



Online and Mobile Banking - Saving Costs & Increasing Marketshare

In spite of the current difficult economic situation, many banks are still growing. In many respects the glass is more than half full, and there is an abundance of opportunities for community banks to help their existing customers and bring in new customers. If banks can reduce their back office costs and increase their online service offerings right now, they will come out stronger when the economy recovers. Today's economy needs to be viewed as a golden opportunity, a chance to help their customers consolidate debt, bring additional business to the bank and become the primary financial institution for consumers disenchanted with the troubled money center banks.

Gathering deposits in a cost effective manner has never been more important than right now which is why online account opening is a must-have service. Our uOpen & uFund® solution makes it easy for community banks to setup new deposit accounts, offer credit cards and complete loan applications online. This solution dramatically reduces the cost of on boarding a customer, while simultaneously and automatically validating identification information for compliance and reducing fraud.

Another package that is essential in good times or bad times is an online switch kit. The switch kit, which can be used by both new and existing customers, makes it as easy and convenient for customers to move their financial relationships from other financial institutions over to your bank. Our online switch kit uSwitch® is fully integrated with uOpen & uFund® and can be used as stand-alone service in numerous channels: online, in the branch and the call center.

Even though some institutions may be hesitant to employ an online money movement service, time and time again account to account (A2A) money transfer implementations have resulted in positive inflows of deposits into the bank. For example, as a CD expires at another institution, banks with A2A capabilities are well placed to bring in this rollover money. In terms of security, our uTransfer® - Funds Transfer Service delivers the highest level of security with multifactor authentication, including transaction level security and customer appropriate service levels as well as uMonitor's world class back office risk management. As consumers become more and more discontented with the 'big box' banks, it is critical for community banks to prove a convenient 'pipeline' for bringing in money..

Without a doubt, community banks offer stability, service and community affinity to consumers unhappy with the poor service that is all too often served up by the larger institutions. However, many of these consumers expect a wide range of electronic services that these large institutions often provide. It is incumbent upon banks to meet these needs by offering a full range of online services. This is a win-win scenario: it is extremely convenient for customers and saves the bank money by preventing expensive visits to the branch or calls to the call center.

A full service online branch also offers tremendous savings of capital costs compared to building brick and mortar branches. It is only a fraction of the cost to build a full featured online site versus a physical location, plus the payback is only about a year versus a three to five year payback for building a new branch. Finally costs are not really barrier: at uMonitor we offer monthly hosting fees with no upfront capital which ensures a fast ROI without compromising on any features and functions.

It is also important to note that we have partnered with the Western Independent Bankers (WIB) and their WIB Service Corporation to offer our solutions as a WIB-Endorsed Value and Income Program (VIP) partner. This move will introduce our unique suite of online banking solutions to banks in eleven western states. WIB Service Corporation conducts a strenuous selection process before putting the VIP stamp of approval on an elite group of companies that meet the highest industry standards and help to reduce costs, operate more efficiently, and compete more effectively, and uMonitor is proud to have passed these tests and joined this select few vendors.



Dinesh Sheth is CEO of Parsam Technologies. Parsam, the provider of uMonitor financial technologies, offers a wide range of solutions specifically designed to help credit unions, banks, and financial institution professionals. Solutions like uOpen & uFund™, uTransfer™, uAdvise™, uView™, uPlan™, uSwitch™ and others are helping financial institutions win. Dinesh, an entrepreneur, wireless technology leader and web productivity expert, is focused on inventing solutions that create great value for businesses and their customers. Dinesh holds an MBA from the University of Chicago and an MS in Computer Science from the Illinois Institute of Technology. Dinesh earned his BS in Electronics Engineering from the Maharaja Sayajirao University in India.

