

ORACLE® Press Release

Oracle Introduces Oracle FLEXCUBE Multi-Channel Solution on Direct and Mobile Channels for the Financial Services Industry

Solution Helps Banks Deliver More Personalized Offerings on Direct Channels in a Cost Effective Manner

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News Facts

- To help financial services organizations deliver more personalized services and offerings via direct and mobile channels, Oracle Financial Services today introduced Oracle FLEXCUBE solutions for multi-channel banking.
- Oracle FLEXCUBE Multi-Channel Solution, with new versions of Oracle FLEXCUBE Direct Banking and Oracle FLEXCUBE Private Banking, enables banks to offer complete portfolio view-based products and services on multiple direct channels, including mobile devices. Banks can introduce highly personalized offerings while reducing customer acquisition costs by offering a comprehensive range of products through a one-stop portal.
- Using Oracle FLEXCUBE Multi-Channel Solution, banks can seamlessly and rapidly transition customers of all sizes – including individual investors, small-to-medium size enterprises and large corporate organizations – from transaction-based primary banking services to advanced customer portfolio tracking and investment consulting, to full-scale wealth management, leveraging all channels including mobile phones, smart phones, PCs and tablets.
- The solution's unique architecture enables identical banking functionality across multiple channels, while supporting numerous mobile devices. From short messaging service (SMS)-based mobile phones, to mobile-application based smart phones, the solution provides ready-made, easy-to-deploy, multi-device applications for iPhone, iPad, Blackberry and Windows-based phones and tablets and Symbian devices allowing banks to code once and deploy across multiple delivery channels.
- Banks can leverage the new framework to become active participants in geo location-based mobile commerce. With a 360-degree portfolio view of a customer, banks can segment and serve the right kind of deals and offers to the right customers, resulting in highly successful geo-targeting campaigns.
- Oracle's FLEXCUBE Multi-Channel Solution supports banking operations across multiple countries, currencies and languages, including double-byte character languages such as Japanese and Korean.
- The new solution addresses all aspects of online banking security and supports multifactor authentication. Oracle FLEXCUBE Multi-Channel Solution is fully engineered to integrate with existing Oracle fraud prevention solutions, and integrates easily with third-party authentication security solutions, such as VeriSign, VASCO and PortWise, to provide proactive real-time protection for businesses and their customers.



- Oracle Financial Services will host a global Oracle FLEXCUBE Developers Conclave, March 12-15, 2012, at Oracle Financial Services Software Ltd. headquarters in Bangalore, India. Bank IT teams and partners will gain in-depth knowledge of and hands-on development experience with Oracle FLEXCUBE's industry-leading extensibility capabilities, which enable banks to easily customize, extend and localize the solution to meet their unique needs. Registration is now open.

Supporting Quote

- "Device support for banking transactions is key to enhancing customer experience. Banks have traditionally addressed this on a need basis and have been constrained by technology to standardize offerings on devices. With Oracle FLEXCUBE Multi-Channel Solution, banks can consolidate their device offering portfolio and service customers regardless of the device used to originate transactions," said Chet Kamat, managing director and chief executive officer, Oracle Financial Services Software. "The FLEXCUBE Multi-Channel Solution is flexible enough to integrate with the bank's existing core banking solutions. Its robust architecture enables partners to leverage this framework to build products that differentiate the bank in the industry."

Supporting Resources

- Oracle Financial Services
- Follow Oracle Financial Services on Twitter
- Join the Oracle Financial Services Community on Facebook
- Subscribe to the Oracle Financial Services YouTube channel
- Oracle Financial Services Blog: "Re-wiring Bank IT"

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Contact Info

Caroline Vespi
Oracle
+1.650.506.8920
caroline.yu@oracle.com

Mary Tobin
O'Keeffe & Company
+1.503.658.7396
mtobin@okco.com

