



COMARCH

**MIGRATING NEWLY ACQUIRED
CUSTOMERS AND DATA TO
A SINGLE **BNP PARIBAS** SYSTEM**

CASE STUDY



BGZ BNP PARIBAS





PROJECT OBJECTIVES

In 2014, aiming at the increase of business volume in Poland through acquisitions, BNP Paribas placed their bets on the BGŻ bank. At that time BGŻ was already a well-known brand quoted on the stock exchange with nearly 100 thousand corporate clients and a strong retail arm. The buy decision was made.

Shortly after that, owing to a successful track record of similar past operations performed within the French banking group, Comarch was approached to transfer BGŻ customers to a system of the bank's new owner. The system was Comarch Corporate Banking.

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First, we were after a well-proven vendor within the BNP Paribas group, and second, we wanted one that would be fine with adapting to our expectations instead of imposing a rigid tool to determine all our banking procedures.

Oktawiusz Kacza
Managing Director, BGŻ BNP Paribas

PROJECT CHALLENGES

Although every migration is different, they all serve one purpose: the effect has to guarantee business continuity whereas the bank, as much as its customers themselves, should experience a positive change in no time.

The pressure on BNP and Comarch was sky-high as even a minor glitch could mean restricted access to accounts through front-end channels, operational errors, compensation claims, and consequently, customer churn followed by economic loss. Besides, the whole procedure was to be completed in 90 days.

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It takes some expertise to run customer migration from one banking front-end system to another. This is close to stirring up a hornet's nest – in a literal sense. It happens regularly with this kind of endeavor that circumstances change on the spot while requirements are unknown until the last moment. You simply need the right, like-minded people to handle that, which is why we have been working hard for months along with BNP employees to prepare for the migration.

Szymon Kopciuch
Project Manager, Comarch

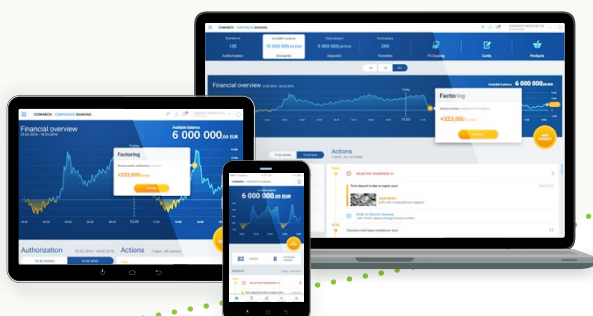
Limited time and considerable weight of responsibility were not the only challenges though, as BNP and BGŻ used systems with different feature sets. Some features present in the bank being acquired – and popular among its customers – were not there in the system of the acquiring bank. For this reason Comarch was requested to add these features into the unified system for the convenience of both BGŻ customers who would stick to their most preferred way of performing banking operations, and BNP ones gaining more options to manage their accounts. The features were Vasco tokens, Elixir Express instant payments or integration with Vision card system.

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Together with our partners we managed to work out the best way to move the most vital features from the old system to ours so that we would reach synergies and respect the tight, 3-month deadline at the same time.

Oktawiusz Kacza
Managing Director, BGŻ BNP Paribas

160 thousand
corporate clients



100 thousand
corporate clients

growth
in **90 days**

PROJECT RESULTS / BENEFITS

The project was carried out according to the agile method, i.e. incrementally; each of its stages was analyzed, discussed, documented and produced separately. Every stage then concluded with a demo, allowing the client to immediately see work results and easily introduce changes to what has been created.

This approach was highly appreciated by the bank's management, as it not only gave them a good insight into the work progress but also presented a certain number of challenges when it comes to strict project schedule and unexpected workload.

The ultimate result for BNP was boosting the number of corporate customers (to 160 thousand) under one unified and more user-friendly front-end platform: all the customers gained access to mobile applications and new features such as express transfers.

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We made one bank out of two – no small task by any measure. In fact, it was the biggest and most complex migration in the history of BNP group in Poland. Consequently, we gained a stable, central system, on-site and remote assistance in case of unforeseen issues, plus mutual trust as a good basis for future ventures.

Oktawiusz Kacza
Managing Director, BGŻ BNP Paribas

As a result of standardizing its offer and service processes, BGŻ BNP Paribas also logged a 10% increase in profit in the SME segment. This in turn helped improve BNP's cost/income ratio, which fell from 84% in 2015 to 71% in 2016.

10% increase

in profit in the **SME segment**





DOSSIER

Company

BGŻ BNP Paribas, the sixth bank in Poland by loan portfolio and asset size, one of the largest credit card issuers in Poland

Industry

Banking

Project objective

Unify several legacy front-end solutions of two merging banks (BGŻ, BNP Paribas) into one comprehensive system

Implemented solution

Comarch Corporate Banking (customized)

Solution supplier

Comarch

Project duration

Q1 2016 – Q4 2016

Comarch Corporate Banking

Comarch Corporate Banking is offered to banks providing services to large and medium-sized companies. It is a transactional banking system, a financial management tool, and a solution to facilitate handling of bulk payments. First, it helps financial institutions manage a wide range of banking products and services directed to companies from one, central place. Second, it processes large volumes of data in the background and integrates with a number of ERP systems, which allow it to handle corporate transactions exceptionally fast. And third, it supports corporates in managing accounts of different types, buying currencies or consolidating balances across the world.

BGŻ BNP Paribas

Bank BGŻ BNP Paribas is a universal bank listed on the Warsaw Stock Exchange. It offers savings and investments products as well as a wide range of loans (including mortgage and consumer) to individual clients. It is one of the largest credit card issuers in Poland. It provides businesses (micro, SMEs and corporates) with solutions to fund their operations on the Polish and international markets. The bank also caters to food and agro sector companies, specializing in financing agribusiness, food economy and regional infrastructure. BGŻ BNP Paribas has a comprehensive offering for its private banking segment clients to protect, optimize and grow their wealth. The bank's clients have at their disposal an array of investment advisory services.

COMARCH

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ABOUT COMARCH

Founded in 1993 in Kraków, Poland, Comarch prides itself on being one of the leading software houses in Europe with over 5000 employees worldwide and more than 3000 successful projects carried out for the largest international brands.

With 20 years' experience in the industry, Comarch Financial Services, a business sector within the Comarch Capital Group, specializes in developing sophisticated software and IT systems for major financial institutions in banking, insurance and capital markets.

Our expertise has gained worldwide recognition and a significant portfolio of clients among insurers, banks, mutual and pension funds, brokerage houses and asset management companies in more than 30 countries. Our client list includes UniCredit, Société Générale, BNP Paribas, Ergo, Oney, Allianz, and more.

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