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Four in a row for i-exceed

For the fourth year running, Appzillon Digital Banking from i-exceed technology solutions has been named to the Leadership Club of the IBSI Sales League Table

IBS Intelligence



Appzillon, now the flagship offering from i-exceed, consists of Appzillon Digital Banking and Appzillon Digital Experience Platform. Appzillon Digital Banking is a suite of pre-built omnichannel solutions. The Appzillon Digital Banking Experience platform is a low-code visual development environment that enables enterprises to realise their digital initiatives. The company's solution was recognised for its innovation, customer success, and sales performance worldwide.

Sundararajan S, Executive Director of i-exceed technology solutions outlined the company's evolution: "Having spent more than two decades in conceptualising and delivering the industry-leading core banking platform FLEXCUBE to more than 600 banks globally, we thought about offering mobile/digital solutions to banks' customers and staff when the mobile revolution started happening, way back in 2011. We envisaged customers and bank staff doing all their transactions, service requests, and banking operations through their mobile devices from anywhere any time. To accomplish this arduous task, we built Appzillon Digital Banking Experience platform and used it to build and deliver Appzillon Digital Banking suite to address all the needs of end users. Our mission is to help banks offer great user experiences to their clients and staff. We continue to focus on embracing new technologies that emerge as we grow as a company and offering superior digital solutions to our customers and end users."

Are there any recent milestones in the company history?

"We are very happy that we have been part of the IBSI Sales League Table Leadership Club for the fourth successive year. It is a testament to Appzillon's strengths in the market and the strong execution our teams have pulled off. We crossed the 20 million mark of our app downloads in April. Also, recently we hired our 400th employee as we continue to invest in our product engineering and client support functions."



Sundararajan S, Executive Director, i-exceed technology solutions

What is your business model?

"Our Appzillon Digital Banking Experience platform and its suite of pre-built digital banking solutions power the digital transformation of banks all over the world. Our omnichannel solutions cover everything from consumer banking to corporate banking, client onboarding, branch digitisation and apps for sales and relationship managers. All these are under-pinned by our award-winning Appzillon low-code development platform. Most of our clients license both our Appzillon pre-built solutions as well as the Appzillon low-code platform. This gives banks a phenomenal agility to launch newer features on their apps and, also, to respond to fast-changing market dynamics."



What's the technology under the hood?

"Appzillon has been built on open-standards from day-one. We have always been keen to reduce the overall technology spend of our banking customers, so we have extensive use of OSS, support for cloud options, flexible pricing models etc."

What sets you apart from the competition?

"Most banks today still run on years-old, in some cases even decade-old systems for digital banking. A vast majority of them are from the legacy core banking providers. These apps are tightly coupled to their core platforms limiting their ability to offer the latest features. So, banks struggle to ship new offerings to their digital banking customers, particularly on the latest products such as virtual cards, digital payments etc. Appzillon lets you innovate much faster than any of these legacy options. All this combined that with our deep expertise in various markets makes us the ideal partner for banks in their digital transformation."

What makes an ideal client/customer for you?

"We work with a wide range of clients - from some of the largest banks in the world, including more than 80 banks and financial institutions around the world including India Post Payments Bank, Canara Bank, Mashreq Bank, several tier 1 banks, regional banks, FinTechs and micro finance institutions serving rural customers in emerging markets. It is a testament to the power of our platform that we are able to serve all these clients on a single platform. We always believe that any digital banking app should put the user experience of the customers front and centre. Everything else flows from there... our ideal client works on this premise and everything else is built around the user experience."

What are you developing as product/solution releases in the next six months?

"We are seeing a lot of interest in our onboarding solutions. Over the next few months, we are investing more in our partnerships and ecosystems to make our onboarding solutions more powerful - including support for built-in KYC in a lot more markets (we already have support in many markets). We are also adding a lot of features in our corporate digital banking solutions."

What are your USPs against the competition?

"We are one of the few digital banking solutions that have a powerful low-code platform. Also, we are one of the few, if not the only company that was born in the post-iPhone world. So, we don't have a lot of legacy tech to deal with. As a core-banking agnostic solution we give an unmatched agility to banks for their digital banking platforms."

"Our consumer and corporate onboarding solutions have revolutionised the onboarding experience and reduced overall end-to-end onboarding times by more than 50%. Our consumer banking, corporate banking, and sales enablement solutions helps banks streamline their user journeys, optimise process flows, and improve operational efficiencies. Appzillon's open, scalable and micro-app based architecture enables banks to innovate and offer newer products and services faster."

"All this combined with the best-in-class team, with years of banking experience makes us an ideal partner for banks."

What are going to be the main technology drivers for you over the next period?

"The biggest change in terms of tech I see happening over the next year or so is the increased adoption of cloud and the automation of onboarding. Cloud as we all know has become an entry requirement due to Covid-19 pressures. While most banks have plans, they are all hampered by their core systems, the vast majority of which are not cloud native."

"Most banks have some sort of an app that has been around for years, but very few of them offer an end-to-end, fully digitised onboarding experience. That is another area where we see a lot happening in the near term."

Are you strategically focusing on any particular region next year?

"We are focused on the US and EMEA in a big way next year. We have had considerable success in Asia so far and continue to invest in those markets."