



One of Asia's largest private sector banks integrates their banking delivery network with their Oracle FLEXCUBE core banking system using the Cuecent ESB

The Client

One of Asia's largest private sector banks with a net worth of over 1 Billion USDs. The Bank employs more than 10,000 people with and offers unified banking services through its network of over 300 branches and ATMs and several other banking channels including the internet, call centers and wireless devices.

Results

- Improve the bottom-line by significantly reducing operating costs
- Increased speed-to-market of new products and services
- Enhance value of existing technology investments
- On demand introduction to new customer banking channels
- Amplify Customer Service Standards

Cuecent Differentiators

- Create and provide a holistic view of their customers across the full range of channels.
- Speed in Channel Creation - Adding new-channels easily as per future technology with minimum investment
- Prevent costly downtime - By ensuring maximum up time, the solution significantly reduces the risk of revenue loss.
- Monitor channel-wise performance to understand customer behavior pattern across channels.
- Improving channel productivity - Maximizing revenue by providing products and services through various delivery channels
- Channel Performance Reporting – To monitor customer behavior across channel and personalize service offerings accordingly
- Channel Analytics and Dashboard

The Challenge

To enhance relationships with its customers and to provide them with an 'anytime anywhere' banking experience, the Bank has deployed a multi-channel service delivery network providing banking services through ATMs, the internet, call centers and mobiles. The complexity of managing the extensive delivery network and the inability to rapidly integrate new channels into the network compelled them to look for a standards-based integration framework addressing the requirements of a comprehensive, multi-channel integration environment while allowing them integrate newer channel on-demand.

The Solution

Bahwan CyberTek (BCT) deployed the Cuecent ESB to:

- Integrate various channels to deliver a consistent banking experience to its customers.
- Integrate the Oracle FLEXCUBE Core Banking Application with their entire channel delivery network in a loosely coupled environment.

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