

# CASE STUDY

DBS Bank chooses, i-exceed's Appzillon to  
develop Workbench App



## About DBS Bank

DBS bank is one of the leading financial service institutions in Asia. It is also the largest bank in SEA by assets and among the larger banks in the whole of Asia, with presence in China, Hong Kong, India, Indonesia and Singapore. The bank has won several awards such as Bank of the Year and Best Bank in Asia-Pacific.

Continuing the tradition to provide the best bank facilities, the bank wanted an app for its relationship managers and business managers which would contain all the client information they would need even while offline.

## DBS Bank's Requirement

The Bank's relationship managers and the business heads were taking product catalogue and other information to clients in paper. They wanted a mobile app which could contain all the necessary client and product information.

The solution was expected to:



High levels of data integrity and security



Work Offline



A unified design theme and integrated environment



Push notifications

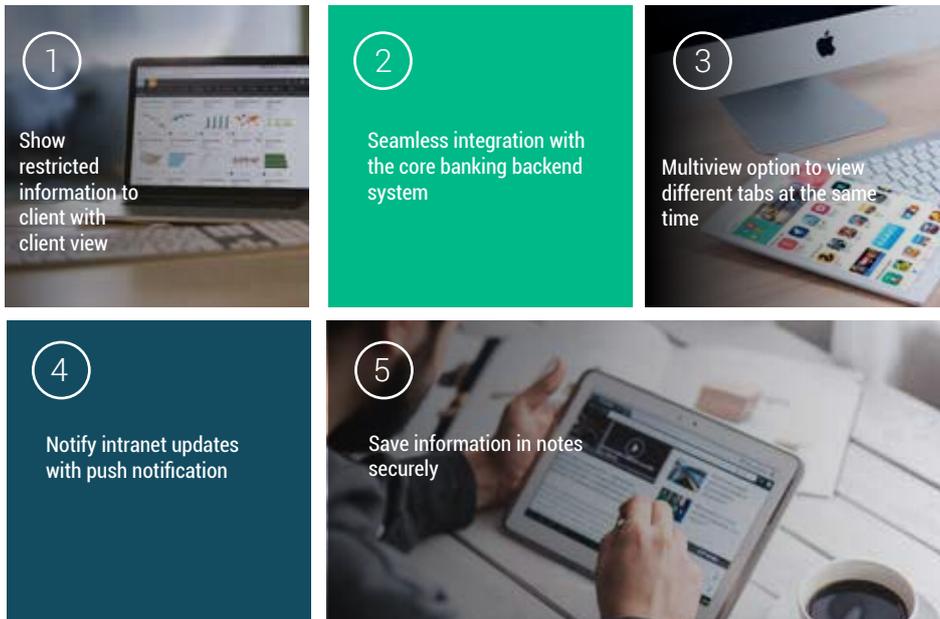


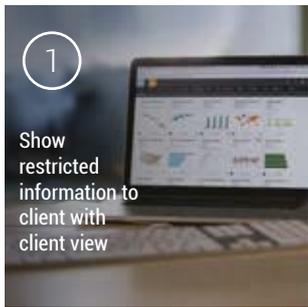
Multiview

## i-exceed's Solution

Using Appzillon, i-exceed's flagship Mobile Application Development Platform (MADP), Workbench App was built and deployed in very short timeframe. The app also has a customer mode where limited data is shown to the client with the swipe of the screen.

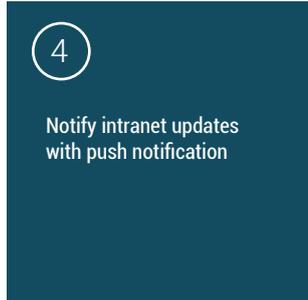
The salient features of the working capital application are:



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1  
Show restricted information to client with client view
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2  
Seamless integration with the core banking backend system
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3  
Multiview option to view different tabs at the same time
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4  
Notify intranet updates with push notification
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5  
Save information in notes securely

## Result

Business benefits of Workbench:

### CUSTOMERS

Ability to compare bank's products in a single screen

Get information from RM on the accounts and products anytime and anywhere

Multi-lingual app, labels are displayed in both English and Chinese(Mandarin)

### RMS'

Improve efficiency with the ability to view client's information anytime

Save time and effort in preparing for client visit

Access to product information outside bank network, helping in selling products

Create more effective customer interactions



## About i-exceed

i-exceed technology solutions private limited is an IT products and services company with offices in India, Singapore, and the US.

With niche IT solutions and specialized consulting services, i-exceed serves 35+ customers in 5 continents with offerings in the technology transformation, core banking business transformation, enterprise mobility, and performance management space.

Appzillon, i-exceed's flagship product offering consists of a world-class Unified Application Development Suite (MADP+) and readymade business solutions for various industries (including BFSI). The development suite offers rich, agile, and robust cross-platform capabilities to build device and OS independent apps. With its unique capability to automatically extend enterprise services to multiple channels, organizations can jumpstart their channel initiatives including mobility initiatives with Appzillon. The product offering is used by leading organizations worldwide

