



## **Misys BankFusion named Best-in-Class Core Banking Solution for Large Banks**

**London – 19 February 2014** – Misys BankFusion, the award-winning [core banking](#) platform, has been rated a 'Best-in-Class' solution for large banks, in a recent CEB TowerGroup report entitled 'Core Banking Systems for the Large Bank Market'. The report assessed global core banking vendors across four categories: customer centricity, product management, operational flexibility, and enterprise support.

Misys BankFusion was recognised as 'best-in-class' for customer centricity; the report highlighted BankFusion's customer-centric framework, including its single access point from which any relevant customer information can be accessed, and any required action or transaction can be initiated and managed.

### **Extract from report:**

'Similar to other core systems introduced within the past 5 years, Misys' BankFusion Universal Banking core was created specifically with a customer-centric framework in mind. It then should come as no surprise that the solution also received a "Best-in-Class" rating for that category, receiving perfect marks for all attributes. While many systems provide a more than adequate single customer view feature, none of them are as sales-enablement focused as that of the Misys BankFusion Universal Banking. Beyond aggregating account and transaction information, the screen provides detailed profitability and segmentation analysis and interactive offer prompts that are integrated into the workflow to automate the generation of referrals and track employee performance.'

"Our banking clients are using BankFusion to achieve accelerated growth at a time when the environment they are operating in is changing rapidly. Consumers are becoming increasingly sophisticated in their demands and banks need to ensure that each interaction with a customer – be that digital, in-branch or by post – provides a positive and differentiated experience," said Erin Smith, Vice President of Banking at Misys. "What's more, many banks are considering replacing their legacy systems within the next few years, particularly in Asia and Africa – these banks are looking for 'future-proof' modern, componentised core banking systems."

An integral part of BankFusion, the BankFusion Workbench is a unique toolkit which gives banks the freedom to build their own products and processes independently, guaranteeing banks' future agility. Using BankFusion Workbench to design and launch new customer products in a matter of days allows banks to out-perform the competition and respond rapidly to evolving customer needs.

Misys BankFusion is the most technologically advanced core banking platform on the market, and has been developed using the experience and knowledge gained from more than 400 banks running mission-critical core banking operations with Misys products.

In October 2013, Misys BankFusion was awarded first place in the Readers' Choice 'Best Core Banking product or Service' category at the annual *Banking Technology Awards*. The Readers' Choice categories are the only awards voted for by banking industry participants.

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**Notes to Editors:**

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**About Misys**

Misys provides the broadest portfolio of banking, treasury, trading and risk management solutions available on the market. More than 1,900 banks and financial institutions use Misys software to run their businesses, all benefitting from the continual investment in innovation and product quality. Misys solutions create value across banking and trading book operations, underpinned by the deep domain expertise and experience of Misys employees and partners who help ensure customers get maximum benefit from the solutions and operate more effectively.

With high quality products and support, Misys customers are able to grow and protect their long-term technology investments. Misys has the broadest range of solutions available to meet the most complex requirements. Visit [www.misys.com](http://www.misys.com) to see how Misys and its extensive network of partners can add value to the financial services industry.