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Banca Transilvania shakes up Romanian market growing 80 per cent with Misys digital channels

LONDON – 4 November 2014 – Misys, the leading [financial software](#) company, has worked with Banca Transilvania to transform its retail banking presence in Romania with [next-generation digital channels](#). Banca Transilvania – now one of Romania’s largest banks with 1.8 million clients – took an ‘outside-in’ approach to growing its footprint in Romania, leading with online and mobile banking. This approach enabled the bank to transform its digital ‘shop window’ rapidly for Romania’s highly mobile and connected consumers, with a far more effective sales channel and a compelling, differentiated customer experience.

Since implementing [Misys FusionBanking Essence Online and Mobile](#) – the award-winning digital channels within the front-to-back retail banking suite, FusionBanking Essence – Banca Transilvania has increased its market share from 5% to almost 9%, which is an 80% increase in just four years.

According to research from digital consultancy, [Gemius](#), Romania has the most Internet users in South East Europe, with 8.8 million web users in December 2013 – approximately 48% of the population. Romania’s mobile traffic makes up 7% of total Internet traffic (as of March 2014), up from 3% in one year.

As mobile penetration in the country continues to rise, Banca Transilvania is well positioned to expand its market share further. To attract Generation Y customers, the bank has integrated social media into its digital banking, with unique services such as Facebook transfers.

“The digital channels solutions provided by Misys have completely transformed our retail banking business”, states Marius Flore, E-Delivery Channels Manager, Banca Transilvania. “This is definitely a competitive differentiator for Banca Transilvania. The Misys Innovation Labs, which focuses purely on disruptive innovation, always brings us new ideas which help us engage more closely with our customers. Our strategic partnership with Misys adds tremendous value to the business.”



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Balázs Vinnai, General Manager, Misys Digital Channels, Misys adds, “The ‘outside-in’ approach Misys takes to digital channels – redesigning the bank’s processes entirely around the consumer, with no compromise – has been proven at Banca Transilvania. We thrive on working with banks that are open to pioneering technology and Banca Transilvania is certainly at the cutting edge. This reinforces our message that established retail financial institutions are capable of disrupting the banking industry. It’s not just the ‘challenger’ banks which dominate this space.”

View the full case study here:

http://www.misys.com/media/146638/misys_bancatransilvania_140820.pdf

View the video case study here: http://www.misys.com/latest-insights/videos/web_fusionbanking_digital_marius_flore_cu/

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About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk solutions available on the market. With more than 2,000 customers in 130 countries our team of domain experts, combined with our partner eco-system, have an unparalleled ability to address industry requirements at both a global and local level. We connect systems, collect data and create intelligent information to drive smarter business decisions. To learn more about how our Fusion software portfolio can deliver a holistic view of your operations, and help you to solve your most complex challenges, please visit www.misys.com and follow @MisysFS on Twitter.