As mobile workforce solutions and Mobile Banking gain increasing popularity in the market – Synapsys offers a Mobile Branch solution enabling your Customer Relationship Executives to take the branch to your customers, providing comprehensive banking services with a personal touch.

Developed by a team of bankers working with technology experts – MBanx looks at the real issues faced by banks and provide practical and workable options to our clients.

**CREATING OPPORTUNITIES FOR BANKS**

**To improve customer relationships**
- Retention of valuable customers
- Sell more services to existing clients

**To increase its market penetration**
- Reach new market segments (i.e: the unbanked)
- Direct access to varied age groups and social sectors
- Enables immediate sign up of new customers

**To differentiate from competitors**
- Offer a broader range of services than competitors
- “Innovation” as a competitive advantage

**To reduce costs**
- Mobile devices vs. Bank Branch
- SMS alerts vs. Call Centres

**BENEFITS TO YOUR CUSTOMERS**

**Convenient:** Bank anywhere, anytime

**Faster Service:** No more standing in queues.

**Access to Products:** Promote new products and service to customers at their convenience.

**MBanx Suite**

**Interface to Mobile Devices**

**MOBILE TELLER**
- A/C Balance Inquiries
- Cash Deposits
- Cash Withdrawals
- Fund Transfers
- Mini Statements
- Cheque Status Inquiries
- Stop Cheque
- Cheque Book Request
- Account Opening
- Utility Bill Payment
- EOD Cash Balancing Facility

**REMITTANCES**
- Foreign Remittances
- Local Remittances

**LOAN MANAGEMENT**
- Application Data Collection
- Loan Approval Workflow
- Loan Disbursement
- Loan Recoveries

**CRM**
- Lead Management
- Lead Creation
- Lead Maintenance
- Lead Conversion & Rejection
- Campaign Management
- Display Status of Campaign
- Tracking Budget, Costs, Targets and Variance
- Tracking Promotional Item
- Stock Levels
- Customer Retention
- Special Promotions - Rates, Products etc
- Manage Customer Inquiries, Requests & Complaints
- Reminders : sms / e-mail

**Interface to Back-End Systems**

**CAPABILITIES**
MBanx provides a comprehensive range of capabilities enabling you to taking your services to the next level.

- Offer every function of a branch at the doorstep of the customer
- Immediate roll out of services to new markets and regions
- Reduce Operational & Communications costs
- Complete Sales Force Automation
- Faster, easier adoption and promotion of new products and services
- Online, real time banking
- Anywhere, Anytime availability
- Guaranteed security and transaction integrity
- Easy integration with back-end systems
- Comprehensive tracking, reporting and management visibility
- Business Intelligence for better management, planning and growth

**SECURITY**

**Device Security**
- User ID / Password protection
- No client or bank data / information stored in device in on-line mode

**Network Security**
- SSL / TLS encryption
- SSL / TLS authentication of both client and server
- Application designed to work with 3-tier firewall architecture
- Generic GPRS security

**Access Control**
- Role Based Access Control
- Hashed passwords
- Mobile Device (using IMEI) + SIM (using IMSI) + User Verification
- Two factor authentication (optional)
- Works with MVPN (optional)

**Limit Controls**
- Transaction Limits
- User Limits

For More Information email: contactus@synapsys.sg

www.synapsys.sg