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Alior Bank transforme l'expérience bancaire pour ses clients grâce à une application IBM pour iPad tirant parti de l'analytique

L'une des principales banques polonaises permet à ses conseillers de fournir des recommandations personnalisées grâce à l'application IBM MobileFirst sur iOS et l'analyse prédictive

Paris - 18 sept. 2015: Alior Banque annonce aujourd'hui avoir choisi l'application IBM MobileFirst sur iOS pour apporter une transformation fondamentale à la façon dont les clients en Pologne interagissent avec leur banque. A l'aide d'un iPad, les professionnels des services bancaires pourront fournir une expérience plus dynamique et personnalisée aux clients en tirant avantage de la puissance de l'analyse prédictive, et ce de façon sécurisée, facile, rapide et disponible 24h/24.

Alior Bank Transforms Banking Experience for Customers with IBM MobileFirst for iOS app

Leading Polish bank enables advisors to provide customers personalized, analytics-based recommendations from iPad

WARSAW, Poland, 18 Sep 2015 - Alior Bank today announced it selected an IBM (NYSE: [IBM](#)) [MobileFirst for iOS](#) app to fundamentally transform the way customers in Poland interact with the bank. Using iPad, Alior's banking professionals will provide customers with a dynamic and more personalized banking experience that taps into the power of analytics and is secure, easy, fast and available 24 hours a day.

Alior Bank will be the first bank in Poland to take advantage of IBM MobileFirst for iOS apps, providing its employees with secure, mobile access. (Credit: IBM)

Alior Bank will be the first bank in Poland to take advantage of IBM MobileFirst for iOS apps, providing its employees with secure, mobile access to individual customer data right on iPad so they can provide

personalized recommendations and offers. By empowering employees with access to information and insight when and wherever they interact with customers, Alior Bank continues its commitment to lead the market in innovation.

"Thanks to the unprecedented collaboration between Apple and IBM, we are unlocking new value for our private banking customers by providing them a unique digital banking experience that will foster lasting relationships, and offerings tailored to their individual preferences and financial goals," said **Andrzej Roślaniec, Director of Private Banking, Alior Bank.**

The Bank will deploy the IBM MobileFirst for iOS Trusted Advice app, which allows advisors to access and manage client portfolios from iPad, gaining insight from powerful predictive analytics with a simple, engaging user experience. Significantly, all of these features will be available to the advisor wherever they meet with clients - in the client's kitchen or at the local coffee shop, for example - not just at the bank. Advisors can use the app to address the full gamut of client needs, from testing recommendations against sophisticated modeling tools all the way to complete, secure transactions.

"Apple and IBM are transforming how work gets done across industries including in banking and financial services. In working with clients like Alior Bank, we see the transformative power of equipping professionals with the full expertise of their company to better serve customers," said **Maciej Jakubowski, Associate Partner, IBM.** *"By introducing advanced mobile capabilities to Alior's rapidly growing customer base, we will speed deployment of new, personalized services that will transform the way customers view their banking experience."*

Built exclusively for iPhone and iPad, IBM MobileFirst for iOS apps are delivered in a secure environment, embedded with analytics and linked to core enterprise processes that leverage next-gen iOS technologies. The apps can be customized for any organization and easily deployed, managed and upgraded via cloud services from IBM specifically for iOS devices.

"The project conducted in cooperation with Apple and IBM was initiated by Alior Innovation Lab – the unit of Alior Bank focused on research, rapid development of new initiatives and partnership, all aimed at transforming ideas into products and services and accelerating the innovation efforts of Alior Bank," said **Tomasz Motyl, Chief Innovation Officer, Alior Bank.**

About Alior Bank:

Alior Bank is a universal bank which addresses its services to both individual and business customers. Thanks to innovative offer and high standards of customer service, Alior Bank systematically strengthens its market position. Alior Bank provides its customers with innovative banking products and services previously unavailable on the Polish market. In December 2012, the bank made its IPO at the Warsaw Stock Exchange (WSE) and since March 2014, Alior Bank shares are included in the WIG20 index, which comprises the largest companies listed on the WSE. As at 30 June 2015, the number of customers served by the bank increased to nearly 3 million (+25% YoY). The net profit of the Bank's group earned for the first half of 2015 amounted to PLN 179 million (+18.1% YoY). In recognition of its effective business strategy, outstanding on the European retail banking market, Alior Bank was titled "Best European Retail Bank 2015" by Retail Banker International.

For more information regarding IBM MobileFirst for iOS apps and services please visit www.ibm.com/mobilefirst/us/en/mobilefirst-for-ios.html or www.apple.com/business/mobile-enterprise-apps/.

For more information on Alior Bank, please visit <https://www.aliorbank.pl>.

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