



BBVA net mobile stock exchange service

Mobile telephony opened up a whole new world of possibilities to financial institutions from the moment those possibilities enabled expansion of client relations to 24-hour access and, above all, in mobile circumstances. This new scenario allows an extension of the scheduling window for communications – and operations – between client and company, allowing both to take maximum advantage of the advancement of technologies that enable this, on the one hand, and of the high level of adoption of mobile technology among the population – clients – on the other.

Challenge

This assumes that some financial institutions can already start to think in terms of the 4th window or Mobile Office – real and functional – in relation to the client behind the physical office, telephone and Internet banking. Like any initiative that diversifies its contact points with the client and, above all, adds a social and mass-scale component, this complementary channel allows the bank to free up resources for more valuable processes in its client relations.

Over the past few years, many companies have incorporated mobile services in their communication and information processes with clients, and they have one so using technology that was best adapted to this objective due to its simplicity and availability, such as SMS text messages.

The great success of transmitting banking information via mobile phone messages has meant that companies with a great deal of experience in this area, such as Banco Bilbao Vizcaya Argentaria (BBVA) itself, have decided to move ahead with their multi-channel offering to their clients and integrate mobility in all their added-value business processes, such as the area of operations.

Since the explosion of the Internet, stock market trading has ceased to be something reserved to a select group of users and has become one more activity for many financial institutions clients. In fact, one-fourth of the operations carried out by stock exchange retailers are effected via the Internet (source: BBVA), which means this technology is suitable for extension to a mobile Internet environment. The explosion and adoption of technologies that allow greater possibilities – 2,5G, 3G – has meant that it is already possible to provide Internet stock exchange products and services a mobile terminal with advanced features.

This is the challenge BBVA has set for itself: to expand its BBVA Net online banking service to include a new mobile channel, and thus provide all its clients with the option of stock market trading from any location..

Solution

“The scope of BBVA’s needs involved the development of a group of micro applications for operating in J2ME and .Net (front-end) environments that would allow the client the specific functionalities for the company (including requesting and receiving pricing information, buying and selling shares, operations involving

SECTOR

Financial

SOLUTION

- Development of applications
- Service
- Integration
- Platform

BENEFITS

- Easy access to services
- Frees up organization's resources
- Development of fresh business opportunities



investment funds, etc.) and for implementing an infrastructure (back-end) solution that would regulate and manage the downloads and processes on mobile terminals.

The mobile terminals BBVA is using for this service are the latest generation devices taking care of their current penetration in the Spanish market. Some of BBVA's Smart phones and Pocket PCs are run by Windows Mobile 2003 while other Smart phones are Java-enabled (Nokia 6680, Motorola V3, and others that will be gradually incorporated).

Tecnocom was the Service Integrator, undertaking various technological components: the development of the micro-applications in .Net and J2ME while Tecnocom also integrated the service within the current infrastructures of BBVA Net's corporate services. Latinia was the company responsible for supplying the platform solution charged with managing users' download requests, supplying and authorizing the contents to be downloaded on the terminals and registering and monitoring the different download operations that have been realized.

The value proposition of the infrastructure product supplied to BBVA is in the management of and has access to the mobile channel as a relational tool between the bank and its client base through strict parameters of security, control and personalized service.

Putting these concepts into operation, beyond the simple downloading of the micro-application to the terminal, guarantees optimisation of the bank's relationship with its clients thanks to a better knowledge of its use to the service.

The solution provided by Tecnocom and Latinia (on Microsoft and Java technologies) allows for a high level of control and knowledge of the group of mobiles on which the applications are running, thus improving the support and efforts to restore and manage the clients' micro-applications.

The two technology enterprises, Tecnocom as integrator and Latinia as software and infrastructure supplier, realised the project in record time, establishing a secure, strong and scalable technological solution that provides the user with absolute control over the new mobile channel, very rapidly and with every guarantee of security.

Benefits

- BBNA and BBVA Net position themselves as the leader in online and mobile services in financial environments
- Allows the integration of mobility into every high-end class of business process in the company
- Easier, universal and immediate access to the company's services (mobile office of BBVA Net online banking)
- Allows the bank to free up resources for more valuable processes in its client relations
- More personalised alternatives in the bank's multi-channel relationship with its clients
- Development of new product and service opportunities..