

CASE STUDY

DBS Bank chooses i-exceed's Appzillon, to
develop Working Capital 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, which could help them offer latest products to its customers and be a step ahead of the competition.

DBS Bank's Requirement

The Bank's sales and RM teams previously used a desktop bound excel-based application for calculating working capital of clients. Using the excel sheet they calculated the financial and working capital ratio's and used it to benchmark its prospect clients at an industry level. This was then used for proposing the bank's products based on the client requirements. The end objective was to close the sales process quickly and bring on board new institutional clients that would use the bank's products to improve their cash conversion cycles.

The solution was expected to:



High levels of data integrity and security



Work Offline



A unified design theme and integrated environment



View sector specific insights and research



Build scenarios for each prospective client and benchmark against their peers

i-exceed's Solution

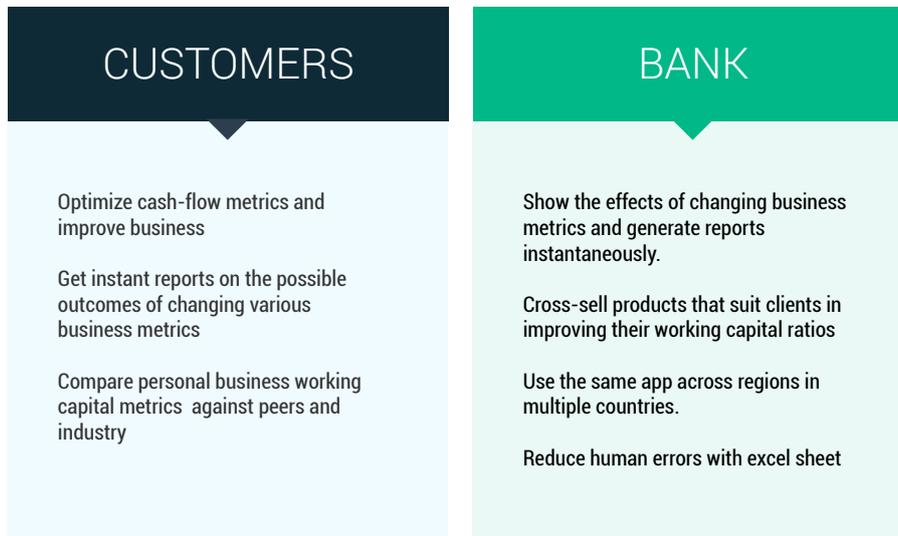
Using Appzillon, i-exceed's flagship Mobile Application Development Platform (MADP), Working Capital App was built. The app integrated with multiple backend systems performing real time transactions and also worked offline.

The salient features of the working capital application are:



Result

Business benefits of Working Capital App:





About i-exceed

i-exceed technology solutions is a niche technology products company with primary focus on the financial services industry.

Appzillon, the flagship product, consists of Appzillon Development Platform and Appzillon Digital Banking Suite. The development platform enables rapid delivery of cross-channel applications using a unique automated process. The digital banking suite consists of pre-built solutions that enable banks to offer end-to-end digital experience for their end customers and internal users.

Appzillon is powering over 25 financial institutions worldwide and is recognized as a key player in the MADP and adjacent markets by Gartner.

