

Danske Bank

– Launch of the first mobile bank app in

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12-05-2011

IT in Danske Bank

10 million transactions every day
 DKK 160 billions in FX trading per day
 3.2 billion payment transactions per year
 15 million logons to our private eBank every month

Leading digital functionality for our private and corporate customers
 First with digital signing
 First with mobile banking
 Best intranet
 Best Cash Management

Unique common banking platform based on Service Oriented Architecture

Development capacity
 2200 developers
 IT Budget DKK 4.1 billion

The mobile bank for smartphones

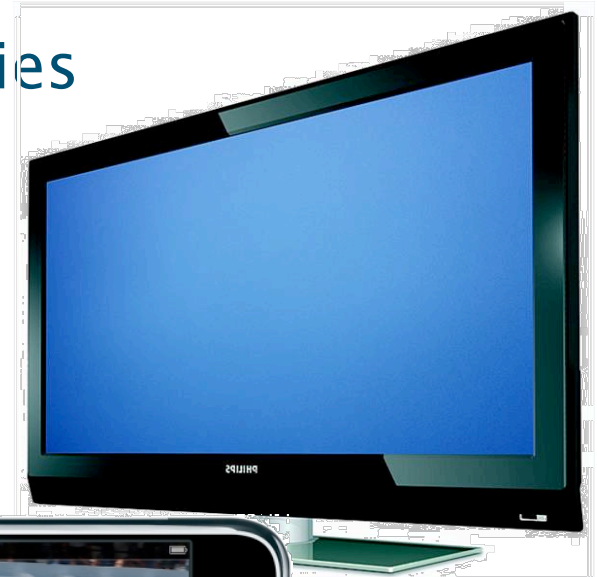
iPhone-version available in App Store.
Android-version available in Android Market

The timing was right



Key drivers of successful technologies

- **Communication capabilities**
- **Entertainment**
- **Fashion and Trends** (segment specific)
- **Convenience**
- **Non-drivers:**
 - Personal productivity
 - Transactions
 - Access to information



Nordic consumers are ready for mobile banking

51 % would like to check their balances

40 % would like to transfer money to other accounts

32 % would like to pay their bills

31 % would like to see the latest transactions

24 % would like to enrol bills to payment services

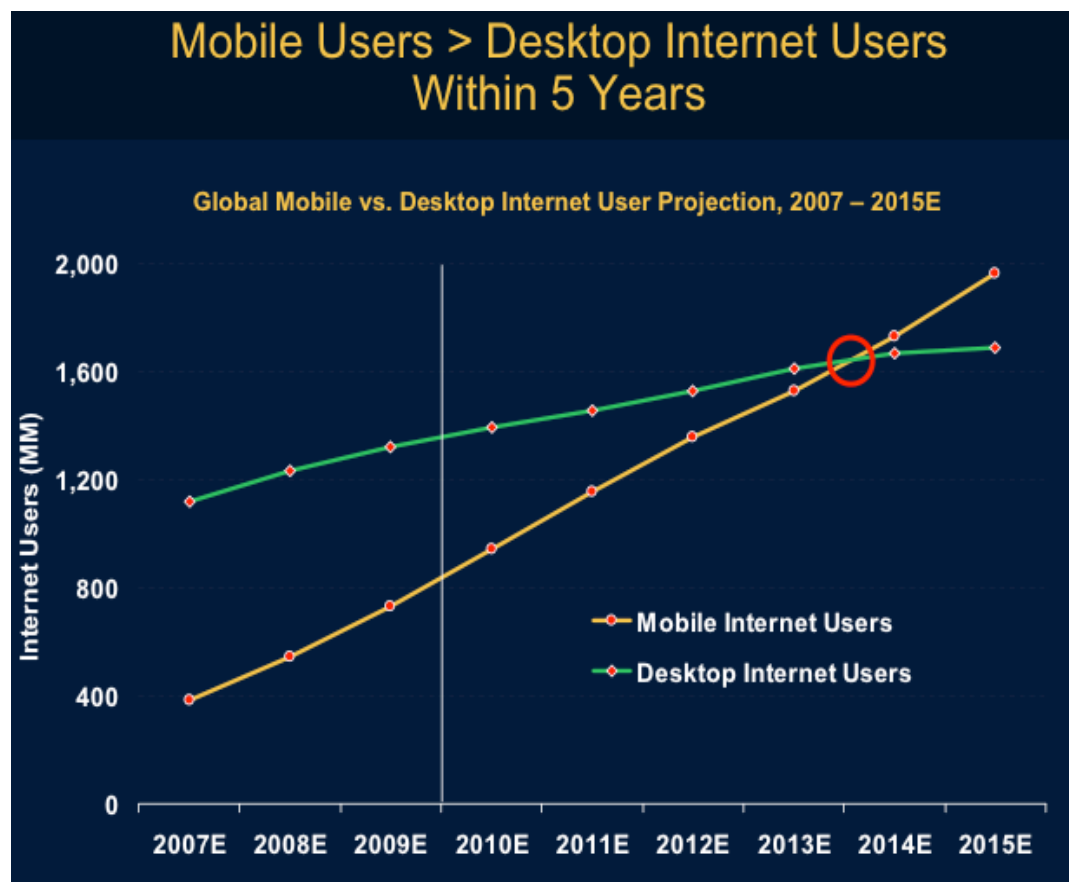
12 % would like to communicate via SMS, chat or video



Source: YouGov Zaper, for Danske Bank, Juli 2010

Use of smartphones are growing rapidly

- Mobile browsing and use of app's has exploded and is expected to exceed laptop browsing in 2014 (Source: Morgan Stanley, April 2010)
- In DK approximately 750.000 (of total 5M) people have an iPhone or Google-Android phone. iPhone and Android are driving development (Jon Lund, June 2010)
- About 250.000 of those will be customers in Danske Bank DK.



Mobile Banking lifecycle is very different from normal Danske Bank product lifecycle model.

Nov. 2009
POC
resulted in
decision
for full
blown
solution in
Mar 2010

Sept. 2010
Launch of
iPhone App
on press
conference

Oct. 2010
Launch of
Android
App

Dec. 2010
Launch of
camera
function –
a unique
bill
payment
feature

Feb. 2011
launch of
Sweden
and
“Idébank” –
crowd
sourcing
innovation

15.04.2011
Follow up on
“Idébank” –

- Easy access
- Enroll for PBS
- Save payee

18.05.2011
Next big
release –
what’s
next ?



The initial project life-cycle.

- Long prototype phase:
 - Developing the design of the apps.
 - Experimenting with different functionalities.
 - App. 50 internal pilot users during development phase
- Iterative development using scrum:
 - Small dedicated team
 - 14 days iterations. (specification, design, development and test within each iteration).
 - Iterative acceptance test.



Who is involved?

Danske Bank
danskebank.dk/smartphone

- Business needs.
- Banking capabilities.
- Application Development

software pilots
TRIFORK.
www.trifork.com

- Experts in agile software development.
- App development

Designit®
Strategic
Design
Consultancy
www.designit.com

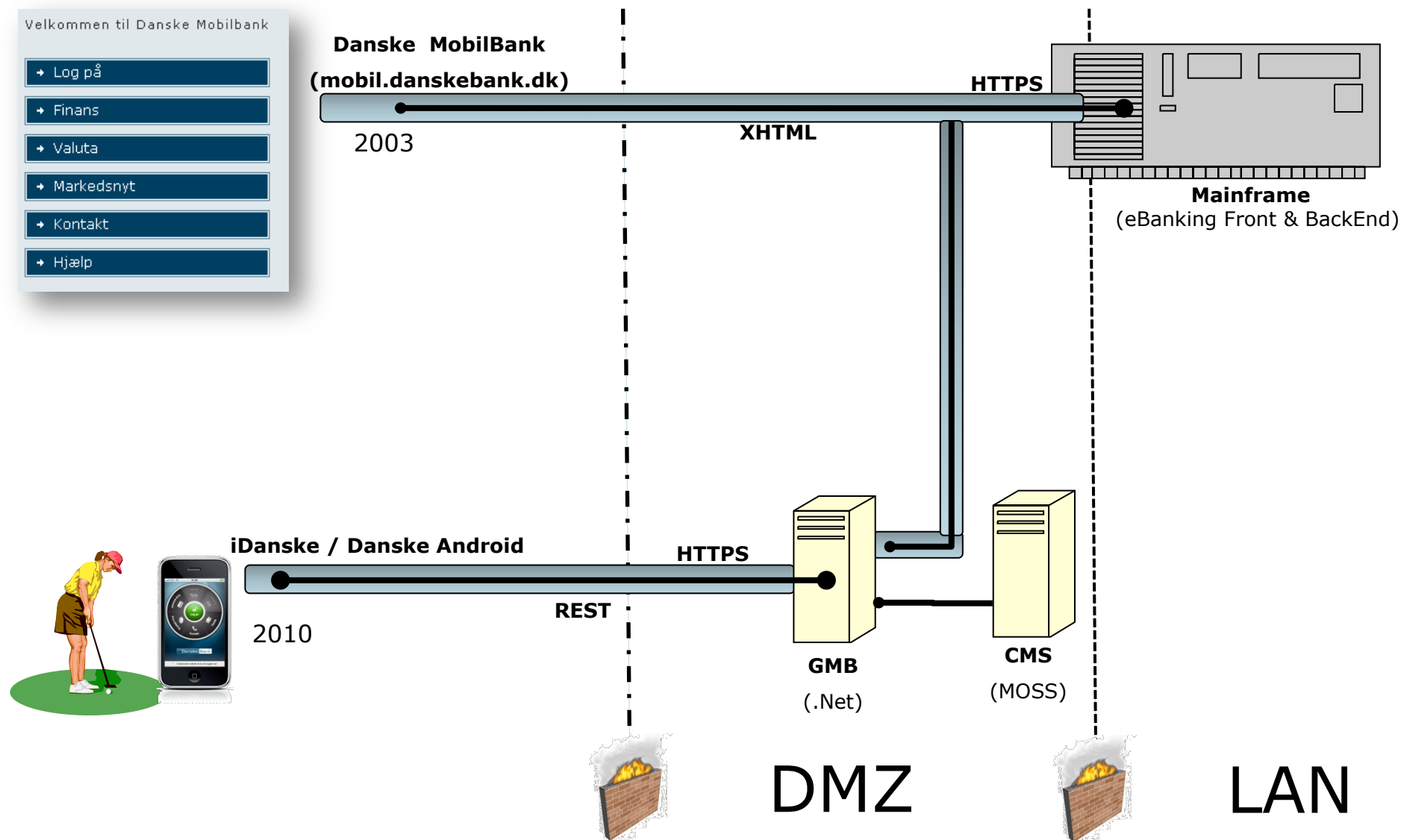
- User experience experts.
- Concept and app design.

Technical setup – how did we do it?

- Existing back-end systems provides the business capabilities and logic needed.
- Middleware added to build data model needed for functionality on smartphone.
- Minimal data model used for communication with



Danske Bank Mobile Banking Architecture – current



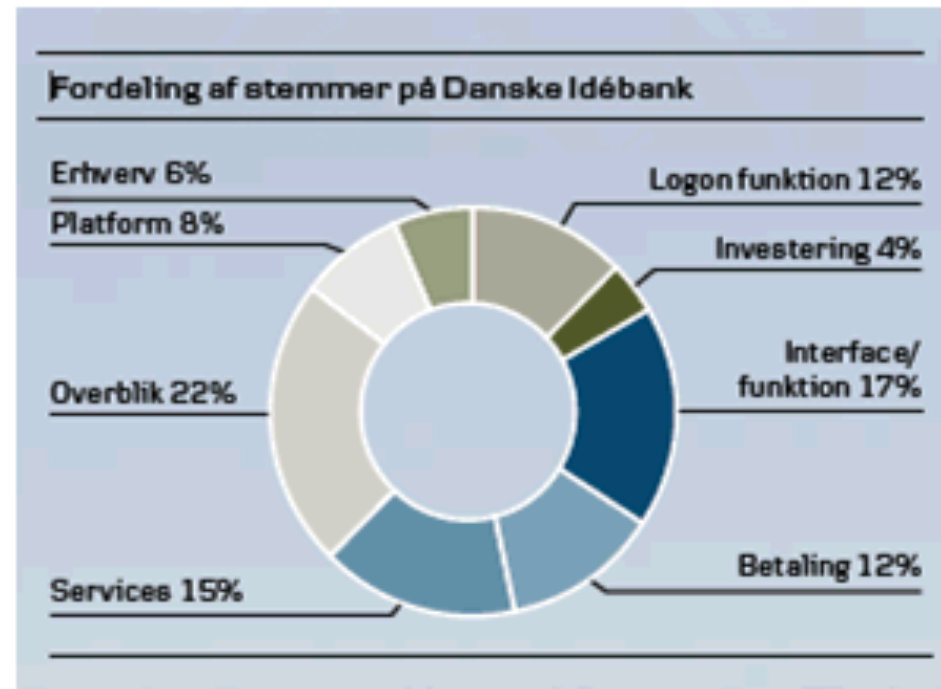
From idea to working product

- Keep it simple
- Involve customers
- Reuse existing capabilities
- Collaboration with suppliers with the needed competences
- Working prototype apps
- Short feedback cycles



Idea bank was launched on facebook with great success

- 263 ideas
- 3100 votes
- 3000 new fans



[http://
www.youtube.co](http://www.youtube.co)

Pay bills with the camera in your smartphone



Smart phone application being highly successful

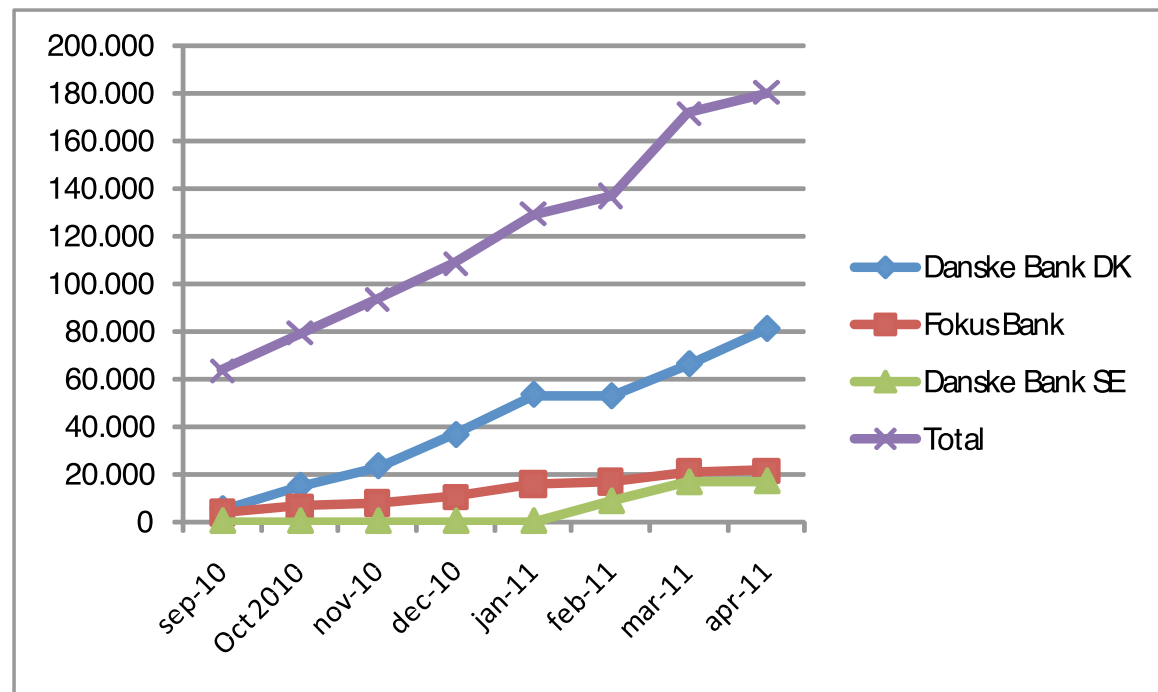
Some headlines

- 230.000 downloads
- 140.000 payments per month
- Many new customers
- Nice media coverage
- Continued leading functionality
- More people in 2 year will browse the internet using a mobile phone than a PC
- The mobile phone has unique characteristics that will make it a full channel



Number of transactions are growing every month

While not
near the
activity in
the web-
banks,
adoption
is still



What's been good

- 90 percent of all reviews

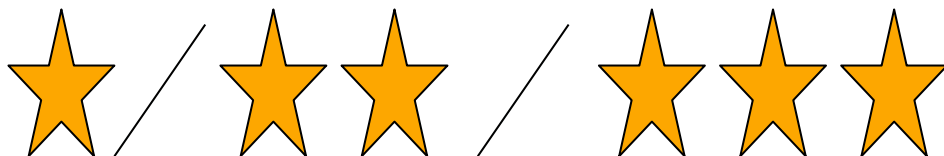
- Native
- “Look and feel”
- Performance & responsiveness
- The services
- Simple, relevant & convenient



What can be improved

– 10 percent of all reviews

- iPad optimization
- Include business accounts
- Graphical spending report & budgeting
- Easy access to account (no NemID)
- Improved payment functionalities
- Custody and stock trading
- Performance on specific Android devices



Key take a ways

Innovative use of existing solutions and technologies

Convenience and simplicity is key

Continuously test during app development

Choice among multiple mobile platforms

Choice among multiple smartphone devices

Listen to your customers – they may have many of the

A strategic decision when and what to launch

Small and agile team

Mobile is not the answer to everything... in a MCB

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