



## Busan Bank

*A more effective, efficient and consultative experience to out-of-branch customers*

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Busan, Korea

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### Solution Components

- IBM® MobileFirst™ Platform Foundation, formerly IBM Worklight®
  - IBM WebSphere® MQ
  - IBM WebSphere MQ Telemetry
  - IBM Lab Services
  - IBM Premier Business Partner NMplus Co., Ltd.
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Headquartered in the city of Busan, South Korea, Busan Bank offers retail banking services through 250 branch offices and a large network of ATMs. It employs more than 3,300 people.

### The Opportunity

When Busan Bank salespeople went into the field, they brought all of the forms and information they thought they'd need. But if a customer asked an unexpected question, the employee had to return to the office to find the answer. Forms, too, had to be brought back to the branch for processing. Not only did this waste time, it left customers with a bad impression.

### What Makes It Smarter

The bank implemented a mobile development platform that makes it fast and simple to create and update security-rich, easy-to-use mobile applications. Today, employees can use their smartphones to access comprehensive information about the bank's services, and the forms they use in the field are electronic and live. As a result, out-of-branch sales are just as rich and consultative as those that take place inside bank branches.

### Real Business Results

Thanks to the new platform, Busan Bank can develop new mobile applications 30 percent faster than it could in the past. Employee productivity has increased by 25 percent, because employees no longer waste time looking for the information or forms they need; everything is right at their fingertips. Finally, with the new platform, the bank can use internal resources to develop new applications, saving it up to USD500,000 per year.



## For More Information

Please contact your IBM representative or IBM Business Partner.  
Visit us at [ibm.com/mobilefirst](http://ibm.com/mobilefirst).

To learn more about Busan Bank, visit [eng.bnkfg.com/01/06.jsp](http://eng.bnkfg.com/01/06.jsp).

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*“Our investments in mobile are helping to create a more rewarding professional work environment for our employees that increases job satisfaction and creates new touchpoints with customers for more valuable, interactive relationships.”*

— Oh Nam Hwan, chief information officer

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