

# about us

**Delivering  
innovation and change  
in the financial industry**

**projective**

## About us

**Our mission: deliver high impact innovation and change across the financial services industry.**

We are a collective of innovative thinkers and technology practitioners with unrivalled industry knowledge. We provide clients not only consulting expertise, but also extensive experience in complex change delivery. We help organisations reduce costs and create value, while pushing the boundaries of innovation.

Our deep domain experience is centred on retail and wholesale banking; wealth and investment management; capital markets / market infrastructure; and insurance. We drive the digital and innovation agenda, delivering operational excellence, addressing the everchanging challenges of regulatory compliance.

Through our collaborative approach, we work where the key drivers of global finance-regulation, competition, M & A, cost efficiency, customer service and product innovation – are driving industry change.

We serve our clients from offices in major financial centres across Europe, and are proud to work with leading institutions across both the financial and insurance industries.

## Identifying and exploiting current opportunities, overcoming future challenges

The financial services industry is undergoing a perfect storm, with technology at the core. We understand the business drivers of global financial change. In everything we do, we are client centric. We speak our client's 'language' and look beyond immediate issues of compliance, innovation and competition. Our approach is entrepreneurial, innovative and growth-focused.

We pride ourselves on highly detailed and individual knowledge of each of our clients, built on detailed analysis of their current state, identification of key challenges and a comprehensive outline of major opportunities to realise significant value.

We deliver through an integrated ecosystem of leading-edge partners, addressing complexity for our clients with groundbreaking solutions.

**PROJECTIVE**  
Delivering innovation and change for the financial industry

**THE GLUE**  
Enable & accelerate digital strategy & business model design and execution



**SMARTFIN CAPITAL**  
PE & VC Fund globally investing into smart technologies

**B-HIVE**  
Collaborative innovation platform, building bridges to new technologies

We operate at the heart of a business and technology ecosystem that doesn't just dream but delivers innovation and change, addressing the most important issues today to position our clients to best address the challenges of tomorrow.

## Delivering impact, realising value for our clients

Highly respected for our ability to execute and apply focus and insight to address complexity and deliver high profile change and transformation, we help clients successfully increase revenue, manage risk and regulatory change, reduce costs, enhance control, and drive innovation.

## Fast facts

- Delivering smart innovation and impactful change across Financial Services
- 200+ dedicated, experienced professionals
- Offering a unique combination of deep domain expertise provided by industry practitioners, management consultants and delivery & technology experts
- Providing a unique combination of digital-enabled innovation, executable advice and delivery excellence to best address complex client challenges
- Part of a focused business and technology ecosystem, orchestrating and delivering executable change for the finance industry, with partners: The Glue, B-Hive, SmartFin Capital, Epoch XX, and Scale-ups Europe
- Offices within financial centres across Europe in Amsterdam, Brussels, Frankfurt, London and Paris

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