

# Idea::Bank - A digital bank built from ground up

Delivering game-changing speed, accuracy, and ease of use across operations, Idea::Bank was progressively rebuilt from scratch with FintechOS technology. Internal processes automated; external interfaces empowered. It's simple, implementation-ready, and also bespoke, says Idea::Bank – and the change has given an immediate boost to the bottom line.



## Key achievements

- ✓ Implementation of a 100% digital solution in just 5 months
- ✓ Time-to-money for new loans reduced by 40%
- ✓ Credit portfolio trebled
- ✓ Lending productivity and efficiency increased by 50%
- ✓ Product rollout time reduced to one-tenth of what it was before

## The Client

Idea::Bank is Romania's fastest-growing digital bank. With assets more than doubling year-on-year since 2014 – to reach \$570 million last year – Idea's mission is to become the go-to retail and SME digital bank in the market. Part of Poland's Getin group, with 6,000

employees worldwide and 33 branches in Romania, Idea is being showered with awards for banking innovation, including Best Brand from Business Arena in 2020 and Best Banking Product from Finmedia in 2019.

# The Ambition

Idea::Bank needed change from the ground up.

Having bought the former Romanian International Bank, including its branch network and legacy systems, the challenge was to transform this traditional brick-and-mortar business, which still operated using manual processes, into a digital financial services organization as quickly as possible.

Idea::Bank turned to FintechOS because it wanted to implement a digital solution for several business lines

in quick succession, starting with retail accounts and loans, before moving on to mortgages, e-commerce, and SME services. It needed technology that was flexible enough to eliminate paper-based processes, speed up credit risk analysis and security checks, and deliver a seamless digital customer experience both in branch and online.

All this needed to be deployed in record time, within a tight development budget – and building on legacy systems.



“FintechOS has become our strategic partner. After multiple projects which helped us to reduce the time-to-money by 40 percent for our customers and roll out new products almost 10 times faster, we now provide a simple, bespoke, error-free digital customer experience. This is next-level customer engagement.”

**Simina Baiasu**  
**Executive Vice President Idea::Bank**



“Our partnership with Idea::Bank is based on common values: they are a digital disrupter, and so are we,” says Teo Blidarus, CEO of FintechOS. “We are helping Idea rapidly change the banking landscape, which is exactly what we set out to do with our implementation-ready configurable technology.”

**Teo Blidarus**  
**CEO of FintechOS**



## Accelerating digital solutions

FintechOS “digital-on-top” architecture enabled Idea::Bank to deliver game-changing digital solutions at lightning speed while retaining core legacy systems.

The solution brought together data from siloed internal systems and external feeds into its Evolutive Data Core, an API-driven aggregation layer, giving the bank access to accurate information on customers and the services they use.

FintechOS’s pre-built Automation Blocks enabled the bank to take a modular approach to restructuring background processes and customer journeys – for several business lines, across online and in-branch channels.

The result: processes that once took days can now be achieved in minutes. New customer onboarding and loan applications – including KYC checks supported by OCR and face recognition, digital document generation, and electronic signatures – are now automated and can be handled remotely without the need for branch visits. New products are now launched 10 times faster than before.

Idea::Bank liked the technology, the speed at which it can be implemented, and its ease of use so much that it was quickly rolled out right across the business.

Retail loan origination was first in the queue for transformation, followed by the more complex SME loan origination (mortgage loan origination was later added to the list of in-branch upgrades). With automation, approval time for new loans was reduced by 40 percent and the bank’s credit portfolio has trebled.



### 50 percent increase

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Customer relationship and lead management workflows were also automated, as was the financial collection process. Speed and simplicity were achieved by integrating all data and outstanding tasks in unified dashboards, leading to a 50 percent increase in employee productivity gains.

The move to online creation of deposit accounts and end-to-end loan origination came next, the whole process made accessible via any device, using OCR to enable digital document capture and video face recognition in place of physical presence.

## Next Steps

Idea::Bank, with FintechOS as its technology partner, continues to roll out digital innovation across its growing business

In its latest move, Idea has partnered with online retailer eMag to offer point-of-sale loans. Thanks to FintechOS technology, customers wishing to apply for a loan at checkout, rather than paying for their purchase in full straight away, now benefit from near-instant approval and the kind of seamless digital experience that customers have come to expect from ecommerce.



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FintechOS powers financial institutions managing and administering over a EUR 100 Billion in assets and we are constantly ranked among the most important financial technology players. We are trusted by Tier 1 Banks and top Insurance companies worldwide for our rapid go to market solutions based on innovative customer centric products.

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