

# How Does a Financial Services Firm Give Mobile Customers a **Seamless Experience** They Can Bank On?

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## Soon to join the **top 3 retail banks** in Vietnam through digital banking

Vietnam Prosperity Joint-Stock Commercial Bank (VPBank) was among the earliest commercial banks in Vietnam. Today, the company has ambitious plans to increase market share by capitalizing on the always-on digital economy. Its key growth strategy focuses on digital banking for small to midsize retail customers. IT managers sought a stable digital platform with a history of superior performance to help business leaders deliver innovative products across multiple channels. And they wanted support from a reliable set of installation and application services as they kicked off the new solution.



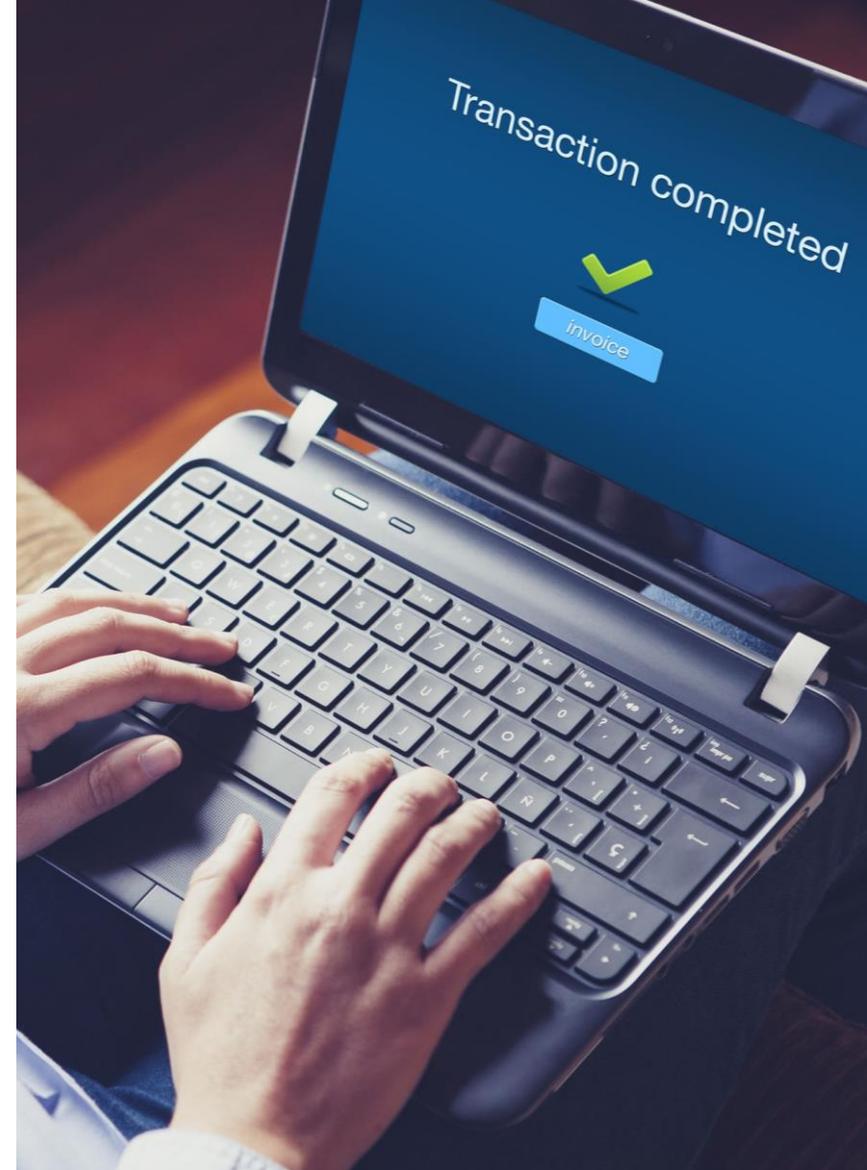
# Close to a million VPBank customers enjoy **digital banking and a smooth user experience** with SAP® Omnichannel Banking.

The SAP Omnichannel Banking solution and an array of services from SAP experts helped VPBank:

- Put together the right infrastructure for a well-tuned and scalable banking solution
- Deploy the new system smoothly and encourage rapid adoption to maintain business continuity
- Transparently manage transaction details, account balances, payments, workflow notifications, and alerts
- Empower customers to perform banking transactions smoothly across all their devices
- Deliver a consistent user experience that lets customers monitor financial activities with new-found ease
- Build lasting relationships by keeping customer satisfaction levels high
- Focus on customer-centric strategic tasks rather than day-to-day IT administration

“With SAP application management services and the premium engagements portfolio, VPBank could **take advantage of the extensive know-how of SAP experts** in all the IT and business areas relevant to our new SAP Omnichannel Banking solution.”

Nguyen Hien Trung, Director of IT, Vietnam Prosperity Joint-Stock Commercial Bank



Vietnam Prosperity Joint-Stock  
Commercial Bank (VPBank)  
Hanoi, Vietnam

Industry  
Banking

Employees  
24,000

Revenue  
US\$1 billion

#### Featured Solutions and Services

SAP Omnichannel Banking, premium engagements portfolio, and SAP application management services



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