

Mobile commerce platform

M4Bank

Mobile future today!



The pace of life, excess of information and necessity in its operative exchange are the key factors that determine the value of time.

Our goal is to **outrun the time**. It's impossible to imagine the modern world without mobile technologies, which are used not only for socializing and entertainment, but also aim to save the time and provide the convenience for each user. Remote services enable new opportunities for promoting goods and services for your business .

In conditions of tough competition, banks are forced to find the new ways to attract the clients and increase the market share by adopting the best practices of banking sector, improving quality and service system, improving and implementing new services. The more there are loyal customers-the stronger the Bank's success is!



Now the company "Center of corporate technologies" presents mobile commerce platform for banks, "M4Bank", which allows the Bank to launch mobile interaction channel with it's own and potential clients.

Our platform provides several components which can be chosen by the Bank, depending on the strategy of development the remote services.

M4Bank.GEO – geolocation and geotargeting app.

M4Bank.PAY – mobile payments app.

M4Bank.MPOS – mobile acquiring app.

M4Bank.BNK – mobile banking app.



The easiest and fastest way to launch the mobile app for the Bank would be implementation of **M4Bank.GEO**.

All the necessary information about banking services and objects is available for the user at any time and any place. For example, by comparing the location of the smartphone user, city map and location of the objects, "Geolocation" service allows the user to specify the location of the nearest facilities, see the detailed information on them.

ADVANTAGES OF MOBILE APP M4BANK.GEO

- Optimizes communication with the clients
- Reduces the costs on the Bank's staff
- Extends the capabilities of users and ensures customers satisfaction from the Bank's services
- Improves the image of the Bank
- Allows to keep your clients informed about the latest products of the Bank
- Allows the users to create applications for banking products
- Allows to search not only the facilities but also the required services for different types of objects.

KEY FEATURES

- Launch of the project in three weeks
- Free app for AppStore and Google Play
- Minimal investment from the Bank to customize a fully turnkey solution
- No integration with banking systems is needed
- Access to information in real time
- Convenient interface, optimized for the mobile phone screen
- Intuitive control



FUNCTIONALITY

- Main screen is set by the bank
- Individual design
- Displays the full set of objects (offices, ATMs, payment and information terminals)
 - Partners' objects (for example, Bank-sponsor's ATMs)
 - Search the objects for various parameters (the nearest one, by address, by metro station, by the type of the provided services)
 - Offers from the banks-partners
 - Information on the objects
 - Filter abilities

TECHNICAL CHARACTERISTICS

- Supports the main mobile platforms: Android, iOS
- Does not depend on communication channels
- Easy to Update
- Data processing based on location
- Multitouch



Our application is the tool that will differentiate you from your competitors and convince your customers that their choice of the Bank was right.

We aim for long-term and successful cooperation!



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