

# No-code platform for extending digital banking

Build new functionalities within hours

- ▶ A timely delivery of a new functionality in your banking app seems difficult?
- ▶ Thinking about huge budget makes you sweat?
- ▶ Recruiting a team of programmers is problematic?

With our no-code platform, Extentum, all these problems disappear



**Extentum**  
by FINANTEQ

## What is Extentum?

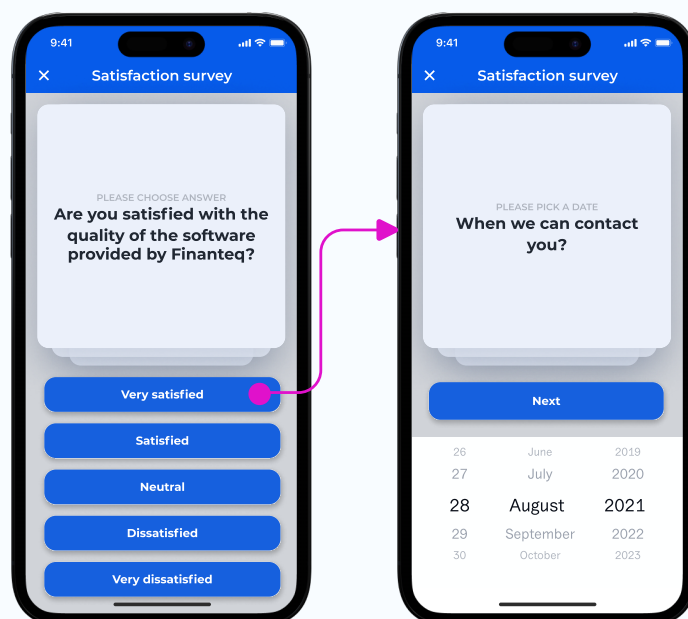


### Explore, Extend, Excel

- ▶ Extentum is a specialized, no-code platform designed for banking that meets all unique industry requirements.
- ▶ The essence of the product is to enable business people (non-programmers) to create scenarios with a logic that allows new functionalities to be easily and quickly implemented into mobile and web applications, without the need to release a new version of the app.
- ▶ The tool simplifies the implementation of commonly used services in banks by means of a configurable business logic. In most cases, it enables IT-independent introduction of new features. All IT processes have been automated or eliminated, including even UX designing.
- ▶ The solution can be integrated with existing digital channels in the bank – its unique purpose is to be seamlessly added to the bank's current applications, whether it is iOS, Android, or web platform.

**Extentum allows the creation of many types of scenarios that can be tailor-made for individual customer, segment or group needs.** These can include, for example:

- ▶ personalized sales offers (e.g. loans, deposits, etc.),
- ▶ exclusive financial advice,
- ▶ surveys,
- ▶ tutorials,
- ▶ and basically everything a customer may expect from a competitive financial institution.



**The platform enriches digital banking functionality with both simple and sophisticated use cases such as:**

- ▶ selling, cross-selling and up-selling using micro-segmentation,
- ▶ A/B testing,
- ▶ onboarding,
- ▶ pre-scoring,
- ▶ market research surveys and crowdsourcing,
- ▶ processing and management of documents and motions,
- ▶ service and support,
- ▶ information and notifications,
- ▶ extending existing functionalities by adding more options,
- ▶ redirecting to external tools (e.g. like [FINANTEQ's Pocket Branch](#)),
- ▶ providing fast-to-market workaround functionalities,
- ▶ many others limited only by human creativity.

## How does it work?

- ▶ Extentum allows adding functionalities instantly, without the need to start the whole machinery of IT processes. A bank employee (e.g. business analyst) becomes a 'programmer' and implements functionalities single-handed. **New features are designed in a back office visual editor and are available on-the-fly with just a couple of clicks.**
- ▶ Extentum, when implemented in an existing **application**, allows adding a new **functionality by configuring the parameters of the scenario in the back office**, i.e. conditions for invoking specific windows, as well as the transition logic between the individual steps. A scenario can be run in different modes (conversational forms, flashcards, full screen). Each scenario starts with a message (known as an 'engager') displayed on any screen of the app, encouraging users to interact:

**Edit Rule** [SAVE] [CANCEL] [DELETE]

**GENERAL**

NAME  
Greeting page

MESSAGE  
Hi %(name), looking for extra holiday cash?

☒ Enabled

**ACTION**

TYPE  
Open URL

VALUE  
https://www.bank.com/loans/summer\_loan [GO TO SCENARIO]

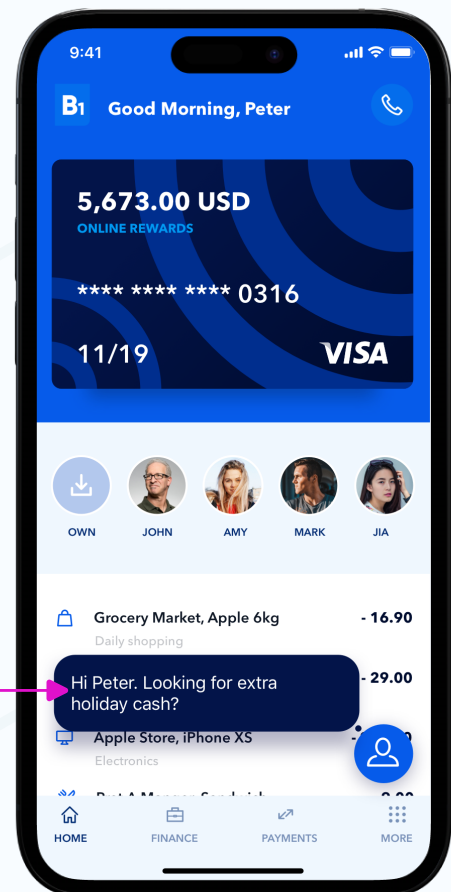
**CONDITIONS**

FROM DATE  
dd.mm.yy

TO DATE  
dd.mm.yy

[ADD RULE]

Extentum view



Bank Application

# Create your scenarios!

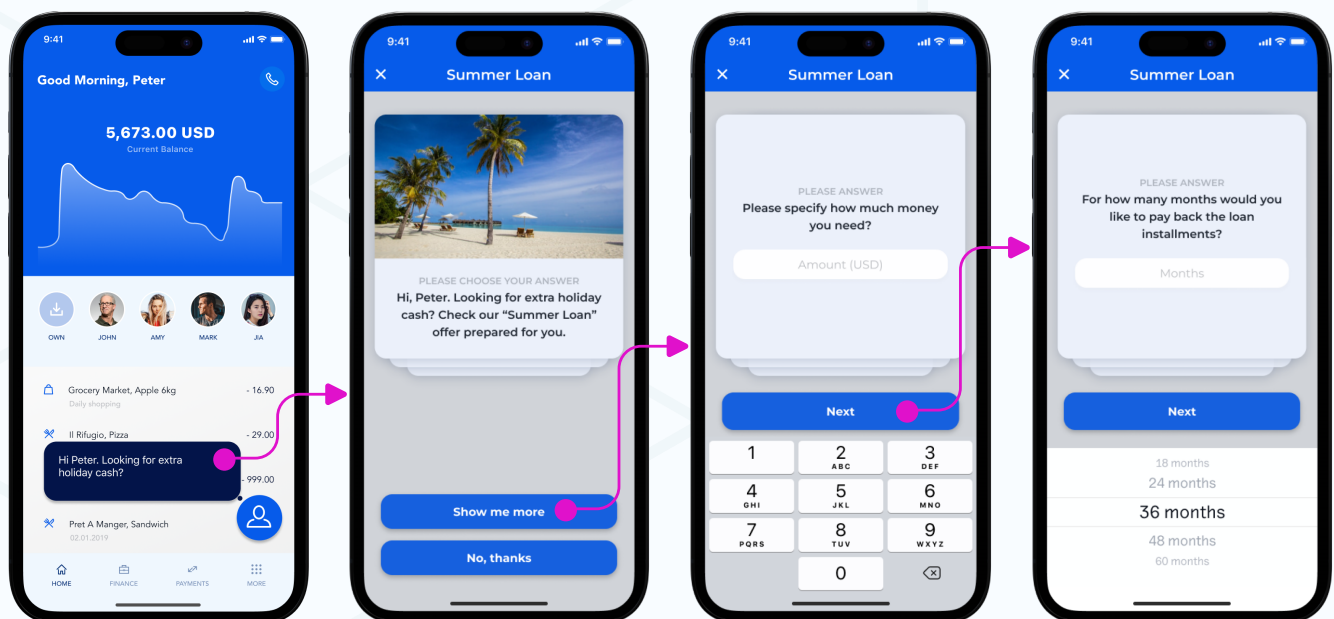
## Extentum enables:

- ▶ Customising the scenarios displayed to a customer/group of customers depending on their needs.
- ▶ Redirecting the customer to the parts of the application, we want the user to visit.
- ▶ Helping customers solve their problems by themselves by providing them with tutorials or redirections between screens, which, at challenging moments, will help them go through the process effortlessly without the need to contact an advisor.

**Extentum can be applied in countless cases and situations. Below are only a few uses of Extentum:**

- ▶ loan offer,
- ▶ applying for a mortgage,
- ▶ blocking a card,
- ▶ selling an insurance,
- ▶ offering a deposit based on data obtained from another bank.

See example use cases [here](#).



## The key Extentum benefits

**Extentum is a modern tool to drive business growth – it saves the bank's time, costs and resources.** The platform amazes with its simplicity, multiple potential applications, as well as the huge savings that it allows you to make on front-end development.

- ▶ Short time to market – from the business decision to the release in any digital channel production environment.
- ▶ Ability to implement new functionalities even within just a few hours, allowing the bank to respond to the activities of competing banks immediately (e.g. a competitive bank introduces a new product, which in the case of normal development might take weeks or even months until it's released to customers).
- ▶ Savings on the front-end development of up to 30% annually (Finanteq's estimation).
- ▶ Digital channels' readiness to implement instant changes in response to customers' changing needs in order to increase customer satisfaction.
- ▶ Encouraging personalization of the banking experience and supporting customer self-service.



# About us

Finanteq is a successful technology company with extensive knowledge of digital banking solutions. Mobile banking development has been the core of our business for more than 15 years. Over that time, we have created many practices and principles, that we use in every project.

We are a trustworthy partner: our developers have run a multitude of mobile banking projects worldwide. We deliver digital solutions for both retail and corporate banks. We can also create a separate app for a specific segment of the bank's customers (e.g. VIP, youth).

## Our clients:



**Create your digital banking  
with us!**



# Build an amazing app with Extentum

Curious to find out more about Extentum?  
[See all use cases.](#)

You can also download the [Product Overview](#) and learn how to quickly build new functionalities in an existing banking app.

To learn more about its full potential, make an appointment for a demo.

**BOOK A DEMO →**



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