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Polaris Software Launches SOA-Based 'Intellect Front Office' In US Market

Polaris Software launched an integrated branch renewal platform, based on Services Oriented Architecture (SOA) technology for US markets. Intellect Front Office was unveiled in Las Vegas at the BAI Retail Delivery Conference & Expo.

Industry Experts say that Branch Banking will revolve more around relationship-driven interactions between the bank and their customers as the transactional interactions are being done more effectively through other channels like the ATMs, Internet, IVRs and Kiosks. Intellect Front Office is an innovation from Polaris Software that helps in transforming the branch from a “transaction and service” center to “advisory and wealth creating” center.

Intellect Front Office – Key Features

- * Integrates 20 relationship-driven applications and brings it to a single desktop
- * Empowers bankers to manage customer connect in the most friendly way. The teller is enabled with a single window operation that provides the capability to service divergent needs of the customer, faster and better.
- * Flexibility in implementation from a single branch to its rollout in multiple branches
- * Offers the capability ranging from teller functions to Wealth Management advisory services and includes cross-sell prompts to account origination

Arun Jain, Founder and Chairman, Polaris Software Lab said, “Industry experts and Analysts are recommending that Face-to-face banking is the most powerful way of enhancing customer loyalty. Their surveys clearly show that the best customers are making a beeline to the branch. At such a stage, our solution will give the bank the power to design the customer experience”

Jaideep Billa, Chief Technology Officer, Polaris Software Lab, said, “Intellect Front Office has been designed to deliver on the promise of non-disruptive, incremental modernization of customer facing functions in global banks. Intellect Front Office co-exists with other applications in the bank’s ecosystem, thus extending the useful life of the investments the bank has already made. As a platform that does not require a server to be maintained at every branch, it significantly reduces maintenance overheads for the bank.”

Commenting on the launch, Kartik Kaushik, Executive Vice President & Head - Polaris Americas said, “Intellect Front Office will be an enabling platform to transform Teller to Seller, in branch banking. Intellect Front Office will offer our customers a 360-degree view of their customers, thus deepening customer relationships, leading to business growth by cross selling. This will in-turn have a high positive impact on branch profitability.”