



Mobile Banking Transformed

How Persistent Systems helped a global Mobile Money solution provider to gain competitive edge and grow its customer base

Background

Our client is the largest Mobile Money specialist in the world, delivering mobile banking, payments, and commerce networks to financial institutions and businesses worldwide, and empowering end users to perform everyday banking functions on the move. With over 500 million cumulative mobile banking transactions conducted by millions of customers, our client has the most widely adopted solution in the market.

Our client's product enabled end-to-end mobile banking, including account access through mobile devices. They were looking for a technology partner with immense experience in Mobility and Banking, Financial Services and Insurance (BFSI) industry, who could quickly customize their existing product to provide a full range of banking services using the phone's built-in functions.

Persistent Systems has been working with the client for over 5 years on various projects and was successfully managing their entire product lifecycle from execution to delivery. This coupled with our deep expertise in Mobility and BFSI domains made Persistent Systems the natural choice for this engagement.

The Persistent Solution

Persistent Systems helped enhance the existing solution substantially by incorporating triple play delivery into it. The most notable features being:

- **Mobile Banking via Text Message**—enabling end users to access their accounts from mobile phones using text messages
- **Mobile Banking via Mobile Web**—enabling users to access their bank accounts through online banking with an enhanced UI of the website and responsive design
- **Mobile banking using a Mobile App**—empowering quick access to a full range of banking services such as accessing bank account, balance, transaction history, money transfer, bill payments, and providing 24*7 availability (developed using iPhone's built-in functions)

Others features that we developed included:

- Mobile Web Application
- Account and Security Alerts
- Batch Loader and Processor
- Mobile Banking Enrollment
- SMS Banking
- Smart Client (iPhone)
- Customer Support application

The Results

Persistent achieved the following notable results:

- Helped the client grow its customer base and retain existing customers by enabling mobile banking features not offered by any of the client's competitors
- Successfully deployed customized solutions for client's 15 banking partners

The Persistent Value

- Closely involved with the client's product team and offered proof of concept to their customers
 - Along with professional services and on-the-field support, Persistent provided generic, standard, and reusable solutions to save overall development time
 - Highly trained QA team to handle professional services and product testing along with domain expertise in Enterprise Mobility
 - Our long and successful track record of delivering multiple robust mobile banking solutions to the client in the past meant minimal effort and risk for them
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About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation. For more information, please visit <http://www.persistent.com>

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