



CASE STUDY

Mashreq Bank chooses i-exceed's Appzillon, to develop Dashboard 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 had an age old internal process which made use of excel sheets and present data of the excel sheet to the management. In the process of digital transformation they wanted to move away from excel sheets and develop an app. The app would contain data and multiple charts in a single screen so that the whole process could be seen in a single glance.

The solution was expected to possess:



Easy User Experience



Support SSL encryption



Work seamless with existing backend systems



Have multiple charts and graphs, also show the base date if required

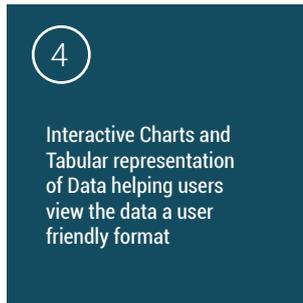
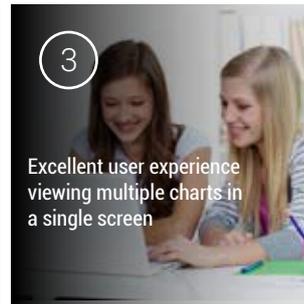


Platform independence

i-exceed's Solution

Mashreq Dashboard 360 App was built using Appzillon, i-exceed's flagship Mobile Application Development Platform (MADP) in a very short timeframe of a couple of weeks.

The salient features of the Dashboard 360 application are:



Result

Business benefits of Dashboard 360 App:

EMPLOYEE

Saves time and effort that was needed create excel sheet.

Reduces the need to cross check data sources

Easy to present data to management

MANAGEMENT

No errors due to wrong entries in excel sheet

Single view of the operations

Easy to view and compare past and present data with graphical representation

Reduced operating time leading to better profitability, efficiency, and competitive differentiation



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.

