

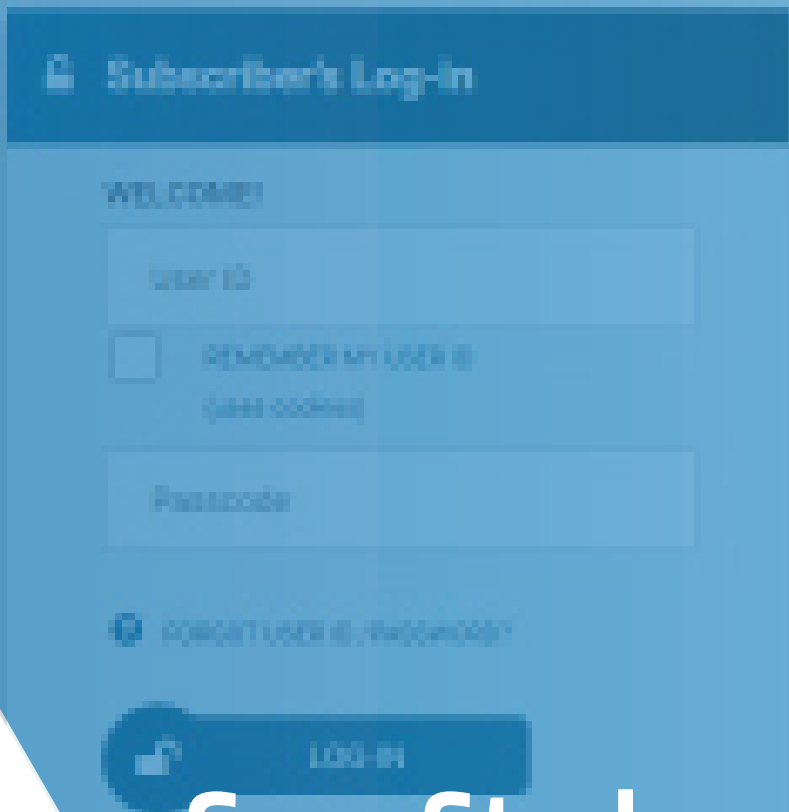
NETinfo

DIGITAL BANKING PLATFORM

Case Study

Bank of Cyprus





Case Study

Bank of Cyprus Group is currently the largest banking and financial services group in Cyprus, and for a century has contributed vitally to the country's economic life.

The group offers a range of financial products and services catering to the needs of today's customers, be they business or consumers customers.

Since September 2014, its shareholders have come to include high-quality institutional investors, and as of January 2017 the Group's share began to be traded on the London Stock Exchange.

The LSE listing marks yet another milestone in the fulfilment of the group's strategic objectives, as the group aims to become an ever more robust financial institution, able to create value for its shareholders.



1899

Year Founded



Geographical presence

📍 Cyprus 📍 United Kingdom 📍 Russia 📍 Ukraine 📍 China



Headquarters

51, Stassinou Street, Ayia Paraskevi, Strovolos, Nicosia, Cyprus



Line of Business

- 👤 All type of Financial Services for Retail, Corporate and Private Banking
- 🌐 International Banking Services
- 🏠 Insurance Products through Eurolife and General Insurance of Cyprus



Assets

€23 000 000 000 (2017)



Employees

4279 staff worldwide
4000 in Cyprus

Other key metrics



Deposit Market: 30% (2017)



Loan Market 40% (2017)



130 Branches

Source: Bank of Cyprus Group and www.bankofcyprus.com.cy

Challenge

Bank of Cyprus wanted to include all its subsidiaries, in Cyprus, Greece, UK and Romania, under a sole omnichannel solution based in Cyprus. Each subsidiary would have access to its part, different administration capabilities and localisation of marketing.

Customers would have the ability to see all their accounts and have access to all products and services in Bank of Cyprus Group, while having the same branding, look, feel and banking experience in every location.

The Bank requested for an independent, customisable, efficient and secure solution with flexible integration capabilities and central administration management, that would include channels, marketing material, services, functionality, access levels, limitations and support customer segmentation.

The new solution would have the capability to provide and support strong corporate functionality, to accommodate SMEs and large corporate customers, and advanced personalisation management tools such as widgets management and PFM tools.





**“Same
branding
experience
in every
location”**

Solution

We delivered a complete omnichannel solution that includes responsive internet banking covering all browsers and devices, a very advanced mobile banking solution, with rich retail and corporate functionality and advanced alerts & notifications management tools.

The Bank also launched a user friendly P2P payment solution (QuickPay) that found widespread acceptance across the Bank's clients, especially to millennials, while the NETinfo solution has been integrated with the call centre in Cyprus. Through our solution, the Bank can also offer Stock Trading and Trade Finance services to its clients.

The NETinfo solution was installed only in a single data centre, providing digital banking services to the holding bank and its banking subsidiaries, as NETinfo supports the "One installation many banks" model.

By making use of the "One installation many banks" concept, the Bank's customers can have access to all their accounts and products in the group.

“ **One
installation
many banks** ”

Benefits

- ✔ A big volume of the Bank's transactions (around 70%) are being conducted through the NETinfo solution, leading to significant reductions in operational costs, customer satisfaction, addressing all type of customers and services, including retail and corporate.
- ✔ By making use of the "One installation many banks" concept of NETinfo, the Bank has reduced and limited implementation and maintenance cost for the whole group.
- ✔ Customers can have a consolidated view of all their accounts and products they hold with the group, irrespective of subsidiary.
- ✔ The Bank offers a comprehensive payroll and mass payments facilities to its existing corporate customers, while enabling the Bank to acquire new ones.
- ✔ The Bank successfully executes targeted campaigns through the electronic channels, addressing different type of customer segments including millennials, basic retail, ladies, SMEs, students and any other segments dynamically created by the Bank.
- ✔ NETinfo is a digital tool for the Bank, exposing any service to the channels securely, easily and without seeking for vendor's assistance or intensive IT resources.
- ✔ NETinfo Digital Banking Platform is used to hold the customer profile of the Bank's customers, which is retrieved from the NETinfo solution for KYC purposes, instead of the back-end systems.

Cyprus:

23 Aglantzia Ave., 2108 Nicosia
P.O. Box 22658, 1523 Nicosia
T: +357 22 753636 F: +357 22 765680

UK:

Muswell Hill Centre
Hillfield Park
London N10 3QJ
T: +44 (0)20 3397 8440
F: +44 (0)20 3397 8533

Russia:

123557, Moscow
Elektricheskiy Pereulok b.3/10 str.1
T: +7 800 333 86 78

Colombia:

Calle 95, No 14-45, Office 801,
Bogotá
T: +57 1 6517360

Kenya:

The Watermark Business Park
Ground Floor, Spring Court,
Ndege Road, Off Langata Road,
Karen, Nairobi
T: +254 713 621933