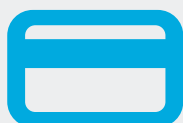
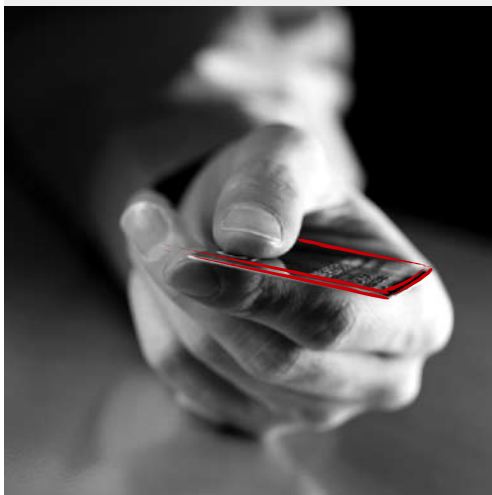


Case Study



investment
city bank

www.icb-nsk.com

Client:

Investment City Bank

Goals:

- to create a modern retail banking institute that complies with the highest international standards and practices;
- to offer clients an intelligible selection of banking services with high ease of use;
- to implement the project in the shortest possible period of time.

Implementation:

The following was achieved in less than three months from contract signing:

- establishment and certification of the processing and card personalisation centre;
- implementation of the interface with the retail banking system;
- implementation of the Interface with the bank sponsor's processing centre;
- bank personnel trained at Compass Plus training centre – TranzWare Academy.

Results:

A year after the launch of the project the Bank boasted the following successes:

- issued over 70,000 cards and installed over 50 ATMs;
- introduced an extensive product line without significant investments in software modification;
- commenced acquiring operations;
- progressed its development into new directions with the continuing help of Compass Plus.



Infusing Tradition with Innovation

Investment City Bank: a direct route into the retail banking business

The client

Investment City Bank was founded in 1993 and has been present in the retail banking industry for 13 years. Up until 2005 the Bank's main activity was serving corporate clients. However, in 2005, together with Roland Berger consultants, the Bank's shareholders drew up a new strategy for the Bank's business development. The modified business approach would make way for modern retail banking products and services accommodating the leading international practices. Such a plan in turn prompted the rise of a business oriented IT strategy. Investment City Bank enrolled consultants from IBS – a leader in the Russian information technology and consulting arena, to help create the Bank's new IT infrastructure. As part of adopting the new retail banking approach the Bank chose to follow an in-store banking concept, which saw the creation of a network of mini-offices in Novosibirsk (by mid-2007 the sum of mini-offices totalled 25) and involved the use of VISA cards as a universal identifier, allowing the customer access to all their bank accounts and services.

Entering the world of retail banking

In order to give their customers an intelligible selection of banking services that are convenient to access and use, the Investment City Bank made a decision to establish their own in-house processing centre. The key requirement in selecting their solutions provider was to ensure supreme speed of implementation.

On 29th March 2006, Investment City Bank chose Compass Plus to realise the payment solution in light of their excellent reputation for speed of implementation. The project was led by an expert Compass Plus team from installation to personnel training. The team installed the comprehensive TranzWare Online front-office system which offered Investment City Bank great flexibility and options for unrestricted system expansion. The application is a highly efficient, fault-tolerant engine for switching, parametric routing and authorisation of electronic payment transactions as well as for terminal network driving.

In order to challenge a highly competitive environment, Compass Plus was able to offer Investment City Bank differentiated and ever-improving services through their flagship TranzWare CMS card back-office product. TranzWare CMS offers support for a wide range of retail banking operations, multiple card products, account and payment types creating a competitive advantage in a turbulent environment. In line with TranzWare CMS, Compass Plus installed their refined card personalisation and issuing product – TranzWare Card Factory, and also developed a file exchange module with the RS Retail banking system.

Achievements

Compass Plus did not fail to live up to expectations and on 19th June 2006, less than three working months from contract signing, the Bank was able to issue its first VISA credit cards as well as launch its first ATMs, including those with the cash-in function for both the cash disbursement and repaying credits. During this time Compass Plus facilitate not only the installation of all necessary products and training of the Bank's staff, but also certification with VISA payment system as well as setting up and testing of the host-to-host interface with the sponsoring bank's processing centre (UCS).

By implementing Compass Plus' technology Investment City Bank witnessed significant successes in the retail banking market from the moment of launch. To date, the bank has issued more than 70 000 cards and deployed more than 50 ATMs.

Head of the IT Department at Investment City Bank, Nikolay Stadnikov said the following about the Compass Plus specialists involved with the implementation of the TranzWare products:

"The realisation of the Bank's processing centre project in such a short space of time was chiefly thanks to Compass Plus' highly qualified personnel and their huge practical expertise in the implementation of similar projects. Besides this, choosing Compass Plus' products as the Bank's processing centre solution platform enabled the Bank to shorten the overall project implementation time thanks to the flexibility of the product line, which allowed the project to be conducted without significant investment into adapting TranzWare to the Bank's specific needs. The accompanying documentation and proposed training courses were both comprehensive and of high class and allowed us to prepare our personnel for the running and maintenance of the implemented system."

Vision for the future

The relationship between Investment City Bank and Compass Plus continues to flourish. In June 2007 Investment City Bank embarked on processing of acquiring operations through the Compass Plus Processing Centre (which is certified MSP and TPP in both MasterCard and VISA payment systems) under the sponsorship of Credit Ural Bank.

"I am sure that our business relationship will continue to flourish," said the Bank's General Director Karel Jyenichek. "Since we started working together Compass Plus have established a reputation not only as a provider of quality payment solutions, but also as a reliable partner in the initiation of new beginnings for the Bank. Furthermore, Investment City Bank does not intend on concluding its developments here."

About Compass Plus

Compass Plus provides refined state-of-the-art products and flexible business solutions that drive all-scale multi-component EFT systems employed in the financial and retail industries, mobile and electronic commerce, interactive self-service business and in other trade areas that engage in electronic payments. Our in-house developed superior EFT solution – TranzWare™ – incorporates a comprehensive range of integrated customisable products and is fit to suit an array of customer needs. TranzWare™ solutions are capable of reducing clients' total cost of ownership, improving ROI, increasing efficiency and delivering great benefits to the end customers.

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TranzWare Online

A high-performance, scalable, multi-card processing solution providing efficient electronic funds transfer, inter-network switching and handling of an unlimited number of devices and delivery channels. In addition to standard features, TranzWare Online is equipped with innovative and rare functionalities such as algorithmic function (TranzWare Online Algorithmix) and remote access to processing centre facilities (TranzWare Online FIMI).

TranzWare Card Management System

A feature-rich comprehensive banking solution providing efficient operation and management of back office activities. TranzWare CMS is flexible enough to facilitate the development of a multitude of financial products, thereby delivering a financial institution distinctiveness, competitive advantage and customer satisfaction.

TranzWare Card Factory

An advanced EMV-compatible card personalisation and issuing product enabling timely and cost-effective response to market demands. TranzWare Card Factory supports personalization of any card type and can be fully customised to suit specific requirements of any financial institution.

PRODUCTS