

Online Banking & Brokerage Integration

Establishing online a cost-cutting and sustainable competitive advantage



Find out how banks can more effectively and cost-efficiently leverage their online banking and brokerage systems to drive down transaction and overhead costs while better addressing the wants and needs of private and corporate customers. What makes GFT the partner of choice? Our longstanding experience in designing, building and maintaining some of the largest, most reliable and most usable online banking and brokerage software infrastructures in Europe. In addition, GFT has the expertise to intelligently integrate these systems seamlessly into existing banking back-office infrastructures.

Consolidation & Competition

Over the past decade, consolidation in the financial services sector has created heightened competition for market and wallet share. In that time, Internet capabilities such as online banking and brokerage have become widespread but remain important value propositions among providers. For banks, an added benefit is that online transactions cost less per transaction than when these same transactions are made at branches or call centres.

Yet to exploit the cost-savings and customer acquisition/retention potential of online channels, banks must give their customers clear incentive to regularly use the online portals as their primary interface to the bank. Banks must also re-evaluate the level of integration and subsequent cost effectiveness of the back-office systems and processes supporting these channels.

The Incentive for the Customer

A customer's motivation to use a bank's online portal hinges on the bank's provision of value-added functionalities which relieves the customer's reliance on traditional but more time-consuming, less convenient means of offline interaction and communication, such as branches, call centres and automated teller machines.

The Challenge for the Bank

The cost-effective provision of such functionalities requires integrated business processes supported by a seamless and uniform processing infrastructure. Unfortunately, the IT environments of many European banks remain populated by silos of unintegrated systems, each dedicated to a separate customer interface. As such, data pools for the bank's online channels are not

