

ORACLE FLEXCUBE DEVELOPMENT WORKBENCH FOR DIRECT AND MOBILE BANKING



The increased online presence of customers and the high growth in the use of mobile phones is making it essential for the banks to establish themselves in the virtual and mobile space and to offer a unique customer experience. They must be able to convert new media from primarily a service to a sales channel to sell new services and enhance customer service.

Banks need to ensure uniform availability of its services on all devices in the market today as well ones yet to be launched in the future if they are to use new media as an effective channel for sales and service. To sell any new service and functionality, the banks need to be agile to respond rapidly to business changes that impact their internet and mobile platforms so they can quickly turn around and deploy any new functionality on all kind of available devices.

Oracle FLEXCUBE Development Workbench for Direct and Mobile Banking is a solution designed to address this need for agility. Designed for internet and mobile devices, it provides banks with the agility through an extensible ecosystem that is intuitive, rapidly addresses business changes and aligns with the banks vision for using the medium as an effective sales channel.

KEY FEATURES

- Non invasive development
- Create new screens, modify existing screens, language enable screens
- Screens for internet, mobile apps, mobile browser, segment specific and user agent specific
- Create widgets
- Context sensitive help
- Cross browser support
- Device optimizer
- Templates

Quick adoption through standardization

Oracle FLEXCUBE Development Workbench for Direct and Mobile Banking has standardized layouts and styling. It follows a meta data approach with a clear separation between data and metadata and is available for internet web browser, mobile apps and mobile browsers. It enables quick prototyping, has OS specific 'device optimizers', enables configurable business services allowing for quick yet aligned to market enhancements.

Quick turnaround through hassle free Non Invasive Development

The development workbench tools are non invasive which allows the banks to turn around business changes rapidly without having to depend on highly specialized skill sets or to have dependence on the vendor.

The same parameterization and extensibility features are used by all implementation partners including Oracle, partners and the banks themselves. Since there are no

KEY BENEFITS

- Standardization of layouts, form elements and CSS styling
- Non invasive development
- Retained benefit of common kernel, support process and upgrade path
- Minimal dependence on specialized skill set
- Quick turnaround
- High impact low cost proposition

changes in the core product, the bank derives the benefit of a common kernel and support process, service packs and future upgrades while retaining customized functionality enhancements.

The development model allow for changes in the area of GUI screen / branding, extension of business services and in host adaptor.

Enhanced customer experience with minimum cost and in minimum time

Using the workbench tool banks can modify or even design new screens for the virtual and mobile user without having to know intimate development details of the product. This high impact extensibility feature empowers banks to quickly turn around any change hence delivering excellent customer experience with minimum cost and in minimum time. Banks can directly influence customer experience by using the tool to modify or enhance the user interface. Any upgrade in functionality is made instantly available for all customers using the bank's application where changes are done in the local servers within the bank's premises and then made instantly available.

Quickly target customers on their preferred platforms

The workbench tool allows for screens to be quickly developed and deployed in the customer's platform of choice thus offering a first mover advantage to the banks to position and sell their services.

The tool enables the creation of new screens, modify existing ones and to create language enabled screens for the internet, mobile apps and mobile browsers. It allows for creation of widgets and adds to the productivity of the developer through custom templates and context sensitive help.

Support across browsers

The tool comes with support for all popular browsers across versions to allow for development compatible with any chosen browser. The tool has certified support from Microsoft Internet Explorer 6.0, 7.0, 8.0, Mozilla Firefox 2.0 & 3.0, Safari 3.0, 4.0, Google Chrome 1.0+, Opera 9.0+ onwards.

No multiple device upgrades for enhanced service

The tool allows the bank to rapidly enhance service and sell new services by freeing up banks from multiple device upgrades and provides an integrated approach of one time application development and multiple deployments across devices.


The workbench screen designer creates mobile apps specific metadata which the native code interpreter uses to render the screen. Thus for new features introduced, there is no apps upgrade needed to be downloaded and applied to the device. The OS specific 'device optimizer' allows for faster support for any new OS in the market



CONTACT US

For more information about Oracle FLEXCUBE Development Workbench for Direct and Mobile Banking, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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