



TAKING FINANCIAL TECHNOLOGY TO PEOPLE

Mobile Banking for a District Co-operative Bank

IFTAS

India is at the cusp of digital transformation particularly for rural and semi-urban areas. Much of the technical advances that have so far alluded remote areas of India, are beginning to see adoption of technical with a potential to transform how India banks. IFTAS, a section 8 (non-profit) company, setup by IDRBT (www.idrbt.ac.in), is at the forefront of this socio-economic transformation.

IFTAS's Indian Banking Community Cloud (IBCC) is first of its kind cloud dedicated for banking and financial services industry. IFTAS provides various software as a service (SaaS) such as "Core Banking on Cloud". Focus of this case study is "Mobile Banking on Cloud".

District Co-operative Central Bank (DCCB)

A large DCCB in South India serves banking needs of cooperative societies and public across a large district. It operates over 50 branches.

To further advance Digital India initiative, the DCCB wanted to offer a new channel of

banking to its customer through mobile. DCCB's objective was to enable its customer to perform most of banking services from comfort of their homes in remote areas as well as make services available to customers on the move.

The DCCB wanted to offer this solution in a cost-effective manner and with a very low capex.

IFTAS Solution

One of its kind IFTAS' Mobile Banking on Cloud provided ready to launch mobile banking platform to DCCB. The solution provided multiple mobile banking features including provision for RTGS, NEFT, and IMPS.

The solution included mobile app for iOS and Android based mobiles (available in respective app stores); service component hosted on IFTAS cloud that provides backbone of the solution; interface servers to connect to bank's CBS; and reporting server on cloud to provide reports to banks for activities such as reconciliation.



Indian Financial Technology & Allied Services

WWW.IFTAS.IN

Architecture

Multi-tier architecture based on open source stack, hosted on one of the most secured and unique Indian Banking Community Cloud.



The Impact

With the help of IFTAS Mobile Banking on Cloud, the DCCB has been able to extend its banking services to customers at home in remotest of areas and to customers on the move.

More than 1000 customers of the DCCB have already started availing Mobile Banking in few months. More than 3000 transactions of over Rs. 15 crores have passed through mobile banking channel of the DCCB.

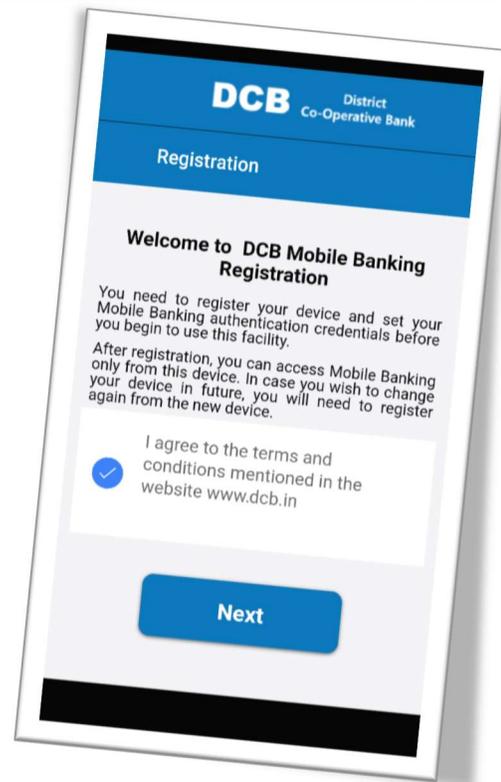
What was considered to belong to exclusive group of large banks, is now proved to be possible for a mid-size bank. That too, with a very low capex and fraction of Opex. Icing on the cake is that the solution is on Cloud! The DCCB does not need to worry about day to day technology operation of such a complex system including security aspect. The complete 24x7 technology operations and support is taken care of by IFTAS's highly talented team.

On IFTAS' cloud, the bank was able to start offering mobile banking services within 3

months of starting the implementation; followed by various iterations adding features such as NEFT, RTGS, and IMPS.

Now, bank's customers are able avail below services on their mobile phones:

- Account Balance, Mini statement
- Mobile Passbook
- Beneficiary Management
- Funds Transfer (RTGS, NEFT, IMPS)
- Cheque Status, Stop Cheque Request, Cheque Book Request
- Statement Request
- Contact Us
- Branch Locator
- SMS Alerts/OTP Alerts



HIGHLIGHTS

- 1000+ customers in 3 months
- 3000+ transactions
- Transaction value 15+ crores
- RTGS, NEFT, IMPS enabled

Challenges



Key challenges encountered during this implementation were:

- Multi party, multi system integration: The implementation involved the Bank, IFTAS & its partner(s), bank's CBS provider, NPCI, a Cloud Service Provider (CSP) of NPCI, and app store providers (Google, Apple).

Close coordination with all parties - with bank and IFTAS jointly leading the key coordination meetings was key to mitigate risks arising out of this challenge. Additionally, phased approach was used to reduce complexity.

- Lack of technology expertise at Bank's side
IFTAS acted as technology partner of bank to overcome this challenge.
- Some of the bank's customer are not technology savvy.
Bank invited such customers to one of their branches to train them about mobile banking.
- Low bandwidth
IFTAS solution is designed to work on low bandwidth connection