



DIGITAL CHANNELS FOR EVERY FINANCIAL INSTITUTION

Evolve With **Your Customers**



**ONLINE
BANKING**



**MOBILE
BANKING**



**CONVERSATIONAL
BANKING**

What Do **We Offer?**



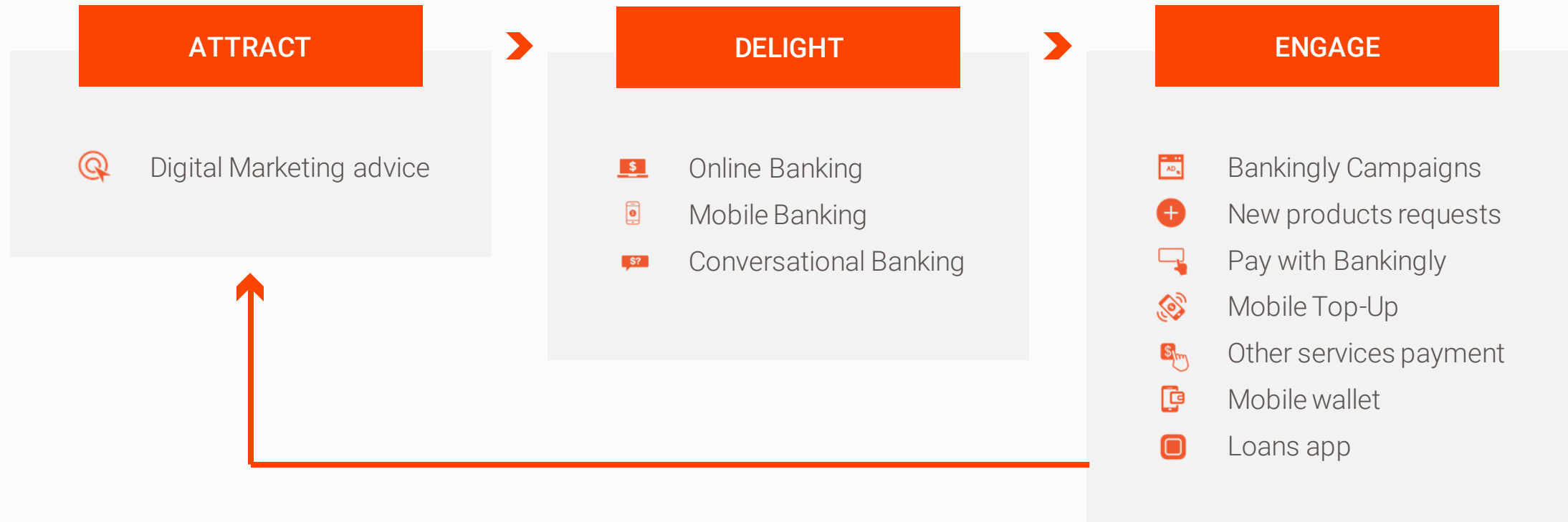
For thriving **financial institutions** who want to **grow** with new and current customers, Bankingly is the SaaS **digital banking** solution that will allow them to **increase loyalty and profitability**.

Unlike on-premise and dated solutions Bankingly will enable them **to stay current and secure over time**, while **only paying for usage**.

With Bankingly's Digital Channels you will have a way to **attract, delight** and **engage** your clients.

Bankingly is the **right digital partner**

for every moment of your relationship **with your customers**



What Do **We Offer?**



World class solution

We have already tested worldwide by more than 1.000.000 users.



Pay per real usage

With Bankingly your financial institution pays for the actual use (per logged user per month, regardless of how many times or how many operations they execute).



Future-proof

The Bankingly subscription model covers updates, enhancements and the continuous development of the platform. You won't have to pay again for upgrades or improvements.



Operated on Microsoft Azure

Microsoft Azure is a cloud computing service created by Microsoft that guarantees safety in terms of data management.



Unbeatable time to market

Bankingly can be implemented faster than other solutions, in 2-3 months. It can be an excellent quick win to delight your costumers.



Secure

Offer your customers agile and secure digital banking channels, our solution meets the Best Safe Programming Practices OWASPTop 10.

They **are already**
enjoying **our**
technology



Digital Marketing Advice

Bankingly will become your business partner, if you grow, we grow. That's why we invest in your institution **taking care of the acquisition of the first 1000 users of your digital channels.**

We will do this by running online ad campaigns on Facebook, Instagram and Google targeting your current members.

The campaign will follow your marketing and communication guidelines. If you already have an ongoing marketing plan we can give suggestions on how to your digital channels launch or to improve your user retention.



Delight



With Bankingly's digital channels you can serve your customers wherever they are and whenever they need you.

You can attract millennials and the next generations to your institution and lower your customer churn rate.

Using Bankingly allows your institution to increase competitiveness, grow your customer base, decrease delinquency, reduce branch costs and free up staff time for tasks with higher added value.

What does **Bankingly** do?

PRODUCTS

- Accounts
- Credit Cards
- Loans
- Fixed term income
- Credit Lines

BUSINESS ACCOUNTS

- Payroll
- Batch payments
- Multiple Approval Levels
- Multiple Roles

TRANSACTIONS

- Transfers
- Payments
- Service payments
- Transaction scheduling

GENERAL

- Multi-currency, Multi-language
- Multi-factor Authentication
- Dynamic Forms (for selling and servicing)
- Currency exchange rates

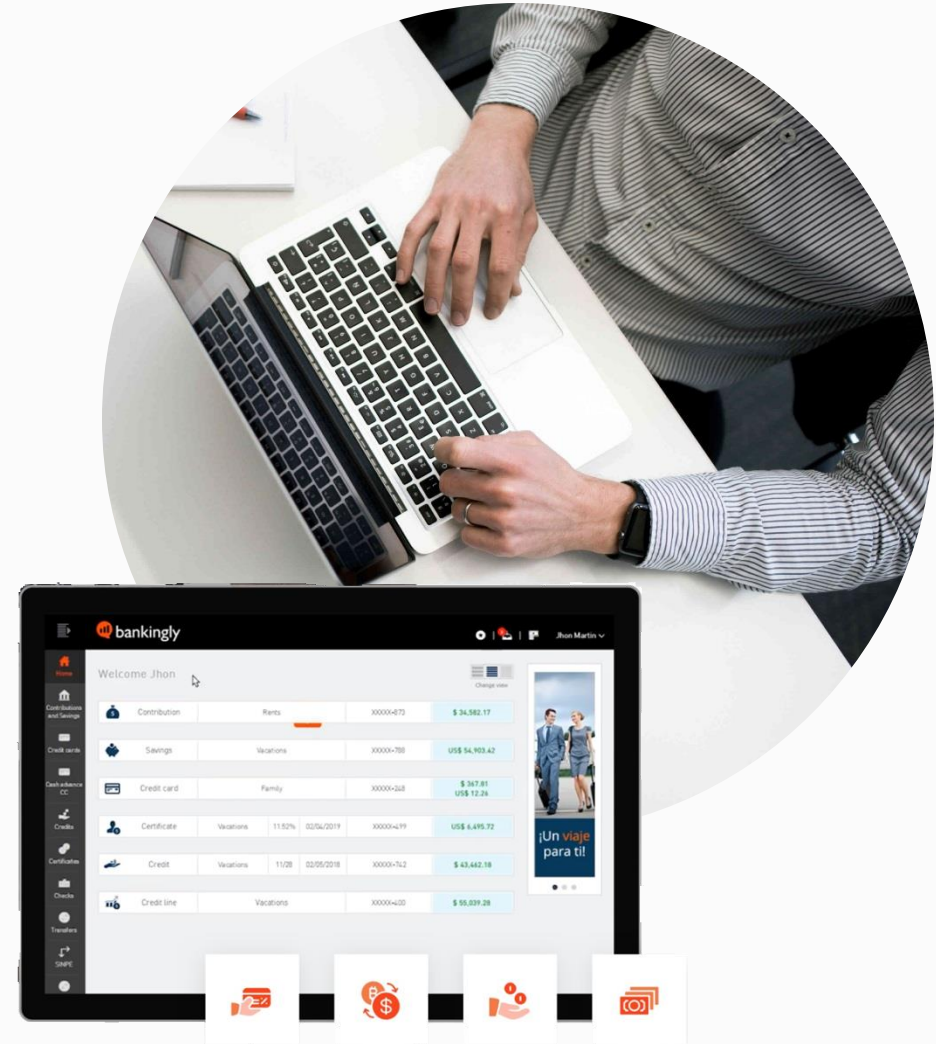
COMMUNICATIONS

- Segmented Advertising
- Segmented Messaging
- News, Alerts, Notifications
- Location based Service Points and Benefits
- Contact Us and FAQs

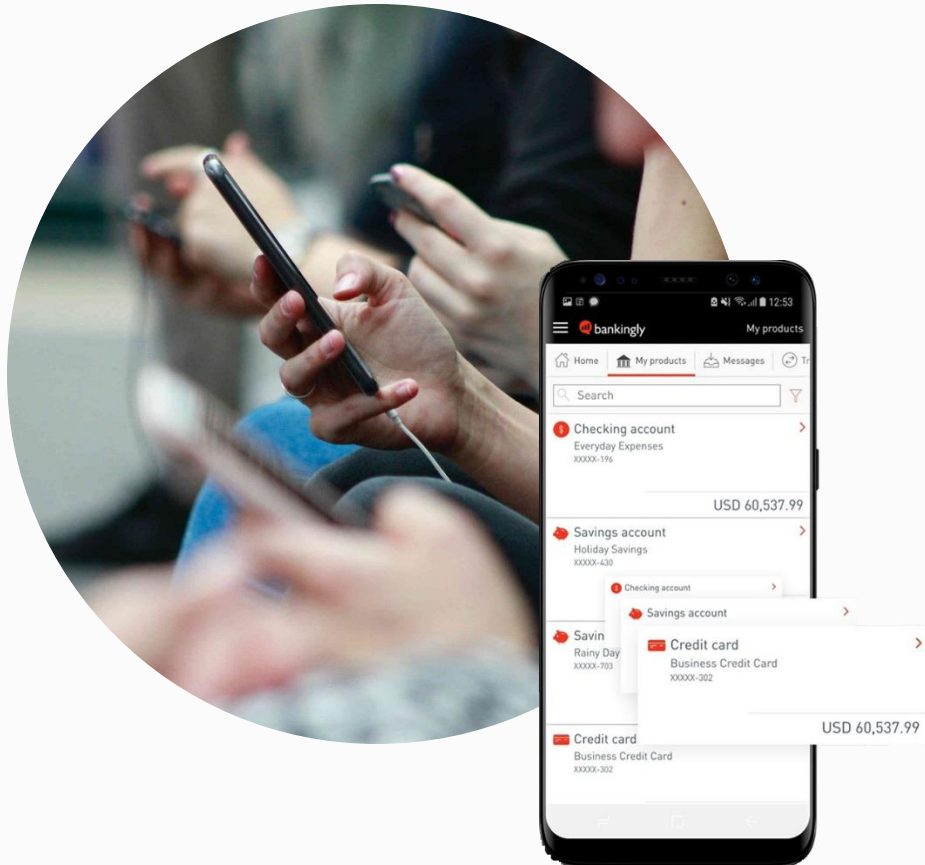
Online Banking

Provide a great online experience through your web channel with these features:

- Modern design and great user experience
- Customizable colors and logos
- Operated by Bankingly on Microsoft Azure
- Optimized for touch screen devices
- Multi-factor authentication
- Messages and Alerts
- Currency exchange rates
- Request for products and services
- Multi-language and multi-currency
- Segmented advertising
- Online Support



Online Banking



Mobile banking apps for iOS and Android with a native browsing experience.

PUBLIC AREA

- Banners and News
- Location
- Contact form

GENERAL

- Multi-factor authentication
- Messages
- Personal data settings
- Requests of products & services

PRIVATE AREA

- Transfers
- Payments (Loan, Credit Cards, etc)
- Bill payments
- Products: accounts, credit cards, loans, deposit certificates
- Mobile account opening
- Transaction history
- Contact with account executive

Conversational Banking

A smart communication platform that connects financial institutions with their customers through direct messages, using artificial intelligence for the recognition and establishment of commands and dialogues.

Social Networks

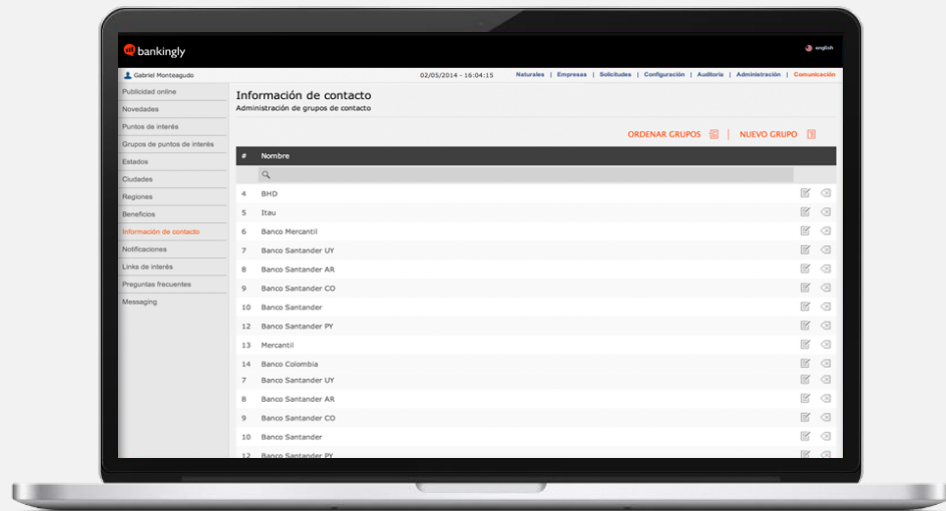
You can connect this digital channel via Facebook, Twitter, Skype, SMS, Telegram, Slack and more. Only one integration is needed to make the connection, and you can add another anytime later without a new integration.

How does it work?

Your client ask a question about their account and transactions and your social account will answer automatically.



Easy Management



In the Bankingly portal your team can edit and manage:

- Parameter configuration, limits and rules for all channels
- Messages, notifications and alerts
- Definition of permissions on functionalities and products
- Role-based security
- Reports

USER MANAGEMENT

- Registration Requests
- User management: editing information, blocking / unlocking, resetting security factors
- Synchronization of customers and products (backend)
- Functional and product management
- Maximum amounts per user
- Per-user security devices

BUSINESS

- New user enrollment
- Management of permission levels (profiles)

PORTAL

- Users and permissions (roles)
- Security: IP Filter

AUDIT

- Channel and portal activity
- Error log
- Integration log

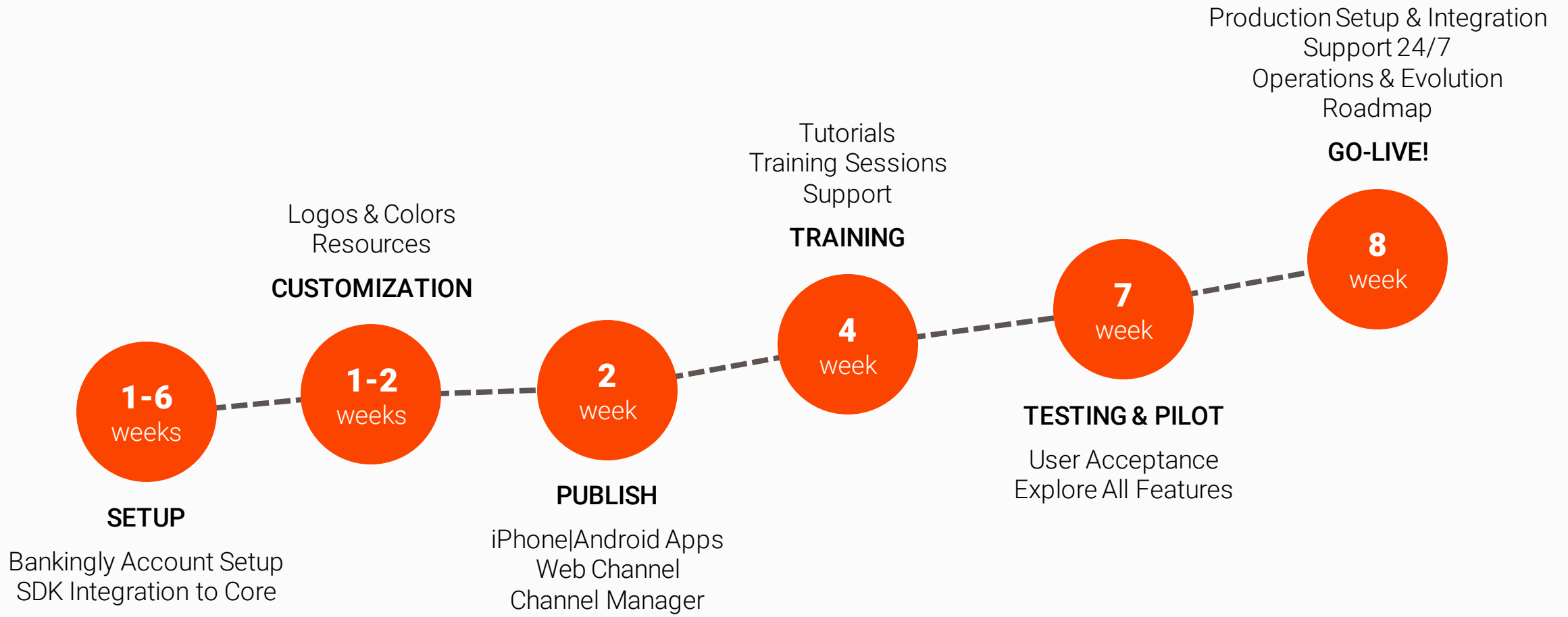
CONTACT

- User Login Report
- Support Tickets

COMMUNICATION

- Requests Management
- Sending messages
- Public area management
- Smartphone Apps

Implementation



Implementation

CUSTOMER RECEIVES

- Service contract specification
- Bankingly SDK & integration guide
- Platform customization
- Initial users loading in accordance with specifications
- Support, training sessions & tutorials
- Platform detailed documentation
- Marketing Tips: Communicate the acquisition of digital channels (Enrollment)

CUSTOMER PROVIDES

- Core integration:
 - Implementation of services according to specifications
 - On-premises infrastructure for the integration
- Elements of customization:
 - Logo
 - Images
 - Colors
 - Glossary of institution-specific terms
 - Online help resources
- Information for initial users loading according to specifications

Security








- Compliance: Our cloud follows privacy and security standards such as ISO 27001 & ISO/IEC 27018
- End-to-End encrypted and authenticated communication.
- Secure coding best practices OWASP Top 10 (International organization)
- Multi-factor authentication
- Full traceability in all operations
- High availability
- 24/7 automated monitoring and proactive management of alerts and potential failures



Engage



Engage with your customers and get a more profitable relationship with these addons and functionalities:

-  Bankingly Campaigns
-  New products requests
-  Pay with Bankingly
-  Mobile Top-Up
-  Other services payment
-  Mobile wallet
-  Loans app

Marketing Orchestrator

Prisma Campaigns is a smart omni-channel solution for orchestrating effective online marketing campaigns over digital channels. Using the best marketing action for each channel and context. That way helps increase costumers' satisfaction and loyalty.

Capitalize existing customer relations

Prisma Campaigns uses already existing customer knowledge in a more effective way, enabling a direct and personalized marketing communication.

Campaigns with added value

We transform campaigns in high value processes, by offering your customers those products and services which best fit their habits and preferences.

Improve loyalty and bonding

The bank will get the highest profitability from its customers' relationship by understanding their needs.



Engage

01

Mobile Top-Up

Enable your customers to recharge credit on their mobile phones directly from your digital channels.

02

New product requests

Create dynamic and smart forms easily so your customers can request new products from their digital channels. This will make extremely simple for your business team to launch and sell new products.

03

Mobile Wallet

Give your customers a mobile wallet with which they can manage their money easily wherever they go.

04

Pay with Bankingly

Generate a button for the payment of services that can be inserted in any external site or email.

05

Loans apps

If your institution has many clients and a single product such as loans, you can improve their experience by accessing it through an app specially developed for the product.



"Disruption is a fact, but transformation is a choice"

Lisa Frazier, Head of innovation at Wells Fargo & Company

REQUEST YOUR LIVE DEMO
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