

Bank Muscat

Bank Muscat integrates multiple delivery channels into its Temenos T24 integrated banking system with the Cuecent ICM Enterprise Service Bus



In the highly competitive banking market, Oman's largest bank, Bank Muscat has clearly identified that good service is a decisive factor for their success. With banking customers, globally, choosing to interact with their banks over a variety of channels, Bank Muscat wanted to include new banking channels in response to changing market needs. The bank turned to the Cuecent ICM Enterprise Service Bus (ESB) to securely and transparently bring new channels into its services delivery network that integrated both to one other as well as to the bank's host systems including the Temenos T24 core banking system.

Bank Muscat is Oman's largest bank with over 115 branches and 500,000 customers. In its effort to enhance relationships with customers, reduce operational costs and open new avenues for revenue generation, Bank Muscat had deployed a multi-channel service delivery infrastructure providing consistent banking experience through ATMs, wireless devices, cash deposit machines, kiosks, call centers and the internet. Though effective, the management of the channel network was complex due to the combination of different vendors, different delivery systems, different technologies, and different back-end connections. Also, any addition of a new customer touch-point required considerable integration efforts.

In 2007, Bank Muscat partnered with Bahwan CyberTek to migrate its retail and corporate banking operations from the 20 year old legacy system to the Temenos T24 Integrated Banking System with an objective to increase transaction processing efficiencies, expand its product offerings, and prepare its business for future growth. While integrating the channel network into T24, Bank Muscat felt a need for a standards-based integration framework addressing the requirements of a comprehensive, multi-channel integration environment.

Bank Muscat turned to the Cuecent ICM, an Enterprise Service Bus (ESB) for the banking and financial industry, to facilitate the continual optimization of their multi-channel service delivery network and its integration into the Temenos T24 Integrated Banking System. The Cuecent ICM ESB helped them effectively integrate the banks front- and back-office processes with all channels delivering a consistent customer experience across the entire service network. The solution also allows the bank to rapidly incorporate new banking delivery channels in keeping with their vision for a technologically advanced bank.

The Cuecent ICM ESB

- Seamlessly integrates the banks service delivery network of ATMs, kiosks, cash deposit machines, call centers & wireless and internet portals with its banking System
- Integrates individual channels with one another to provide a seamless banking Experience
- Decouples the banks back-end system from the various delivery channels Integrates all customer channels and the T24 integrated banking system with the technology systems of Omantel and Nawras (mobile service providers) allowing customer to pay their mobile bills through any of their banking channels
- Aids in establishing a flexible future-proof architecture with an agile infrastructure

Geography
Middle East

Industry
Banking

Business Need

While migrating its operations from a legacy system to the Temenos T24, Bank Muscat needed a solution to securely and transparently integrate its existing multi-channel delivery network with T24 and at the same time facilitate the rapid introduction of new channels into the services network.

Solution

Bank Muscat opted for the Cuecent ICM ESB not only for the breadth of its functions but also for the flexibility it provides the bank to respond to their customers' changing needs quickly.

Results

- Achieved competitive operational costs by improving efficiency and effectiveness
- Improved speed-to-market of new products and services
- Enhanced value of existing technology investments
- On demand introduction of new customer banking channels
- Enhanced Customer Service
- Standards

In order to facilitate and expedite a consistent, secure, standards-based integration, the Cuecent ICM ESB:

- Receives Cobol Copybook (CCB) or Fixed-Length ASCII (FLASCII) data from ATMs, Kiosks, Cash Deposit machines, Call Center systems and the internet banking portal and XML from wireless devices.
- Performs a message analysis and based on the request type and implication, routes the messages to the integrated banking system after converting them to the T24 native OFSML (in case of transaction requests) or CCB / FLASCII (in case of inquiry requests).
- In case of requests related to mobile payments, forwards a mobile number verification request in the form of XML to the back-end systems of the individual mobile service providers (MSPs) and on verification receives the incoming payment request from the channels and updates the T24 and the respective MSP's systems.

Solution Benefits

Integrate multiple delivery channels

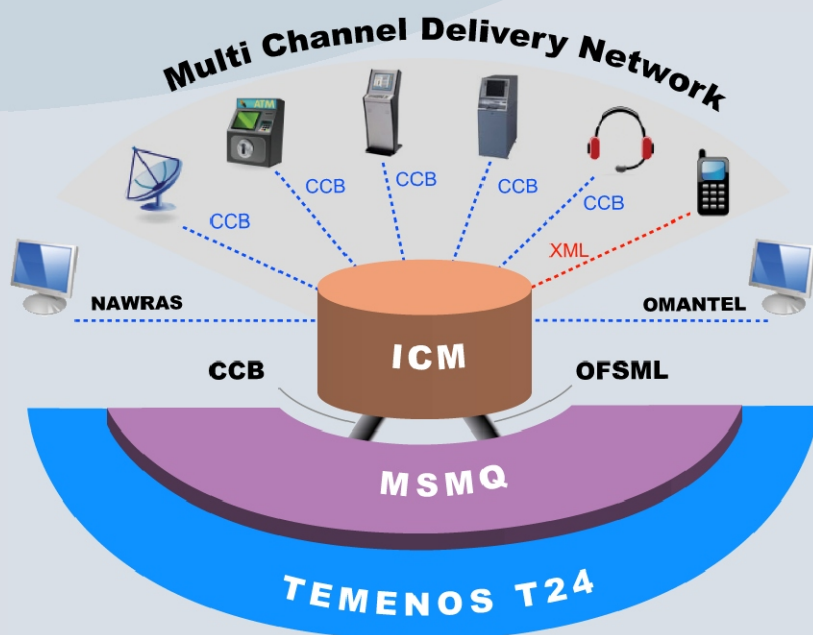
The Cuecent ICM ESB allows Bank Muscat to manage their services consistently and economically across multiple delivery channels and branches to ensure customer acquisition, satisfaction & retention

Increase speed to market of new products

The Cuecent ICM ESB facilitates Bank Muscat to speed new banking services and products to market without having to work around data integration and application presentation constraints.

At Bank Muscat, the Cuecent ICM ESB communicates with T24 using the following set of 22 standard messages:

- ACCOUNT DETAIL
- ACCOUNT DETAIL CDM
- ACCOUNT DETAILS ATM
- BALANCE ENQUIRY
- CHANGE TPIN
- CHEQUE BOOK REQUEST
- CURRENCY RATE ENQUIRY
- CUSTOMER DETAIL
- FULL STATEMENT
- FUNDS TRANSFER
- GET BENEFICIARY DETAILS
- HEARTBEAT
- LOST CARD REPORTING
- MINI STATEMENT
- POS
- REGISTRATION MOBILE BANKING
- STOP CHEQUE
- TODAYS TXNS
- TPIN VALIDATION
- TRANSACTION POSTING CDM
- TXN HIST
- VALIDATION CDM



Single view of every customer

The Cuecent ICM ESB provides bank staff with critical information about customer interaction across all channels enhancing branch responsiveness & expanding crossselling opportunities

Round the clock Availability

Using Cuecent ICM ESB's robust error and fault handling mechanisms, Bank Muscat now provides non-stop services across it's entire multi-channel service delivery network

Reduced Investment

The Cuecent ICM ESB has ensured IT investment protection by extending the value of the state of the art technology beyond its branches

Handles any number of transactions

The Cuecent ICM ESB is robust & can handle voluminous transactions cutting across multiple delivery channels

Reduced complexity for future channel additions

Since the solution supports multiple data standards, communication protocols & host interactions, Bank Muscat can easily deploy new channels into their delivery network in a matter of hours

About Bank Muscat

With asset worth over \$13bn, BankMuscat (SAOG) is the largest financial services provider in Oman today with a strong presence in Corporate Banking, Retail Banking, Investment Banking, Treasury, Private Banking and Asset. The Bank has a network of over 115 branches and 300 ATMs and 76 CDM's in Oman, a branch in Riyadh, Saudi Arabia, and a representative office in Dubai (UAE).

About Cuecent

Cuecent, a product research and development division of Bahwan CyberTek, is a leading provider of BPM and BPM-

based strategic solutions designed to drive business process agility in dynamic business environments while maintaining competitive and operational excellence, productivity, growth and profitability. Bahwan CyberTek (BCT) is a global IT solutions leader in providing innovative software and services. With a state of the art Offshore Development and Competency Centre (ODC) and employing more than 1200 people around the world, BCT brings proven experience and global resources to its customers with a unique and costeffective approach. With a focus on technical excellence and quality, BCT is a SEI CMMi Level 5 organization and is committed to delivering world-class solutions for its customers. BCT continues to receive recognition and awards from industry groups such as: Red Herring Asia 100 Winner; Deloitte Fast 50 India and Fast 500 APAC. BCT was established in 1999 and has regional offices in India, the Middle East and the United States.

Bank Muscat's dimension can be derived from the statistics and initiatives listed below

- Largest bank in the Sultanate of Oman with assets in excess of RO 1.3Bn (USD 3.48Bn) (with market share of more than 40%)
- Bank Muscat's Service channels include Branch operations, Internet/Online, Kiosk, Call Center, Phone banking and ATM
- First financial institution in Oman to open a Call Center to provide round-the-clock "Telephone Banking Services"
- Most extensive branch network in Oman having more than 100 branch offices
- Largest ATM network in the country
- In addition to its domestic banking operations, Bank Muscat has an established presence in the International market including India.



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