

Core Systems: The Foundation of Your Customer's Experience

There are momentous changes occurring in financial services with so many competitors emerging from all angles, Fin-Tech, Hi-Tech, traditional retailers, et al. Consumers have an incredible array of choices when it comes to paying, for example, PayPal, Apple/Android/Samsung Pay, Walmart Pay and many more. These types of large companies are making it extremely easy and convenient for people to move funds, pay bills, use mobile wallets, and handle their finances. Banks have to work hard to keep up and look for ways to remove barriers and friction from their products and services and embrace new technologies. The core system is at the heart of all of these issues which is why banks must partner with progressive vendors that can help them deliver a better customer experience.

At Smart Solution, we believe that the future is all about mobile which is why everything that we do is focused on mobile. Our mobile banking platform works in conjunction with our "ibank" Internet banking server which is an integral part of all smartsolution™ platforms. We offer iPhone and Android apps, SMS banking, and a full range of mobile alerts, all of which are securely maintained on your own in-house banking platform or delivered through our Software as a Service (SaaS) solution. While we fully support a "mobile first" strategy that many community banks are pursuing with next generation features like RDC (Remote Deposit Check Capture), email money transfer and mobile onboarding, we also offer full featured modules for all of the other digital channels (e.g., Interactive Voice Response for telephone banking, online, ATM/POS, etc.) to meet the 24/7 banking needs of customers in all demographic groups.

Another key consideration for banks to consider when optimizing the customer experience is third party integrations. Most legacy systems are extremely difficult to tie into – they often require very expensive and time consuming programming projects. Our universa™ integrated enterprise banking system was developed from the ground up to be flexible, open, scalable and able to support a multitude of third party interfaces (ATM, Debit/Credit, Credit Bureau, Insurance, etc.). We are especially proud of our "universa™ Web Service Interface" which uses "Restful" technology to establish a real time communication channel with any number of third party applications or systems. We have architected our solution to be very open so that it makes it quite easy, and very cost effective, for third parties and banks to take advantage of this robust interface.

Employees, whether front line, platform or back office, make all of the difference when it comes to delivering great customer service. They need – and have come to expect – an intuitive interface that is not available on most core systems. This is where universa™ truly shines: it is built on Java and is completely browser-based. Java is one of the most popular programming languages in use today, and rightfully so because it allows application developers "write once, run anywhere" abilities. Using the Firefox browser, along with our SaaS virtual private cloud infrastructure, allows us to implement a variety of powerful security and usability changes on an ongoing basis, and ensures that our clients are at the forefront of new technology and financial services innovations.

Community banks have a huge advantage over Fin-Techs in that they have a trusted relationship and community affinity. However, banks simply do not have the technology resources that these players have which is where Smart Solution comes in – our applications are built using the same cutting edge technologies that the new Fin-Tech companies use allowing us to rapidly integrate new interfaces or solutions as rapidly as they do. We deliver our solutions to community banks - from \$20M in assets to billions in assets - at a very affordable price point and backed by personalized and experienced customer service.



lean Tait is President and Chief Executive Officer of smartsolution™. He took over smartsolution™ in 2005 after being President of Homebank Technologies for 15 years. smartsolution™ is a world class data processing system company that has been in operation since 1985. As a privately owned Canadian corporation, smartsolution™ provides core banking systems and financial management solutions to over 60 financial institutions. smartsolution™ is a leader in information management systems; delivering progressive, customer-driven products and services that are at the forefront of today's leading technology. They supply financial institutions with data processing systems tailored to their specific needs and requirements.