

CASE STUDY

Phoenix and PCash



TPS Solutions Help BRAC
Bank Offer Alternate
Distribution and 24/7
Banking



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Case Study



Challenge

- ▶ Implement a transaction processing solution that would enable an ATM network and allow BRAC Bank to offer Debit card services to customers 24/7
- ▶ To effectively launch a POS network for Merchants while adding value to existing self-service banking services

Solution

- ▶ Phoenix, an integrated EFT processing and switching system that provides ATM device driving, transaction routing and authorization, host and interchange interfaces, settlement, management reporting, network control and stored value functionality through ATMs, POS and other self-service devices
- ▶ PCash, which provides a fast, powerful authorization system that can improve margins by reducing operational costs, and by allowing businesses to gain from new opportunities

Result

- ▶ BRAC Bank has consolidated its ATM and POS processing while increasing system performance
- ▶ Phoenix's integrated alternate distribution and delivery channel platform allows BRAC to be the first to introduce Debit POS solution to their customers
- ▶ BRAC Bank offers its customers 24/7 access to their finances, enhancing customer satisfaction

BRAC BANK Limited, one of the latest generation of commercial banks which started its journey on the 4th of July 2001 with a vision to be the absolute market leader through providing the entire range of banking services suitable to the needs of modern and dynamic banking business as well as to promote broad based participation in the Bangladesh economy through the provision of high quality banking services. Since inception, it has introduced fully integrated online banking service to provide all kinds of banking facilities from any of its conveniently located branches.

The Challenge

Technology has changed the world. Customers know that anywhere, anytime convenience is possible, and they want it – especially for their finances. Banks that want to build and retain their customer bases and therefore want to offer the options that award customers these conveniences. From ATM transactions to POS and other delivery channels, services offered by leading Banks are evolving. BRAC Bank, one of the most prominent banks in Bangladesh, recognizes that its customers want convenience. To meet this demand, BRAC Banks sought a transaction processing engine that would drive an ATM network and allow the bank to offer POS solutions.

The Solution

BRAC Bank chose TPS's Phoenix and PCash solutions operating on a Linux server to integrate and upgrade its retail banking services. Phoenix is an integrated EFT processing and switching system that provides complete functionality of a Debit Switch and self-service device driving and management; transaction routing and

Implementation of the POS Cheque solution is straightforward because it builds on the existing Phoenix system and banking infrastructures. The solution has benefited BRAC Bank in many ways, specific benefits include:

- ▶ Fewer cheques used for cash withdrawal
- ▶ Limited risk for cheque processing
- ▶ Quicker customer service
- ▶ Cost-saving opportunities
- ▶ Single-point processing efficiency
- ▶ Wide distribution
- ▶ Simple implementation processing

And the list goes on.

TPS has phenomenal expertise in transaction authorization, routing and switching solutions.

TPS products are especially valued by banks that need high-volume, scalable processing solutions that will enable them to reduce the cost per transaction by bringing their payments processing operations in-house. These systems continue to represent the heart of TPS customers' e-payment environments.

Whether the banking customer prefers to use, e-cheques, debit, credit or smart card, at the ATM, POS or any other self-service device, TPS solutions quickly and accurately processes the transaction accordingly. TPS products and solutions allow customers to manage a multi-channel delivery environment using a common architecture from a single-source provider. The result is a reduction in complexity, integration requirements and cost of ownership.

Mr. Kaiser Tamiz Amin
Chief Operations Officer
BRAC Bank Limited
Bangladesh

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authorization; host and interchange interfaces; settlement; management reporting; network control; and stored-value functionality through ATMs, POS and self-service devices.

TPS Phoenix POS solution - PCash provides a fast, powerful authorization system that can improve margins by reducing operational costs, and by allowing businesses to gain from new opportunities. PCash offers Debit POS for Merchants and e-Cheques - replacement for cash cheques at the Bank Branch Tellers. BRAC Bank always looks towards exciting banking services and to enrich their self-service banking portfolio, keeping this consideration a unique solution like PCash was just what BRAC Bank was looking for.

The Result

Opting for the integrated Phoenix platform allowed BRAC Bank to consolidate retail delivery processing while increasing performance.

Phoenix's scalable, modular design enables BRAC to integrate ATM and POS processing onto a single platform – and add various new services and delivery channels as and when required – while managing ever-increasing transaction volumes. Phoenix and PCash share the same customer account information and communication links to third-party networks, which enables BRAC to offer its customers consistent account information from various access points. With TPS solutions BRAC has successfully launched its Debit card on a National level in Bangladesh and is now the only bank in Bangladesh offering Debit POS services.

The Phoenix system also gives BRAC the flexibility to add emerging technologies, such as smartcards, to its processing platform.

“TPS has many installations around the world, financial stability and a good reputation for its support services. We chose Phoenix based on its performance capabilities, including high tps [transactions per second] rates, and we have had good experiences with Phoenix, TPS, and International Acumen (Local Representatives of TPS Solutions and Services).” Kaiser said.



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