effective and efficient training** of KYC analysts
- **Long term, sustainable knowledge improvement**

Sionic differentiators:

- Rather than generic compliance training that all financial companies should provide on KYC and AML, we provide **in-detail training on how to perform KYC analysis – this is directed towards KYC professionals**
- We are offering this high-value training to existing and new clients at **low-cost** to establish and maintain good relationships
- The training provides both **theoretical and practical** examples from real life 9

Frequent comments and questions:

We already have compliance training every quarter that is rolled out across all departments

This training is especially for KYC professionals with in-detail up-to-date knowledge and practical examples focusing on how to perform KYC analysis rather than why it's important.

We don't have time / budget for additional training

This is a very low budget training that Sionic is offering to new and existing clients in small bite-size sessions of 4x 2hours as we know that teams are busy.

What's the benefit?

The knowledge and examples can help in real-world examples especially to those new to KYC and will minimize "on the desk" training that is difficult to manage for the person training the new hire.

How we can help:

- Across all functions that require KYC training, we can provide real-world examples and even use examples that attendees bring to us to create a rounded, **engaging training schedule**.
- Consolidate all training in one place and create relationships with new clients that would be interested in this product.