CASE STUDY

Exim Bank, Comoros deploys Eximnet, i-exceed's Appzillon based Internet banking solution.
About Exim Bank

Exim Bank (Tanzania) Ltd, is the 6th largest bank in Tanzania in terms of total assets and deposits (December 2012) with total assets of over a trillion shilling (June 2013). The bank is known as one of the most innovative & fastest growing banks in the country and is reckoned for its professionalism and business ethics.

Having remained at the forefront of providing quality banking services in Tanzania since its inception in Aug’ 97, Exim Bank wanted to introduce mobile and internet banking at its subsidiary Exim Bank Comoros

Exim Bank’s Requirement

Exim Bank wanted to improve sales effectiveness and increase customer base by offering their existing banking services in the mobile and internet space.

The solution was expected to possess:

- High levels of data integrity and security
- Multilingual support
- A unified design theme and integrated environment
- Platform independence
- The ability to seamless work with existing backend systems
i-exceed’s Solution

Using Appzillon, i-exceed’s flagship Mobile Application Development Platform (MADP), Eximnet was built and deployed in just 50 days.

The salient features of the Eximnet application are:

1. Multilingual support
2. Seamless integration with the core banking backend system using a new web services tier
3. Unified user experience across mobile and Internet platforms
4. Interfaces with the technical support to monitor user actions and handle service requests in real time
5. Inclusion of all key consumer transactions and request facilities on mobile and Internet platforms
## Result

Business benefits of Eximnet:

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<tr>
<th>CUSTOMERS</th>
<th>BANK</th>
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<td>Access to best in class mobile and internet banking facilities with international standards and security.</td>
<td>Reduced branch workload and branch operation costs as customers can operate their accounts from anywhere.</td>
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<td>Choice of English and French options</td>
<td>Focus more time on revenue earning activities such as product feature improvement.</td>
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<td>Easy tracking of customer service requests.</td>
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<td>Reduced operating time leading to better profitability, efficiency, and competitive differentiation.</td>
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<td>The new facilities are expected to enhance customer reach, improve service ratings, and double the customer base in the next three years.</td>
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About i-exceed

i-exceed technology solutions is a niche technology products company with primary focus on the financial services industry.

Appzillon, the flagship product, consists of Appzillon Development Platform and Appzillon Digital Banking Suite. The development platform enables rapid delivery of cross-channel applications using a unique automated process. The digital banking suite consists of pre-built solutions that enable banks to offer end-to-end digital experience for their end customers and internal users.

Appzillon is powering over 25 financial institutions worldwide and is recognized as a key player in the MADP and adjacent markets by Gartner.