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LONDON, May 4, 2017 — [IDC Financial Insights](#) has released a new IDC MarketScape study to provide end users with guidance on examining existing mobile banking solutions and/or planning for future investment opportunities.

The new study, [IDC MarketScape: European Mobile Banking Software Solutions 2017 Vendor Assessment](#) (IDC #EMEA42420917), is an IDC MarketScape assessment of European mobile banking software solutions in terms of how the major vendors compare with each other, and the most important criteria for financial institutions to consider when making a mobile banking investment decision. The study includes 11 solutions that have presence in Europe, and while it was beyond the scope of the study, some also provide international solutions: Asseco: Digital Edge Mobile; Avaloq: Avaloq Digital Suite Mobile Banking Solution; Comarch: Comarch Smart Finance; Crealogix: CLX.Mobile Banking; Etronika: BANKTRON Mobile Banking; Fiserv: Mobiliti; Misys: FusionBanking Essence Mobile; NFG: iBanking Mobile; SAB: Your Portal Mobile/Your Mobile App; SAP: SAP Omnichannel Banking; Temenos: Temenos UXP/Temenos Channels.

“Mobile is increasingly the key channel for banks to interact with their customers, and the solutions in this study are an excellent starting point for those banks which are looking to take their customer service propositions to the next level,” said Lawrence Freeborn, research manager, European Banking IT Strategies, IDC Financial Insights. “When making a decision around a financial institution's next mobile banking move, matching the aspirations of the financial institution with the road maps and capabilities of the right vendor is crucial to the vendor selection process.”

Based on this research, IDC highlights several key attributes that CIOs must consider when thinking about a new mobile banking solution:

- Should the institution run mobile banking as a standalone platform, or does it require a connection to online banking?
- Does senior management look at mobile banking as a defensive position or strategic expansion?
- What are the features that the customers are asking for? Are the vendors ahead of customer expectations?

- How should SLAs be structured and pricing be established?
- How successful has the vendor been in implementing its solution with banks running the same core platform?
- How is the vendor investing its research dollars with regards to mobile banking?
- How can the customer experience be improved beyond just the mobile banking product?
- Should the institution still be looking at mobile banking as a three-pronged solution with SMS, browser-based, and downloaded application?
- Should tablets have a separate application other than their smaller-screen mobile devices, or should there just be one app that can properly detect the device and provide an optimized experience?

[IDC MarketScape](#) criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of a review board of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions within the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

For additional information about the study or to arrange a one-on-one briefing with an IDC Financial Insights analyst, please contact Kanupriya at kanupriya@idc.com. Studies are available to qualified members of the media. For information on purchasing studies, contact insightseurope@idc.com ; reporters should email kanupriya@idc.com.

About IDC MarketScapes

The [IDC MarketScape](#) vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScapes provide a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

About IDC Financial Insights

IDC Financial Insights assists financial service businesses and IT leaders, as well as the suppliers that serve them, in making more effective technology decisions by providing accurate, timely,

and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research analyzes and advises on business and technology issues facing the banking, insurance, and securities and investments industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company. For more information, please visit www.idc-fi.com, email info@idc-fi.com, or call 508-620-5533. Visit the IDC Financial Insights Community at <http://idc-insights-community.com/financial>.

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