

# *IRIS* DIGITAL BANKING PLATFORM



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## DIGITAL BANKING OVERVIEW

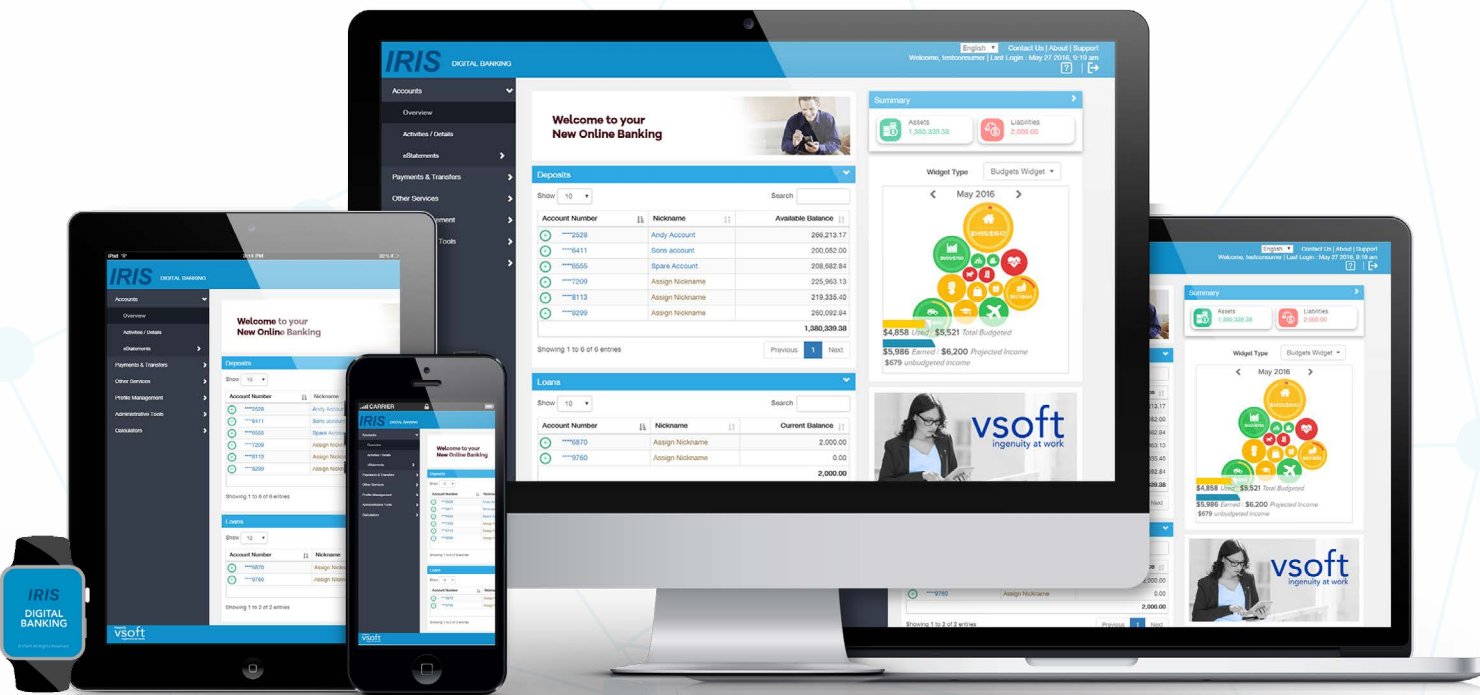
The emergence and convergence of the SMAC technologies has led to a major shift in consumer behavior in terms of their service expectancy levels across the various digital banking channels. Consumers now demand to have all banking services to be available on the device of their choice along with consistent user experience across the devices.

VSoft's IRIS Digital Banking Platform is uniquely positioned to cater to the consumers' demands by offering access to a multitude of payment channels and financial services, with consistent and seamless user experience across online and mobile application channels.

The IRIS Digital Banking Platform enables *anytime, anywhere* banking services for consumers and requires bank users to manage only a single platform for services delivery across various digital channels. The solution also facilitates real time integration with bank's host systems enabling bank users to have a single view of the consumer, thereby ensuring enhanced service levels to consumers.

## A SINGLE PLATFORM THAT CONSOLIDATES MULTIPLE CHANNELS

ONLINE BANKING | MOBILE BANKING | PAYMENT CHANNELS



## ADVANCED TECHNOLOGY

The Platform is built on the principles of service oriented architecture and object oriented design / event driven programming enabling vertical and horizontal scalability and easy adoption of changing technologies.

### Latest Technologies

Built on HTML5 and CSS3 technology, the platform enables responsive design providing consumers with a consistent user experience and ensuring quick device certification.

### Scalable

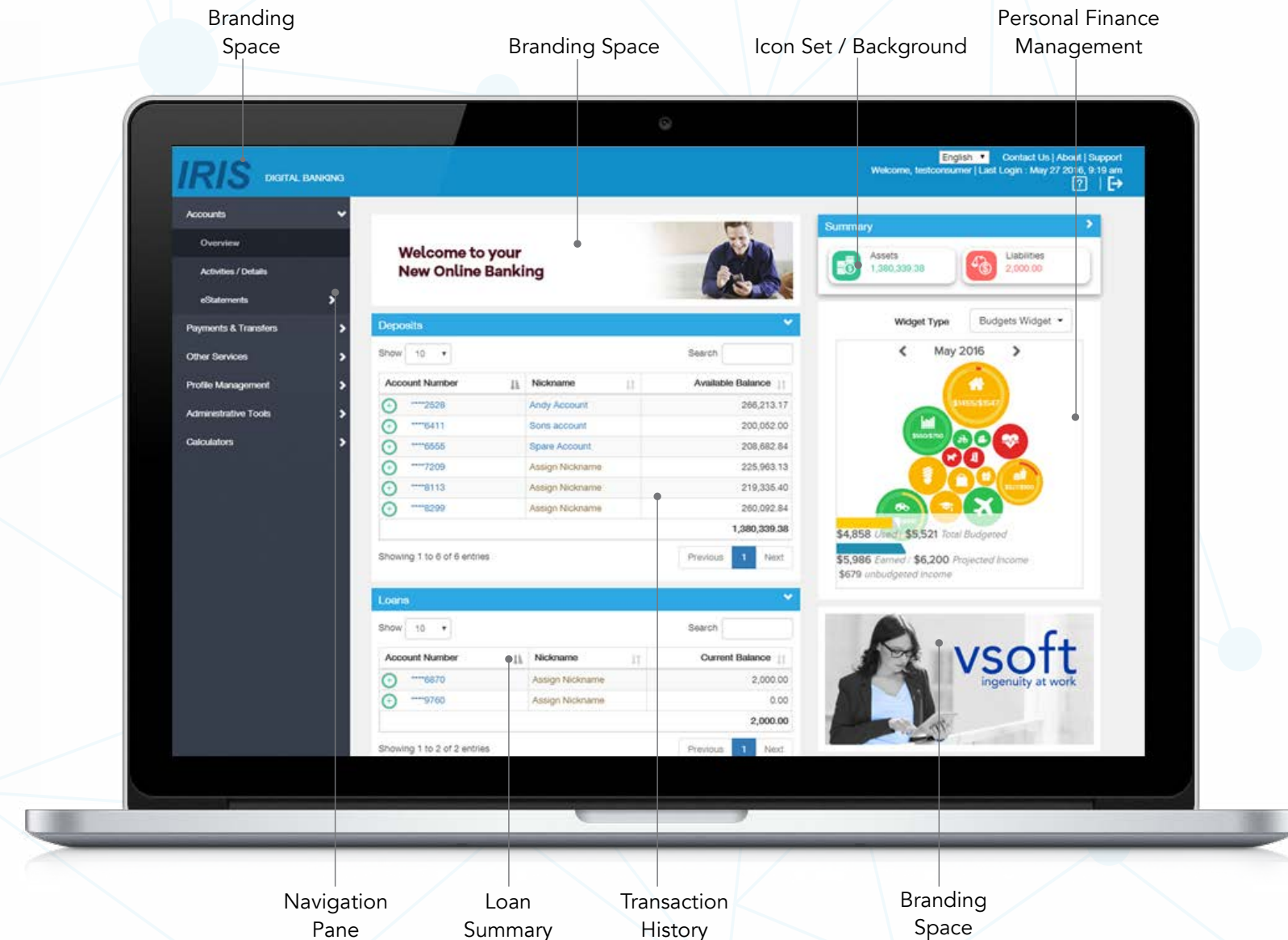
The use of open source technologies and a software model with scalable web services / latest architectural design principles makes the solution scalable in terms of the number of concurrent users it can handle as well as the number of banking services that can be delivered over the platform.

### Ease of Integration

The platform allows for standard real time and file based APIs for integration to bank's host systems as well as any new product / service offerings to be served through this platform.

### Security

The platform uses layered security protection along with multi-factor authentication, timer-based session and event based alerts (SMS / email) to ensure that the account holders bank in a secure environment.



## CONSUMER FEATURES

### ACCOUNT INFORMATION

The solution provides overview screens enabling the consumer to view the consolidated summary of their assets and liabilities along with the summary details of each account associated to the consumer at the bank.

### REMOTE CHEQUE DEPOSIT (RDC)

The RDC solution enables consumers to deposit cheques on the go by imaging the cheque using mobiles / tablets. This reduces the turn-around-time for cheque clearing, ensuring faster funds availability to consumers.

### SOCIAL MEDIA BANKING

Funds transfer using social media accounts like facebook and twitter will be enabled by the platform.

### ONLINE ACCOUNT OPENING

Consumers already registered on the platform can use this application to open a new accounts like FD / RD with the same consumer details (like name, address etc.), and also manage those accounts

### CONVENIENCE OF NEWER CHANNELS

The solution will integrate with newer channels like Unified Payments Interface and Bharat Bill Pay System enabling improved funds transfer capability and transparency in bill payments.

### OTHER FINANCIAL SOLUTIONS

Integration with other financial service providers like tax management and personal finance management services can also be enabled ensuring that all the customers financial requirements are met through this platform

### MULTI-LINGUAL FACILITY

Solution enables Multi-lingual facility allowing the users to view the menus in English / Hindi or other regional languages as required by the user.

### FUNDS TRANSFER

Intra-bank and inter-bank fund transfers and enabled by the system. Solution will allow for consumers to transfer funds through RTGS / NEFT / IMPS transfers for purposes like deposits / investments / loan repayments / bill payments etc.

### CUSTOMER SERVICES

Additional services like setting of alerts for debits and credits, setting reminders for payments, ordering cheque books, initiating stop payments on issued cheques, Calculators, Bank branch / ATM locator will also be enabled through this platform.

## BANK FEATURES

### ADMINISTRATION

The admin module enables bank users to facilitate customer on-boarding and handle user management and support activities. Solution supports in-app. mailing system and setting up of mail templates for common used support activities.

### INSTITUTION POLICIES

This module allows the bank users to set up various parameters like user access to various screens based on user type, password settings, transaction limits, OTP configurations etc. based on the policies of the bank.

### BRANDING

The page layouts allow for various areas for bank's branding along with image and colour personalization options. The responsive design capability of the portal ensures that bank's branding is consistently viewed across any device used for access.

### REPORTS

Solution supports various transaction reconciliation reports, session details reports, user activity reports, downtime reports etc. Customized reports as required by the bank can also be set up.

### MULTIPLE CHANNELS - ONE PLATFORM

The solution can be provided as a web based / internet banking solution as well as a mobile banking solution. This enables the bank to provide the same set up of services through various channels but managed by a single platform at the back end.

### MULTIPLE HOST SYSTEMS INTEGRATION

Seamless integration to multiple host systems at the bank like CBS, CMS, Payment Channels like UPI, RDC etc. ensure improved service levels to the consumers and facilitate a single view of the customer to the bank users.

### CONSUMER BEHAVIOUR ANALYSIS

Consumer behavior analysis based on portal usage as well as the transaction analysis is enabled by the portal. The solution provides portal usage reports like user activity, frequently used pages, user-wise page hits etc. Transaction analysis based on pattern of transactions and transaction types are also provided.

### MARKETING & BRANDING

The solution will allow consumer segmentation and customized marketing campaigns & branding set up for each segment. Campaign analysis to evaluate the success of each campaign and planning strategies will also be provided by the solution.

# IRIS Digital Banking Platform

## Access Devices



Laptop



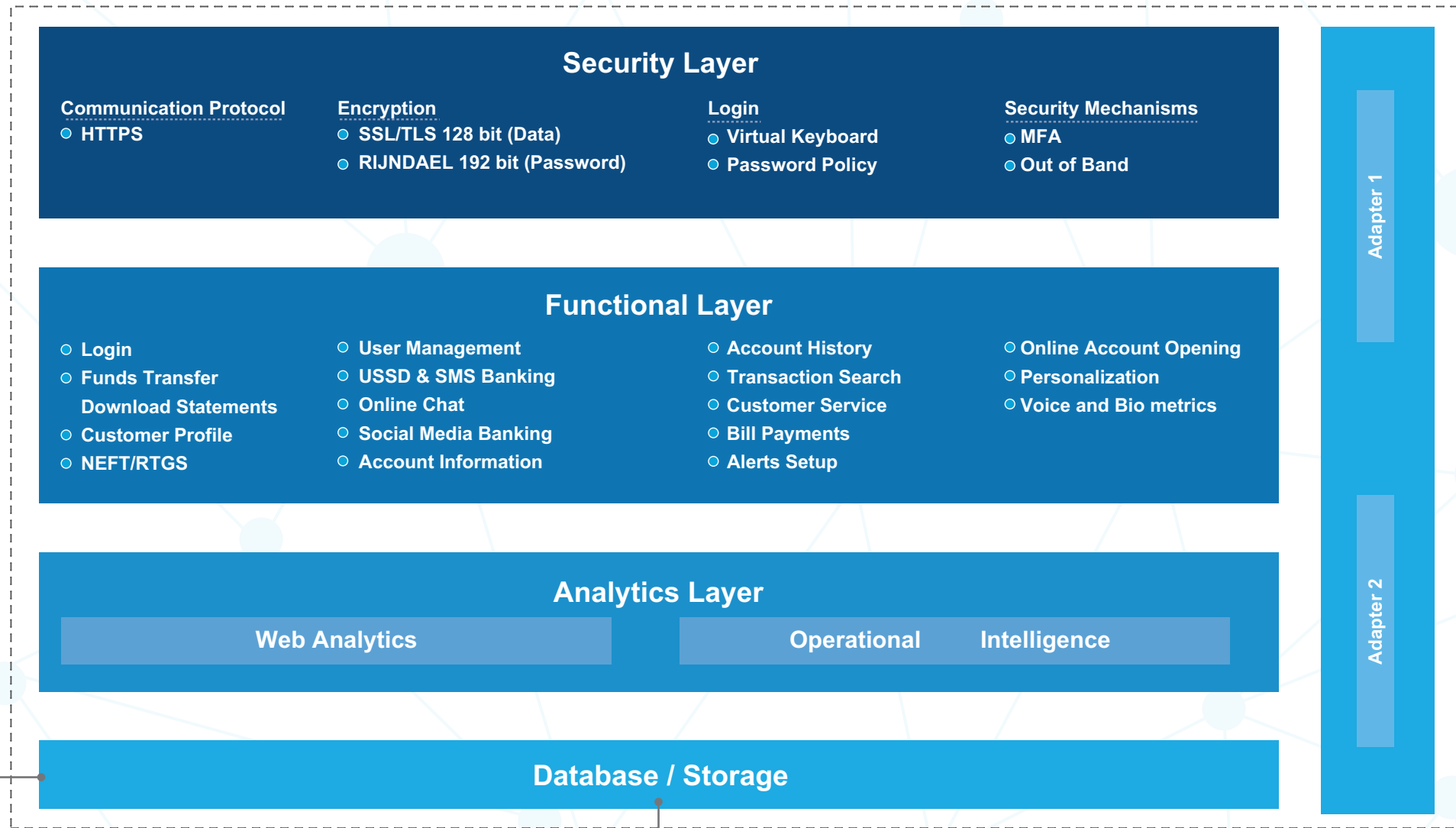
Tablet



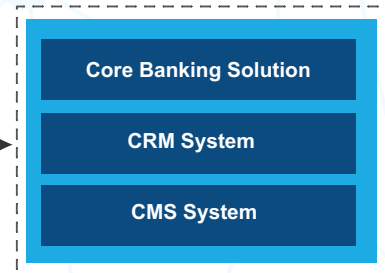
Mobile



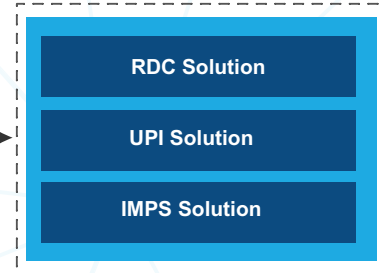
Watch



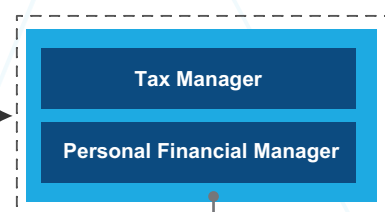
## Bank's Host Systems



## Payment Channels



## Other Financial Services



The Platform ensures responsive resizing of web pages based on the device used for access and enables content delivery through web pages and mobile application.

Built on the principles of service oriented architecture and object oriented design / event driven programming the platform guarantees vertical and horizontal scalability, and easy adoption of changing technologies in a secure environment.

The Platform integrates seamlessly with bank's host systems and various 3rd party products to provide a multitude of services to the consumers at the same time allowing the bank to maintain a single view of the consumer.

## VALUE PROPOSITION FOR THE BANK

### Better Channel Management

- Number of vendors handling various channels are reduced.
- Improves vendor management and customer service levels.
- Easier reconciliation and reporting

### Technology

- Built on open source and latest web technologies
- Enables seamless integration with multiple host systems
- Provides single view of the customer and improves service levels across channels

### Marketing & Branding

- Enables data capture and analytics of customer information
- Branding and cross-selling opportunities can be tapped based on data analytics
- Loyalty programs and targeted marketing campaigns can be run

### Unified Payments Channel

- Enables integration to various payment channels like IMPS, UPI, RDC, BBPS etc.
- Acts as a unified payments channel to the bank
- Improves the channel-service mix for the consumers

### Other Services

- Integration with 3rd Party service providers to enable services like tax management, Personal financial management solutions
- Increases Customer loyalty to Bank's solution

## **IRIS DIGITAL BANKING PLATFORM**



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