



Prípadová štúdia z Tatra banky: Rozpoznávanie tváre

*e*FOCUS



Tatra banka, a.s. – 25 years of experience



- **Established in 1990** as the first private bank in Slovakia.
- Member of the RBI Group
- One of its most successful subsidiaries in CEE
- Modern universal bank offering complex banking services
- and solutions for corporate and individual clients.
- Third largest bank in Slovakia according to total assets.
- The aim of the bank is to achieve continuous growth of financial indicators and increased production rate combined with rationalization and strict control of operational costs.



RHODOS
CENA ZA IMAGE



TREND:

- Bank of the Year 1998, 1999, 2000, 2001, 2002 (1. place)
- Bank of the Year 2003 (3. place)
- Bank of the Year 2004 (2. place)
- Bank of the Year 2005, 2007, 2008 (1. place)
- Bank of the Year 2011 (3. place)

Tatra banka keeps strong position on bank market:

- | | |
|------------------------------------|------------------|
| • POS terminals | the 1st position |
| • loans to enterprises | the 1st position |
| • funds assets (TAM) | the 1st position |
| • client assets in private banking | the 1st position |
| • factoring turnover | the 1st position |
| • suppl.pension assets (DDS) | the 2nd position |
| • number of branches | the 3rd position |
| • number of employees | the 3rd position |
| • loans to customers | the 3rd position |
| • deposits from customers | the 3rd position |
| • ATM network | the 3rd position |
| • payment cards | the 3rd position |
| • number of clients | the 5th position |

Source: Trend, June 2012, October 2012



Tatra Banka - Innovation leader



PRE GLASS



- Internet banking **application Tatra banka for iPhone, Android**, pre-approved loan withdrawal function, bar code scanner, etc.
- **Spending report** – Internet banking feature for managing expenses
- Card & Reader , Reader application
- Art Consulting application
- **Contactless payment cards, Mobile Pay**
- **Instantly issued Card**
- **Gift Card** – prepaid Gift Card
- New Internet banking
- **117 ATMs for blind and partially sighted**
- Digitalised signature, Document scanner
- **Socially Responsible Fund, Smart fond**
- **Mobile office** for corporate clients
- Virtual mortgage consultant (video consultation)
- Voice biometry
- Application for Google glas
- Výber z bankomatu cez mobil
- Online Client Opening (Face Biometry)





Prečo práve u nás?



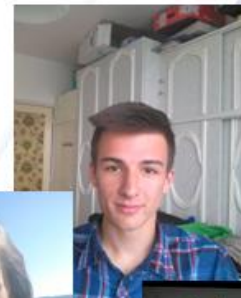
- Zvýšenie počtu klientov.
- Zjednodušenie prístupu ku bankovému kontu.
- Obídenie obmedzenia klientov.



Prvý nástrel procesu



- Zozbieranie používateľských dát
- Verifikovanie podkladov
- Dáta od kuriera
- Overenie dát a fotiek



Plány..



- Virtual mortgage consultant
- Online financial consultant

