



Branch in your Palm

As mobile workforce solutions and Mobile Banking gain increasing popularity in the market – Synapsys offers a Mobile Branch solution enabling your Customer Relationship Executives to take the branch to your customers, providing comprehensive banking services with a personal touch.

Developed by a team of bankers working with technology experts – MBanx looks at the real issues faced by banks and provide practical and workable options to our clients.

CREATING OPPORTUNITIES FOR BANKS

To improve customer relationships

- Retention of valuable customers
- Sell more services to existing clients

To increase its market penetration

- Reach new market segments (i.e: the unbanked)
- Direct access to varied age groups and social sectors
- Enables immediate sign up of new customers

To differentiate from competitors

- Offer a broader range of services than competitors
- “Innovation” as a competitive advantage

To reduce costs

- Mobile devices vs. Bank Branch
- SMS alerts vs. Call Centres

BENEFITS TO YOUR CUSTOMERS

Convenient: Bank anywhere, anytime

Faster Service: No more standing in queues.

Access to Products: Promote new products and service to customers at their convenience.

MBanx Suite

Interface to Mobile Devices			
MOBILE TELLER	REMITTANCES	LOAN MANAGEMENT	CRM
<ul style="list-style-type: none"> • A/C Balance Inquiries • Cash Deposits • Cash Withdrawals • Fund Transfers • Mini Statements • Cheque Status Inquiries • Stop Cheque • Cheque Book Request • Account Opening • Utility Bill Payment • EOD Cash Balancing Facility 	<ul style="list-style-type: none"> • Foreign Remittances • Local Remittances 	<ul style="list-style-type: none"> • Application Data Collection • Loan Approval Workflow • Loan Disbursement • Loan Recoveries 	<p>Lead Management</p> <ul style="list-style-type: none"> • Lead Creation • Lead Maintenance • Lead Conversion & Rejection <p>Campaign Management</p> <ul style="list-style-type: none"> • Display Status of Campaign • Tracking Budget, Costs, Targets and Variance • Tracking Promotional Item • Stock Levels <p>Customer Retention</p> <ul style="list-style-type: none"> • Special Promotions - Rates, Products etc • Manage Customer Inquiries, Requests & Complaints • Reminders : sms / e-mail
Interface to Back-End Systems			

CAPABILITIES

MBanx provides a comprehensive range of capabilities enabling you to taking your services to the next level.

- Offer every function of a branch at the doorstep of the customer
- Immediate roll out of services to new markets and regions
- Reduce Operational & Communications costs
- Complete Sales Force Automation
- Faster, easier adoption and promotion of new products and services
- Online, real time banking
- Anywhere, Anytime availability
- Guaranteed security and transaction integrity
- Easy integration with back-end systems
- Comprehensive tracking, reporting and management visibility
- Business Intelligence for better management, planning and growth

SECURITY

Device Security

- User ID / Password protection
- No client or bank data / information stored in device in on-line mode

Network Security

- SSL / TLS encryption
- SSL / TLS authentication of both client and server
- Application designed to work with 3-tier firewall architecture
- Generic GPRS security

Access Control

- Role Based Access Control
- Hashed passwords
- Mobile Device (using IMEI) + SIM (using IMSI) + User Verification
- Two factor authentication (optional)
- Works with MVPN (optional)

Limit Controls

- Transaction Limits
- User Limits