



## **PRESS RELEASE**

### **Polaris Software launches ‘Intellect Front Office’ in US market**

... Brings the Power of the Branch to the desktop

**Chennai-India and Las Vegas-USA – November 14, 2006:** Polaris Software Lab Ltd, the recognized leader\* in Specialty Application Development in Banking & Financial Services vertical, today 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.”

## **About Polaris Software Lab**

Polaris Software Lab (POLS.BO), recognized Global Leader in Speciality Application Development in Banking & Financial Services is a leading provider of comprehensive products and solution offerings in the banking, financial services and insurance domain. Polaris is among the top 10 global companies focused in this space. With 8000 solution architects, domain experts and technology experts Polaris provides globally integrated technology solutions to several multinational clients. Polaris owns the largest set of Intellectual Properties in the form of comprehensive Product Suite and six Banking Platforms namely Intellect Cash Management, Intellect Consumer Finance, Intellect Wealth Management, Intellect Universal Banking, Intellect Credit Cards & Intellect Risk & Treasury Platform. Headquartered in Chennai, Polaris has its Corporate Banking Solution Centre in Mumbai, Investment Banking Solution Centre in Hyderabad, Retail Banking Solution Centre in Chennai and Enterprise Solution Centre in Delhi. Polaris has offices in Tokyo, Sydney, Hong Kong, Singapore, India, Dubai, Bahrain, Riyadh, London, Belfast, Zurich, Frankfurt, Toronto, New York, Chicago and Fremont. Please visit us at <http://www.polaris.co.in/>

\* Global Services (<http://www.globalservicesmedia.com>), an international integrated media brand, owned by CMP-CyberMedia LLC featured Polaris in the Global Services 100 lists and rated Polaris as the winner in the category "Specialty Application Development Leaders"

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