



## Mobile Banking

- Imagine if your customers could get closer to you.
- That they were happier with your services and used them more regularly.
- Suppose your most valued customers could access important account information quickly and reliably.
- Consider the cost savings if your customers could complete most of their customer support requests themselves using their mobile phones.
- What if it didn't mean a major IT infrastructure update or the deployment of new personnel and that it could all be completed in a short timeframe and at a competitive cost?
- MobileAware provides the means to build a mobile customer self-service solution that enables you to achieve all of these requirements today.

### Advances in Technology Offer New Business Opportunities

Consumers are increasingly adopting a range of mobile services, thanks to new, feature-rich mobile devices that present these services in an attractive and easy-to-use manner. Analysts estimate that the number of browser-enabled mobile devices will reach 1.5 billion by the end of 2007 and that there is an overall willingness on behalf of consumers to use value-added services on these devices.

According to Informa Telecoms & Media's World Cellular Data Metrics, global revenues from mobile data services surpassed \$100 billion in 2005.

Closely linked to the growing usage of mobile data services are better network connectivity and bandwidth availability and the emergence of 'digital communities' that use wireless technology to improve services for businesses and citizens. As a result customer behaviour patterns are changing.

More and more, customers value convenience, expect anytime, anywhere access to personal account information through a variety of channels, and rapidly lose patience with service providers offering disjointed customer experiences.

What this means for banks, is that there has never been a better time to offer mobile banking services that not only provide a simple and intuitive means for customers to manage their finances, but also offer the opportunity for banks to reduce costs and improve customer relationships.

### Creating Customer Value

Mobile banking solutions provide rewarding relationships with customers on the move. Research shows that mobile banking or financial services consistently score in the top three services customers say they are willing to use with their mobile phones. Emulating the enormous success of Internet banking services, mobile customer self-service solutions can create value for banking customers in many ways.

Mobile banking extends the convenience of existing online services such as account balance information, funds transfer, bill payment and mini-statements by making them accessible from any mobile device. Combining other mobile services such as pro-active customer alerts on account activity or suspected fraud, provide for an improved customer experience and increased customer loyalty.

### Tangible Business Benefits

Mobile banking solutions also offer a full range of benefits for financial institutions, ranging from reduced customer support costs to improved customer satisfaction and retention as well as revenue growth.

Most large banking call centers receive, on average, 9 million calls per year. McKinsey estimates the cost of a typical call center transaction ranges from \$8 - \$10.

A recent Gartner Measurement study showed that an average contact center deflects 16% of its contacts to phone-based automated self-service technology, with some high-performing companies achieving deflection rates of up to 50%. With typical IVR (Integrated Voice Response) calls averaging \$0.95 per call, banks could reap cost savings of up to 45% by deflecting half of their calls to an IVR system.

A mobile self-service alternative to both call center and IVR customer queries could reap even more cost savings. Bank-related customer support calls typically relate to routine banking enquiries, such as account balances, which are perfectly suited to a mobile self-service solution. Customer ROI studies have shown that MobileAware can reduce the cost of simple query resolutions or transactions by up to 95%. Added to that is a more satisfied customer base that is no longer faced with the frustrations of dealing with IVR systems, or waiting in line for the next available customer service representative.



Offering innovative, personalized mobile services can also assist banks to attract and retain customers. Mobile banking offers financial institutions the opportunity to target and acquire new customer segments that value mobility and real-time control of their finances, leading to increased customer growth and revenue.

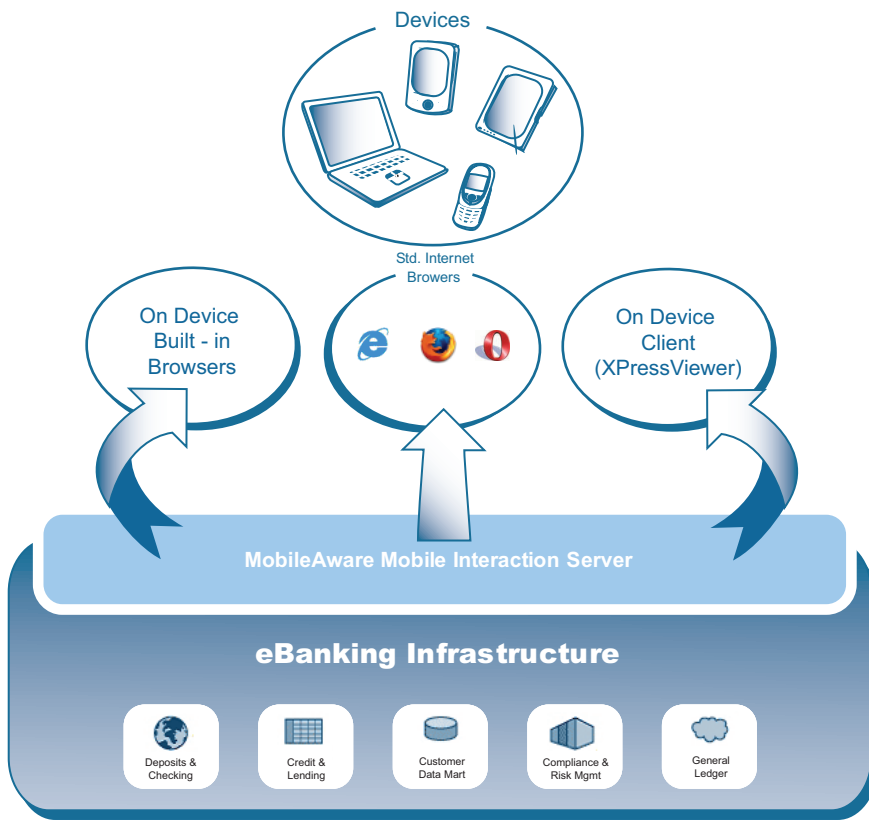
### The MobileAware Approach

MobileAware enables mobile banking solutions that dovetail with existing online banking services, extending customer care portals and banking applications to a wide variety of mobile devices. Customers can retrieve the same banking information as they would through a PC, but have the added benefit of accessing personal banking information when and where they choose. Mobile banking transactions are protected using the same security and privacy models adopted for Web-based transactions – typically, a secure socket layer is employed to protect banking transactions against eavesdropping, interference and "replaying".

MobileAware's approach to mobilizing banking applications is unique – our award-winning Mobile Interaction Server is an out-of-the-box software package that leverages installed banking systems, developer tools and software skills to allow banks to reach their mobile customers from any location on any mobile device. MobileAware eliminates the need to purchase and maintain a separate, parallel mobile infrastructure enabling banks to accelerate the ROI on established banking and financial applications.

“Businesses are challenged to create an experience that increases customer value and loyalty and builds a differentiated competitive advantage. Innovative products and efficient processes alone are not enough; the experience of customers across all channels is crucial. Those with a positive experience are four times as likely to use more products, three times as likely to recommend the bank to others and far more likely to continue their relationship with the bank.”

Forrester Research



MobileAware also removes the need for banks to adapt content for different mobile devices. Our core technology, which uses device recognition to enable advanced, device-specific content rendering, ensures that mobile banking services are created once and presented in the most optimized manner according to the unique characteristics of any mobile device. Our products ship with integration packages for common portal frameworks, allowing mobile services to be easily created and customized using common Web authoring tools, leading to rapid new service introduction.

For a more rich banking experience including a secured client application, MobileAware's XPressViewer-Secured Edition provides a complete solution that can adapt to the changing requirements of mobile banking customers. XPressViewer overcomes some key barriers to the widespread adoption of mobile applications - connectivity, latency, device diversity and flexibility. By overcoming these issues, XPressViewer delivers a more usable, and ultimately more satisfying, mobile experience to the end-user.

Regular introduction of highly-usable, compelling mobile services not only strengthens a bank's brand as innovative and future-oriented, it also offers numerous opportunities for tailored marketing and promotional campaigns to drive customer acquisition.

### About MobileAware

MobileAware is the world's leading provider of Mobile Service Infrastructure, a strategic approach for creating and managing mobile data solutions across all lines of business. Whether you are looking to deploy revenue-generating consumer services, cost-reducing customer services, or productivity-enhancing employee services, MobileAware provides a unified framework that fully integrates with existing enterprise service infrastructure to make your mobile strategy a seamless extension of your overall business strategy. Mobile Service Infrastructure simplifies the complexity surrounding disparate data, device diversity and network convergence, enabling companies to rapidly launch secure and reliable mobile solutions that leverage existing business assets and resources. MobileAware is a privately held company with worldwide business operations and is on the Web at [www.mobileaware.com](http://www.mobileaware.com)

