



**CASE STUDY:
BANK OF CYPRUS UK**



Bank of Cyprus



NETteller
e-Banking Solution



Company Profile

B Bank of Cyprus Group

The Bank of Cyprus Group was founded in 1899 and is the leading banking and financial services group in Cyprus.

The BoC group provides a wide range of financial products and services including; retail and commercial banking, finance, factoring, investment banking, brokerage, fund management, private banking, life and general insurance.

The Group currently has a network a total of 300 branches in Cyprus, Russia, Romania, the United Kingdom and Channel Islands and employs 6898 staff worldwide. The Group also has 5 representative offices in Russia, Ukraine, China and South Africa.

Scenario



B BoC Group wanted to consolidate their services using internet banking to encompass every geographic location of the banks presence, as well as accommodate every customers needs from any place through one umbrella.



As one of the leading banking organisations in Cyprus, the bank wanted to present a unified service offering for the BoC Group in every country of presence whilst incorporating the same brand, look, feel. The focus of the group was to adopt a single solution to address the needs of all member banks and reduce the total cost of ownership for the BoC Group.

Their existing system could not meet with the banks objective, therefore their search was to deploy a solution that would meet with their objectives and criteria, whilst at the same time offering scalability and flexibility to support future changes in strategy, services and infrastructure.

NETinfo was the chosen internet banking vendor due to its unique service in accommodating many branches through one centralised system. NETteller ASP model is a service that can serve numerous banks through one central installation, whilst keeping the branding, look and feel the same. NETinfo complied with all of the banks requirements to incorporate strong corporate functionality, multi-channel offering, customer profiling and easy integration to the bank's core system, however, the NETteller ASP Model - 'one installation, to support many banks' was the driving factor in the decision making process for the bank.

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Banks Objectives

- To use e-Banking technology and multi-channel delivery methods to accommodate retail and corporate customers 24/7, at any time and in any location, thus eliminating the need to bank through branch alone.
- To offer a seamless and familiar user experience regardless of the location or delivery channel.
- To be able to accommodate every customer with targeted services matched to their criteria and interests.
- To create a unified service to all BoC customers in any location through multi-channel digital services. (1bank)
- To retain the existing customer base by meeting client demands and keep up with the trends in e-Banking technology.



Banks Criteria

- To have one central installation to support various banks within the same group.
- Independent solution that can integrate with existing core banking platform as well as new core platform to be implemented.
- Security - To offer a secure solution that will actively protect against fraud.
- To support multiple banks within different regions and possible future regions.
- Self-Administration - To be able to manage the solution for in-house purposes and customers. Management to include: channels, marketing material, services, functionality, access levels and limitations.
- Customisable, efficient and flexible
- Strong analytical and reporting capabilities
- To have the same branding, look, feel and banking experience in every location.
- To support customer segmentation within the same operating environment
- To provide strong corporate functionality to accommodate SME and large corporate clients.
- To provide advanced customisation tools like personalised dashboards, PFM tools and widgets.



Solution implemented

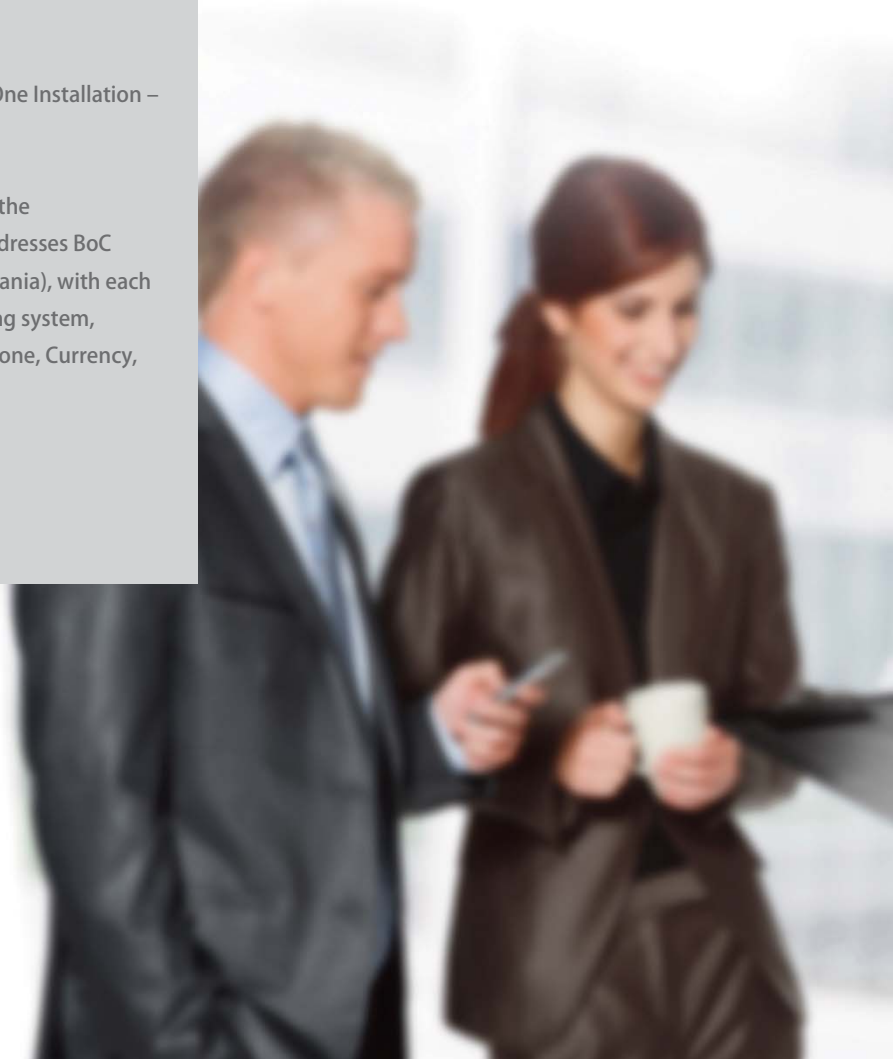
B BoC has been a long standing customer with NETinfo and has through the years incorporated additional modules to support the growth and success of their e-Banking offering. The complete NETteller solution that is currently implemented includes:

- NETteller e-Banking Core System
- NETteller Security Module
- NETteller Interface Module - To Interface with new core banking system
- NETteller WEB Banking Module
- NETteller Mobile Banking
- NETteller Mobile Applications
- NETteller Administration Module
- NETteller ASP Model – Incorporating One Installation –
- Many Banks Model.

The NETteller solution is implemented in the Headquarters in Cyprus and currently addresses BoC (Cyprus) and BoC (Greece) and BoC (Romania), with each bank having its own different core banking system, different look and feel (Language, Time-zone, Currency, etc), and different business rules.

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Benefits of NETteller

- NETteller ASP allows the complete BoC group to be supported through one system. (One installation/many banks) saving on time to market for each location and additional expenditure for separate installations.
- Single Sign on /Multiple Banks. Banking customers can access the bank facilities and manage their finances by utilizing the available International BoC network, without having the need to maintain more than one accounts. Locations include Cyprus, UK, Romania
- Fast System Implementation roll out provides critical time-to-market advantage.
- Flexible System to support different Business Rules according to the regulations and the localization needed for each country.
- Open architecture provides easy and seamless integration with all delivery channels and core banking systems
- Administration Management allows the bank control of how the solution is used.
- Customer segmentation is channelled through the same system
- Comprehensive analysis on all customers provides the criteria necessary to utilise cross sell opportunities through user behaviour, trends and channel type





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