Consorsbank Uses Diffusion for Single View of Customer In Mobile Banking & Trading App

Quick Facts

When German digital retail bank, Consorsbank, a BNP Paribas owned subsidiary, needed to enable its current account customers the ability to trade and bank in real-time via a single mobile application, they chose the Diffusion Intelligent Data Platform.

Industry

Financial Services/Retail Banking

Challenges

- Simplify & speed development of the mobile application.
- Offer a single communication solution that isolates back-end and front-end systems.
- Scale the mobile application to meet high volume customer demand.

Solution

The Diffusion Intelligent Data Platform

Benefits

- A mobile application that serves as the central point for managing all customers' account activity.
- Meet customer demand by delivering a fully functional, high performance and scalable mobile application.
- Simplify and speed retail banking application development.
- Provide a single communication solution for the bank's customers.

Overview

Consorsbank wanted to create the next generation consumer retail banking mobile application. Where most retail bank applications give customers the ability to check account balances, transfer balances and make payments, Consorsbank wanted its application to go further.

The Consorsbank's team objective was to deliver far more than typical mobile retail banking applications provided to their valued customers. They wanted to give customers the ability to:

- Create a custom ticker of stocks and shares and enter personal trades.
- Assign outgoing payments into categories, for example Car->Fuel, Personal->Gym Membership, Mobile Phone->Monthly Contract. Their application needed to learn which suppliers provide what services and automatically assign payments to categories as they were sent.
- Show graphs and charts of expenditures broken down into the assigned categories, for ease of viewing where money is going. For example, 22% of expenditures this month are on clothes.
- Receive alerts on unexpected transactions. For example, the largest transaction in an average month is €2,000, but this one was for €10,000.
- Receive account information and alerts to to all digital devices including an Apple Watch.

The digital bank wanted their mobile application to be the central point for managing, interacting with and tracking all of a the activities across each customer's accounts.

The Challenge

While building the new application, Consorsbank quickly came to the realization that a traditional Request/Response API style of interaction with the bank's back-end systems would not scale either for the anticipated number of users or for the additional functionality planned in future.

Consorsbank required a data platform that would isolate the bank's existing back-end systems from the load generated by tens of thousands of mobile clients.

Lastly, Consorsbank wanted to simplify application development and improve performance. Their existing application used different APIs for each of the back-end systems with which it interacted . This resulted in a low-performance application.

*"We want to **develop** an application that gives our current account customers far **more than just a typical mobile retail banking application**."*

*"**With** DiffusionData's **Diffusion** Intelligent Event-Data Platform, **we** have **delivered a reactive, event-driven application** experience to our customers - **quickly & easily.**"*

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*"Our application provides a **superior customer experience**, **fast response** times, & a **reduced network payload** due to **Diffusion's state-of-the-art data optimization & communication** technology"*

The Requirements

Many organizations must build business applications that can easily scale and run optimally over the Internet. To deliver a reliable, resilient, and high performance application. development teams must address the challenging unknowns of the Internet including the:

- speed and quality of the network,
- load on the network,
- time to send the data to back-end servers,
- variable and often high load on the back-end servers,
- time to process/ distribute/ store data on the back-end,
- time required to send data to the user devices,
- amount of data sent ,
- High and variable volume of users.

Consorsbank's requirements were to overcome these unknowns in the simplest manner possible in order highly to deliver data in a scalable, efficient and reliable way so their customers received the optimal mobile experience.

The Solution

Consorsbank knew of Push Technology through another BNP Paribas subsidiary, DAB bank. Consorsbank's sister bank had addressed their application data challenges with the Diffusion Intelligent Event-Data Platform.

As a result, Consorsbank elected to evaluate the Diffusion Platform to address their requirements and simplify and speed their application development.

As part of the evaluation, Consorsbank performed a side-by-side comparison of two versions of its application – one used Push Technology's Diffusion platform and the other used traditional Request/Response messaging. Diffusion won the comparison test by delivering a superior user experience, increased performance, faster response times, and reduced network payload due to the platform's state-of-the-art data optimization and communication technology. The decision was made.

With DiffusionData's Diffusion Intelligent Event-Data Platform, Consorsbank quickly developed their high-performance, event-driven mobile banking application. They delivered a new application experience to their customers that reacts in real-time to business events using a simple consistent API that spans all customer devices. The result is business growth and satisfied customers.

An important ongoing benefit of the Diffusion platform is that whenever Consorsbank adds, modifies, or replaces a back-end system , Diffusion minimizes the impact of changes on the application, speeding support of new functionality and devices.

Today & Tomorrow

Today, Consorsbank uses the Diffusion platform for its world-class mobile banking and trading application which runs seamlessly on the full range of mobile devices. The bank also plans to use Diffusion across the organization for other internal and external projects.

DIFFUSION DATA

Rethink Real Time

London
+44 (0) 20 3588 0900

Silicon Valley
+1 844 449-DATA (3282)

Belfast
+44 (0) 20 3588 0900