



# CASE STUDY

Mashreq Bank uses i-exceed's Appzillon to  
build Customer 360 App



## About Mashreq Bank

Mashreq provides banking and financial services to millions of customers and businesses since 1967. It is one of UAE's leading financial institutions and focuses on providing customers access to a wide range of innovative products and services.

Mashreq is among the highest performing banks in the region with a growing retail presence in the region including Egypt, Qatar, Kuwait, and Bahrain. They also have 12 overseas offices in nine countries including Europe, US, Asia, and Africa.

## Mashreq Bank's Requirement

Mashreq bank wanted an app that could be given to relationship managers to provide a personalized service to its clients. The app would contain client information such as their account balances and investments that would help relationship managers provide customized service.

The solution was expected to possess:



High levels of data integrity and security



Work on Islamic banking framework



The ability to seamlessly work with existing backend systems



Offline capabilities

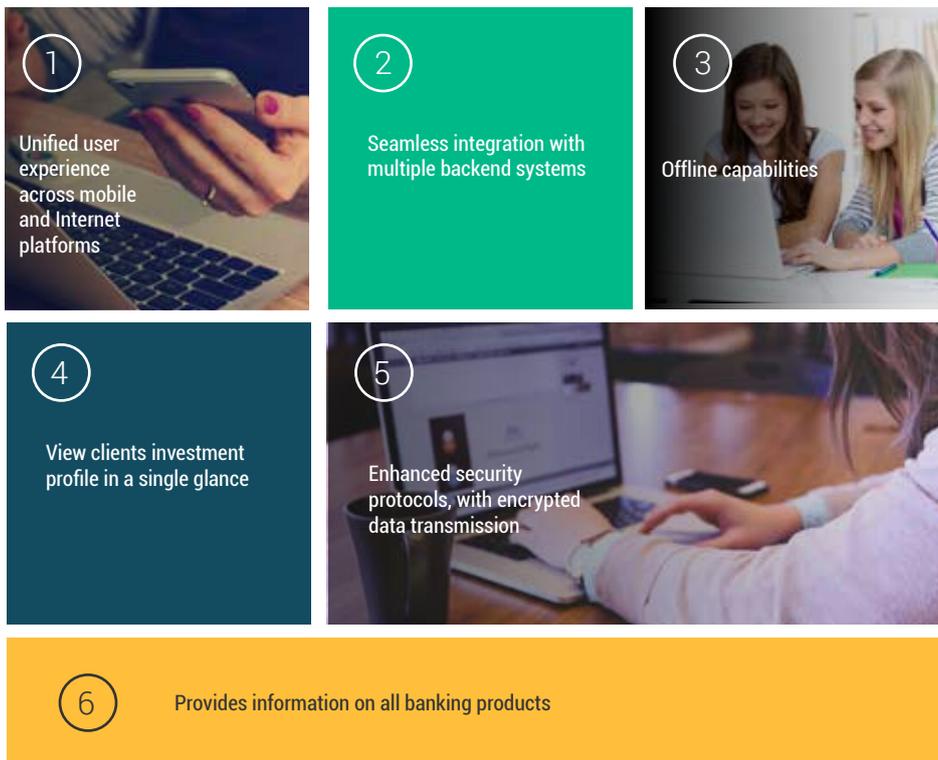


Platform independence

## i-exceed's Solution

Using Appzillon, i-exceed's flagship Mobile Application Development Platform (MADP), Mashreq's Relationship Management app was built and deployed in a very short timeframe.

The salient features of the Mashreq's Relationship Management app are:



- 1 Unified user experience across mobile and Internet platforms
- 2 Seamless integration with multiple backend systems
- 3 Offline capabilities
- 4 View clients investment profile in a single glance
- 5 Enhanced security protocols, with encrypted data transmission
- 6 Provides information on all banking products

## Result

Business benefits of the RM app:

### MANAGER

Ability to get info on clients and banking products

Get information anyplace at any time, making banking easier

### BANK

RM has info on the latest products offered by the bank

Increase customer satisfaction by arming RM's with customer information

Change in relationship managers do not affect the bank anymore as client data is easily available to new managers



## 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.

