

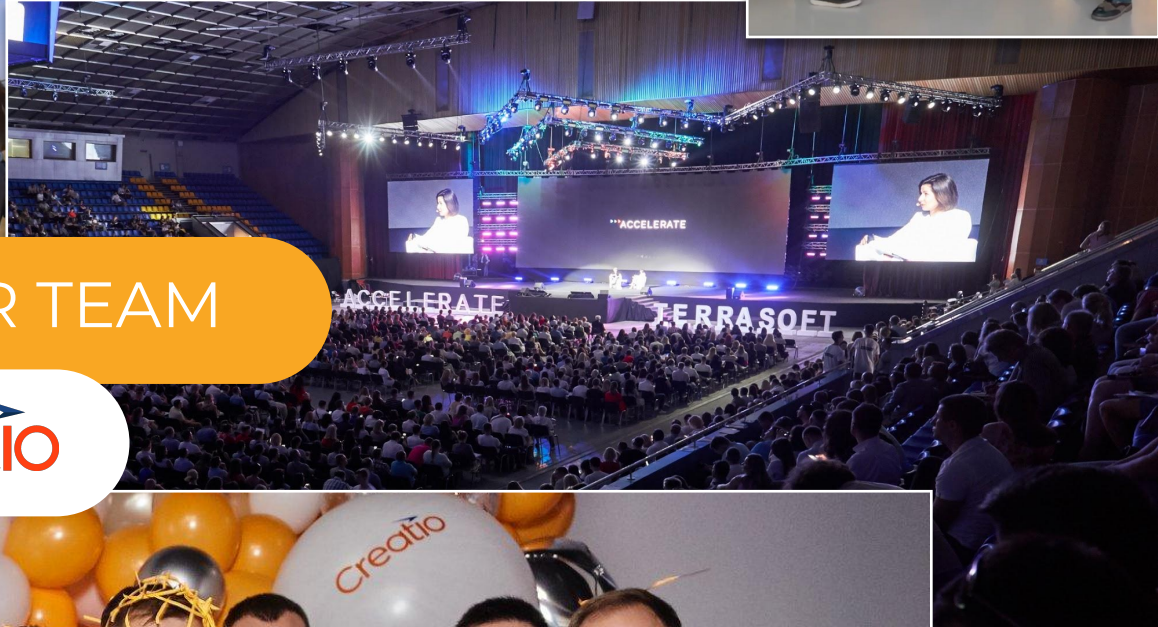
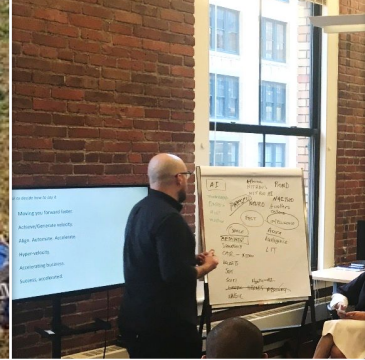
banza  
make IT easy

Creatio  
Integrator

# Drive your digital transformation

CRM & BPM, Web- & Mobile Apps  
for your business acceleration

banzait.com



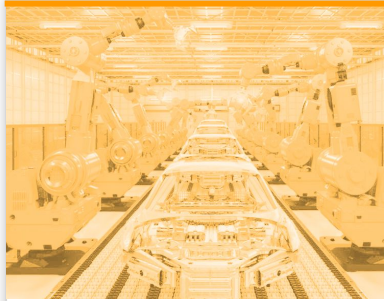
# MEET OUR TEAM



# We drive industries' digital transformation



**Financial Services**



**Manufacturing**



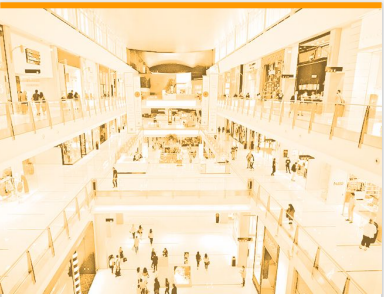
**Professional Services**



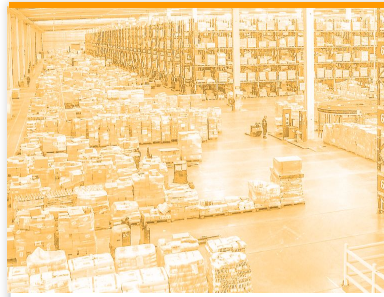
**Telecommunications**



**Pharma**



**Retail**



**Wholesale & Distribution**



**Transportation & Logistics**



**Agriculture**

We help to innovate business verticals easily through unique synergy of **Creatio** low-code platform with process & customers management, our expertise, ready-to-use & individual solutions. We are TOP-partners with TOP-solutions for Processes Automation 2018-2022.

make IT easy

# Our Customers Across Multiple Verticals

### FINANCIAL SERVICES



Logos for various financial services including BGZ BNP PARIBAS, FUJB, UA pay, Kredobank, HAMKORBANK, HALYK BANK, otpbank, Cash point, AccessBank, BANK ESKHATA, bankz, KMF, PAŞA Bank, yelobank, MILOAN, and Agrobank.

### RETAIL & E-COMMERCE



Logos for retail and e-commerce companies including INTERTOP, Bonduelle, ELDORADO UA, TAVRIA V, BABA, MEGA, ASTANA MOTORS, and MeraMarket.

### REAL ESTATE



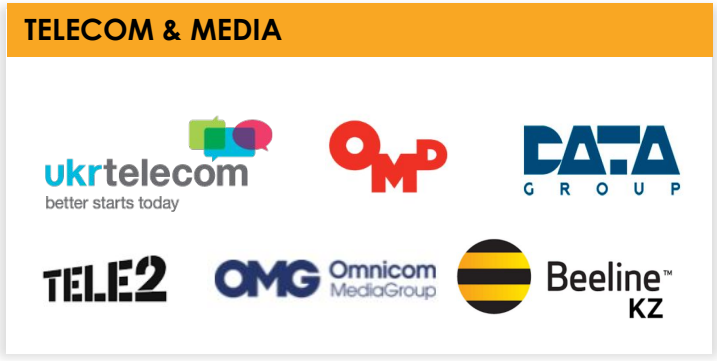
Logo for KAN real estate.

### PHARMA



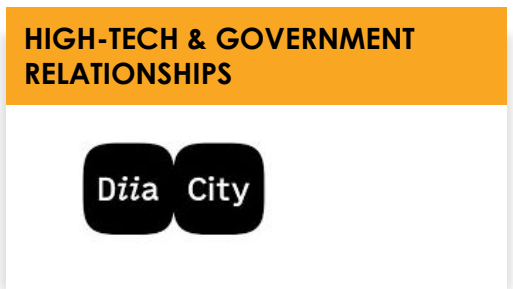
Logo for Diia MEDICHA LABORATORIA.

### TELECOM & MEDIA



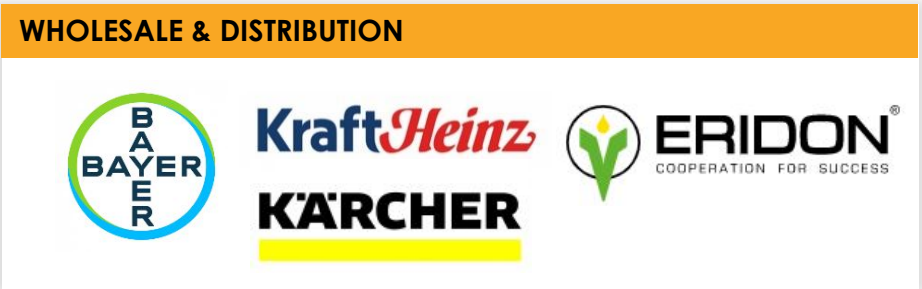
Logos for telecom and media companies including ukrtelecom, OMP, CATAGROUP, TELE2, OMG Omnicom MediaGroup, and Beeline KZ.

### HIGH-TECH & GOVERNMENT RELATIONSHIPS



Logos for high-tech and government relationships including Diia City.

### WHOLESALE & DISTRIBUTION



Logos for wholesale and distribution companies including BAYER, Kraft Heinz, KARCHER, and ERIDON.



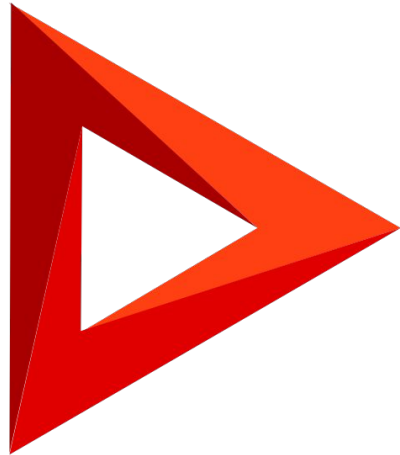
WELCOME TO THE WORLD WHERE **EVERYONE** CAN

**AUTOMATE BUSINESS IDEAS IN MINUTES**

ACCELERATE 

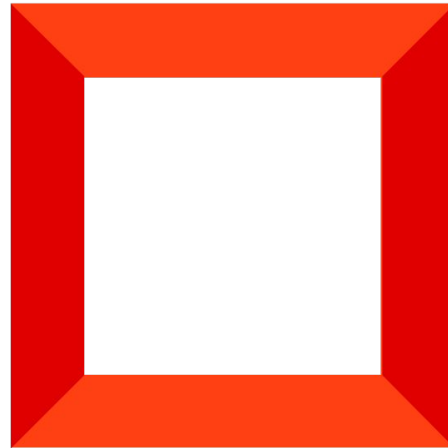
## LOW-CODE PLATFORM FOR PROCESS MANAGEMENT AND CRM

is a new way of looking at how technology can become a competitive advantage



**BPM ENGINE**

+



**LOW-CODE PLATFORM**

+



**UNIFIED CRM**

**CREATE A LOW-CODE COMPANY**

Gartner Magic Quadrant for CRM Lead Management, 2020



Gartner Magic Quadrant for Sales Force Automation, 2021



Gartner Magic Quadrant for the CRM Customer Engagement Center, 2020



Gartner Magic Quadrant for Enterprise Low-Code Application Platforms, 2019



Gartner Magic Quadrant for Intelligent Business Process Management Suites, 2019

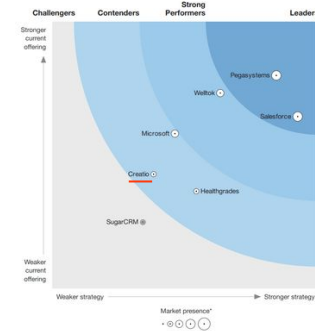


# HIGHLY RECOGNIZED BY KEY INDUSTRY ANALYSTS AND USERS

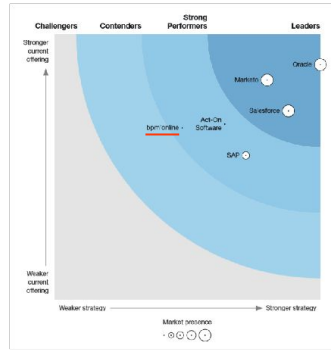
Strong Performer in The Forrester Wave™: CRM Suites, Q4 2018



Contender in The Forrester Wave™: Healthcare CRM Providers, Q1 2020



Strong Performer in The Forrester Wave™: B2B Marketing Automation Platforms, Q4 2018



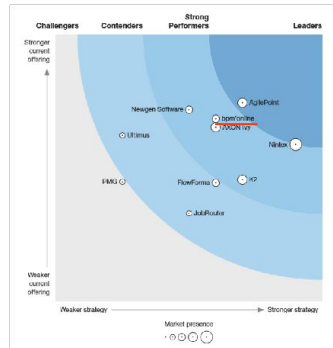
Strong Performer in The Forrester Wave™: Customer Service Solutions, Q2 2019



Strong Performer in The Forrester Wave™: Cloud-Based Dynamic Case Management, Q1 2018



Strong Performer in The Forrester Wave™: Digital Process Automation For Wide Deployments, Q1 2019



## AWARDS



## USER REVIEWS



SALES<sup>Creatio</sup>  
4.8/5.0  
for Sales Force Automation

STUDIO<sup>Creatio</sup>  
4.9/5.0  
for Intelligent BPM Suites

4.8/5.0  
for Enterprise LowCode App Platforms

MARKETING<sup>Creatio</sup>  
4.8/5.0  
for CRM Lead Management

SERVICE<sup>Creatio</sup>  
4.9/5.0  
for CRM Customer Engagement



4.8/5.0 for CRM Solutions



4.6/5.0 as a Software Provider



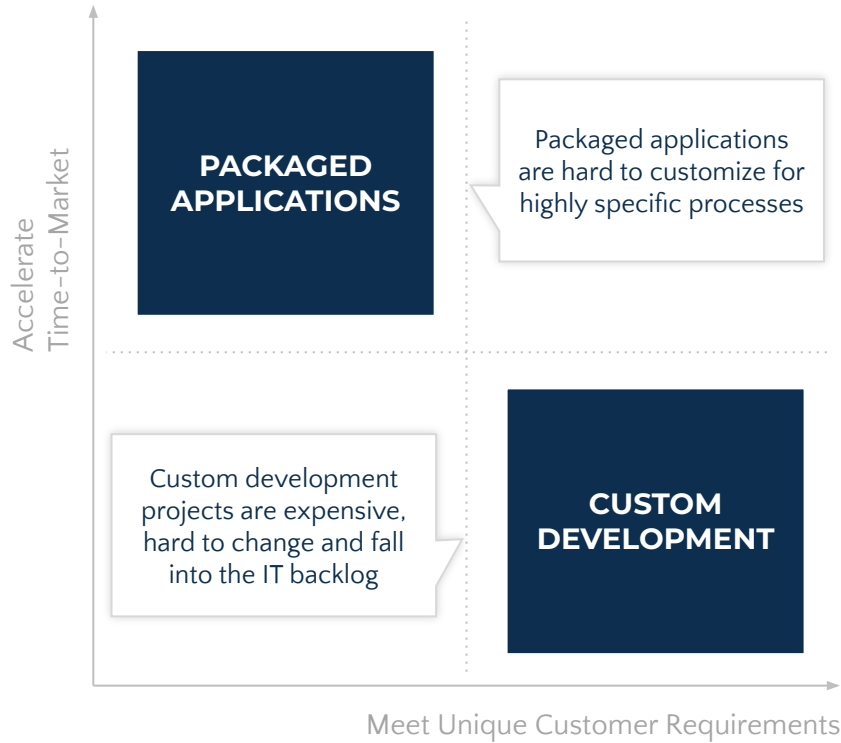
9.3/10.0 on Studio Creatio



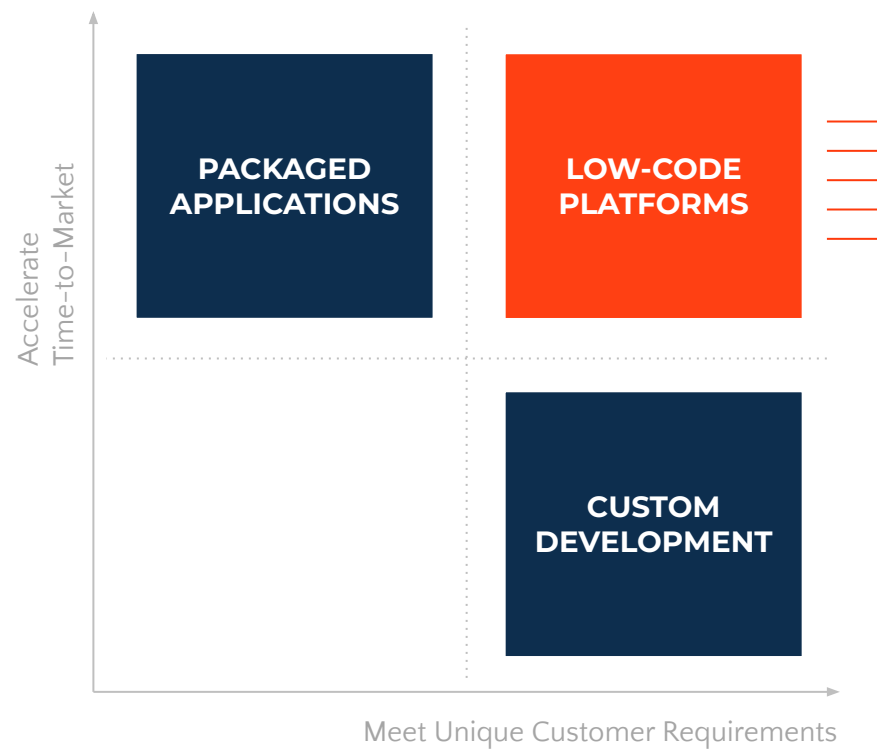
# THE WAY FORWARD: **LOW-CODE** DEVELOPMENT

## KEY ADVANTAGES OF **LOW-CODE**

### Traditional Development Solutions



### Low-Code Development



**EVERYONE  
A DEVELOPER**

**CHANGE  
FASTER**

**REDUCE  
SILOS**



# LOW-CODE IS TAKING OVER THE ENTERPRISE



By 2024, low-code application development will be responsible for more than 65% of application development activity

**Gartner**<sup>®</sup>

# CREATIO ARCHITECTURE

- Cloud and on-premise
- 3-tier architecture
- Microservice architecture
- Open and easily-extensible API

## TECHNOLOGIES

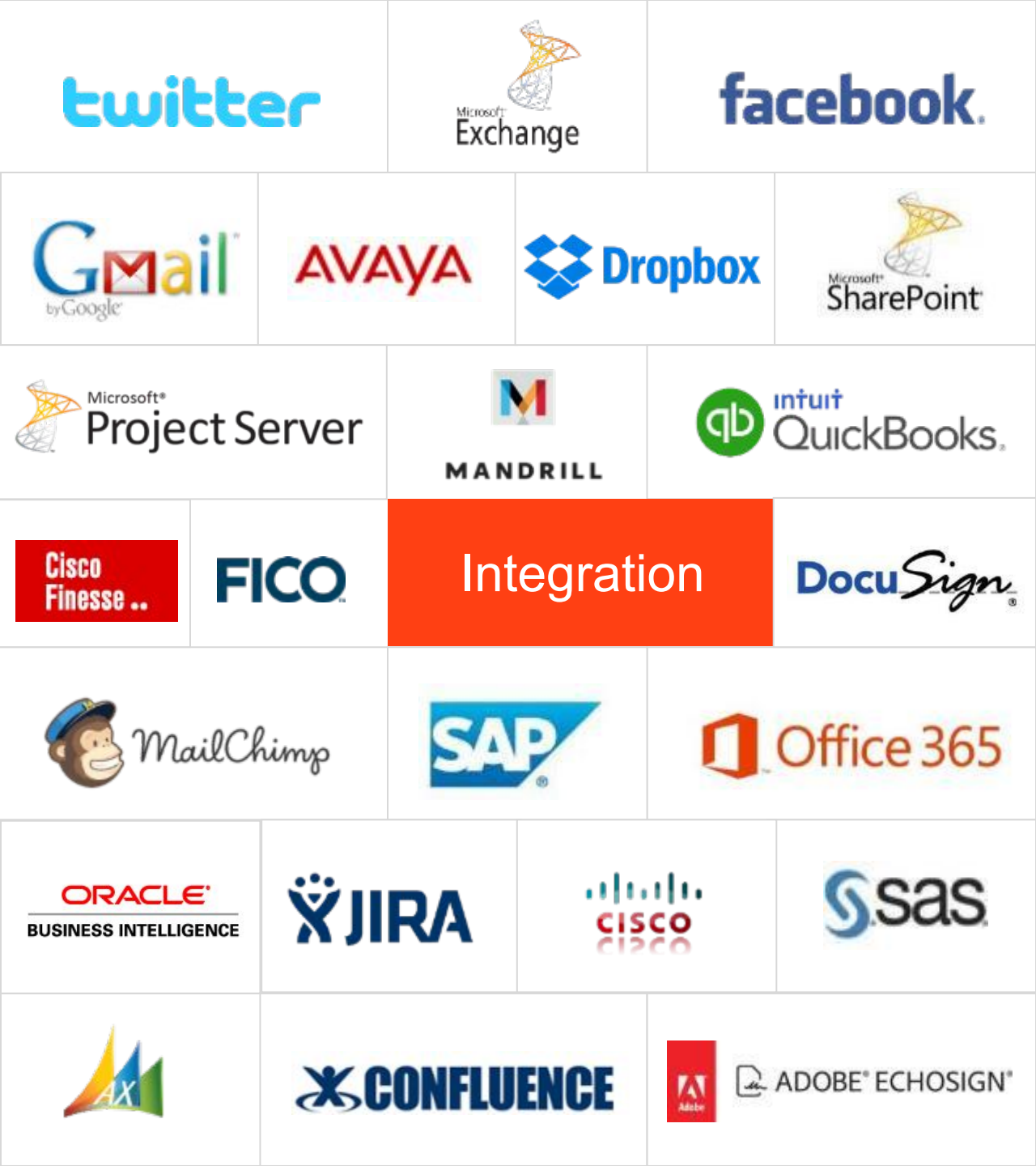


## OPERATING SYSTEMS



## DBMS





# OPEN MODERN API FOR EFFECTIVE PROCESS AND APPLICATION ORCHESTRATION

Creatio applications can be integrated with any third-party tools and platforms if their API allow.

# EASY TO SHARE DATA ACROSS THIRD-PARTY APPLICATIONS

Creatio users can access and share any kind of information in the third-party applications using REST or SOAP API.

banza

Financial Services Automation

# Customer Success



FUIB

**TOP-10** of banks by assets in Ukraine

**TOP-8** of the most profitable banks in Ukraine

**200+** branches

**30th+** of corporate clients

#### Task

Corporate clients communication and product catalog systematization

Document flow simplification

Analytics collection at one platform

#### Solution

- ✓ Unified customer base development with clients' 360° view profiles
- ✓ Product catalog management automation
- ✓ Corporate leads attraction from various sources automation
- ✓ Sales process monitoring, detailed statistics on every deal from sales funnel
- ✓ Corporate loans management automation:
  - Product selection
  - Application processing and assignment
  - Streamline verification process to provide clients with a top-notch experience (verification by departments and members of the Credit Committee online at one platform)
  - Document flow automation and management

#### Result

>1300 FUIB corporate managers job is optimized by our solutions **73%**

Process automation has reduced time for document processing **91%**



**BGZ BNP PARIBAS**

BNP Paribas Bank Polska SA, is part of the BNP Paribas banking group represented in 65 countries

**77**

countries and considered

**No 8**

largest banking group by total assets

**4 million +** clients

### Task

Automation of managers' work

Reducing the chain of non effective interactions

### Solution

#### Automation

- ✓ Consultation and product selection
- ✓ Phone verification
- ✓ Registration of the application
- ✓ Call verification
- ✓ Data Checking
- ✓ Issuance of a credit
- ✓ Repayment, prolongation of the loan
- ✓ Cash processes

### Result

Improving the quality of bank services proposal

69%

Employee efficiency growth

52%



Bank is owned by PKO Bank Polski and is the largest Polish investment in the Ukrainian banking sector

**TOP-20** of the largest Banks of Ukraine

**No 15** in terms of assets

**No 9** by the volume of loans to individuals

### Task

Customer relationship management automation

Corporate clients lending automation

### Solution

CRM for marketing and sales

- ✓ product catalog management
- ✓ document management
- ✓ call center automation
- ✓ cards operations process optimisation

Corporate lending automation

- ✓ application, distribution and verification process automation
- ✓ approval of applications by departments and members of the credit committee
- ✓ a loan product processing

### Result

Efficiency of sales team communication is increased on **89%**



450 KredoBank corporate managers' job is optimized by our solutions on Creatio platform **59%**







**TOP-10** of the most reliable banks in Ukraine

**TOP-5** of the most profitable banks in Ukraine

**100%** Foreign capital

**89** branches

### Task

Lending business process development and automation for legal entities

Product catalog management and development of a golden client card

### Solution

- ✓ Development of a client' personal web area, account
- ✓ Unified customer base development
- ✓ Product catalog management
- ✓ Automation of the corporate lending process with our loan origination tool:

Processing and distribution of applications

Approval of the application by departments and members of the Credit Committee

Product selection and registration

Automation of corporate client attraction

Product sales process and filling of sales funnel automation

- ✓ Automation and management of document flow
- ✓ Analysis of managers/departments efficiency

### Result

Application verification time has been reduced by **59%**



Process automation has reduced time for document processing **72%**





One of the largest banks in the Republic of Uzbekistan with a state stake

**170** affiliate

The bank's mission is to contribute to the development of the country's agricultural sector.

**248** minibanks

### Task

Customer segmentation

Automatic matching of the loan amount

Synchronization with the credit bureau

Analytics in one place

### Solution

- ✓ Customer base development with clients' 360° view profiles for smart segmentation
- ✓ Automate the issuance of loans to individuals
- ✓ Simplified approval system
- ✓ Reduced approval and control system
- ✓ End-to-end analytics in a single window

### Result

Improving the quality customer proposal **91%**



Analytical dashboards provide data-based decision making **67%**





PASHA Bank is the largest private bank in Azerbaijan

**TOP-3** private banks by assets

**since 2007** is Azerbaijan's leading bank

**900+** employees

### Task

Full customer service cycle development

We needed to speed up the process of requests approving

### Solution

- ✓ Loan Origination Tool Development
- ✓ Retail manager working web-area in one single window
- ✓ Inbound and outbound customer contact centers
- ✓ Pre-soft and soft collection processes automation

### Result

Minimisation of "time to yes" 70%



Automation has optimized the work 65%





One of the three major banks in the country to provide microcredits.

**30 years**

operates in the Republic of Uzbekistan

**since 2019**

Was one of the top 10 banks in Uzbekistan

**8th place**

with net assets of \$8,761 billion

### Task

“time yes” reduction

Problem debtors work optimisation

### Solution

- ✓ CRM system for legal entities development and integration
- Automation:
- ✓ Contact Center
- ✓ Loan process for private persons
- ✓ Work with problem debts: pre, soft, hard and legal collection

### Result

Minimisation of “time to yes” 69%

Collection Strategy Automation increased the level of communication efficiency 81%



# yelobank

The first bank to launch a self-service center in the banking sector in Azerbaijan

**2021**

Recognized as Bank of the Year at the Caspian Business Award

since **1994** on the market

**900+**

employees

### Task

Create an automated approval chain for loan applications

Reduce the time and involvement of specialists in applications processing

### Solution

SME and Retail lending automation

- ✓ Unified customer base development with clients' 360° view
- ✓ Sales management and analytics
- ✓ SME loan tool processing
- ✓ Product selection, application processing and assignment
- ✓ Automated verification and decision making process to provide clients with a fast top-notch service
- ✓ Local information sources integration, work with pledges and guarantors

### Result

Application approval time is shortened **63%**



the number of people responsible in the approval chain has decreased **58%**





TOP microfinance organization  
in Kazakhstan.

**LEADER**

among farmers'  
lending

**№ 3**

by the quality of the loan  
portfolio among the top 100  
microfinance organizations  
in the world

**since 1997**

### Task

Customer support

Reducing the time for issuing  
loans to entrepreneurs

Synchronization with the  
bureau of credit history

### Solution

Automation:

- ✓ Credit products issuing to individuals-entrepreneurs
- ✓ Automatic client checking rules development
- ✓ Decision making logic and process setup
- ✓ Contact center
- ✓ Soft and hard collection strategy and process

Integration:

- ✓ With a mobile app (mobile application and mobile credit committee) and a "self-written" accounting system

### Result

Improving the quality of IT services **79%**



Automation has optimized the work **52%**





one of the most profitable microfinance companies in Ukraine

2

countries of presence. Ukraine and Poland

No 23

MFI in the ranking Finance.ua

2 place

Finawards 2021

### Task

Launch a business in the shortest possible time

Automate the issuance of loans

Synchronization with credit bureau

### Solution

Full MFI boosting cycle development and integration

- ✓ clients and managers web-areas development for fast and simple online lending
- ✓ product application & agreement
- ✓ client's documents collection
- ✓ data enrichment from external sources
- ✓ auto checks according to business rules and stop factors
- ✓ verification and decision making
- ✓ lead management
- ✓ debt collection processes

### Result

Improving the quality of IT services 84%



Automation has optimized the work 72%





**MoneyCat**

Philippines fintech company

**24 hours**

time from application  
to receipt in the  
account

**200+** employees

since **2018** In the  
marketplace

### Task

Automation of receiving  
applications and  
processing them in the  
shortest possible time

Establish a chain of  
interactions with  
managers and call  
centers

### Solution

Automation of

- ✓ Loan application processing
- ✓ Loan support
- ✓ Customer acquisition processes
- ✓ Call center (integration with telephony)

### Result

Improving the quality of IT services **66%**



The efficiency of the call center has  
increased **59%**







## Cash point

leader in the Ukrainian microcredit market

370

offices all over Ukraine

107

cities

70k+

credits granted

### Task

Automation of specialists and managers. Automatic process of checking and approving the request. Easy-to-use analytics

### Solution

Automation of

- ✓ Consultation and product selection
- ✓ Phone verification
- ✓ Registration of the application
- ✓ Call verification
- ✓ Data Checking
- ✓ Issuance of credit
- ✓ Repayment, prolongation of the loan
- ✓ Cash processes

### Result

application acceptance speed 65%



the number of credits increased 72%



banza

Retail Automation

# Customer Success



# TAVRIA V

Ukrainian food retailer, includes a chain of fast food cafes, VIP restaurants, shops, logistics center and online store

**109** retailer facilities

**6500** employees

Manages retail facilities in **6** regions of Ukraine

## Task

Build the omni-channel customer-centered communication system

Increase purchase frequency and average check

Study customer behavior and preferences

## Solution

- ✓ Discount and bonus loyalty program automation, as well as management of work with coupons and promo codes
- ✓ Any Loyalty Program Mechanics Management
- ✓ Rules Management
- ✓ Mass and trigger communications with customers via different channels including SMS and chat-bot in messengers
- ✓ Automation of processes of acceptance and processing of complaints in the contact center
- ✓ Implementation of customer survey processes in the contact center structure

## Result

**61%**



Increasing of purchase frequency

**50%**



operational time saving

**1** mln

of loyal customers

activities

**1200**

personalised activities

**250**



Collaborated synergy of shopping centers and bank

**4** Shopping Malls

**1** Bank

**200+** Retail partners

#### Task

Collaborated Loyalty program automation

Retail partners network expansion

Instrument for communication management

#### Solution

- ✓ Unified loyalty program and interaction system development for customers and retail partners motivation
- ✓ Client and partner 360° view profile, target audience segmentation based on consumer behavior and history
- ✓ Instruments and mechanics for co-branded personalized offers
- ✓ User Identification by phone number and card
- ✓ Marketing campaigns, loyalty mechanics and activities designer
- ✓ Omni channel customer communications
- ✓ Analytics and efficiency monitoring system

#### Result

Retail Partners Network Expansion

93%

Clients List Growth

41%



# ASTANA MOTORS

Kazakhstan's first company engaged in car sales, after-sale service and assembly. Founded in 1992.

**14** famous vehicle brands    **1** moto brand

**20** car dealerships

## Problem

- Large document turnover
- Multistep mechanics of official document approval
- Long approval processes
- Difficulties in finding the necessary documents

## Solution

- ✓ We created a customized Electronic Document Management Solution on Creatio platform
- ✓ The tool makes the approval process much easier and able to deal with a large number of different cases

## Before Result

Contracts Issuance	2-3 weeks	10 days
Memos Approval	4 days	3 days
Payment Invoices	5+ days	2 days



## INTERTOP

The largest shoe retailer in Ukraine, which has a network of retail stores nationwide

**2** online stores

**136** offline stores

**1300+** employees

### Task

Classical CRM

Contact Center automation, customer requests processing

Automation of the first line of support service

Ability to set up end-to-end business processes and analytics

### Solution

- ✓ Automation of Contact Center:
  - single operator window
  - handling of requests/desires
  - cross-selling within the call
- ✓ Development of a single service center, SLA control
- ✓ Automation of internal calls, control of external contractors
- ✓ Flexible reporting designer

### Result

Customer services quality 60%



Reduction of analytical analysis processing 72%





The largest medical laboratory in Ukraine

**200** private medical institutions and insurance companies

**70+** innovations

**10ths** top medical professionals

### Task

Simplify and increase the efficiency of customer relationship management

Simplify employees' work in sales planning for B2B, B2D, B2C

### Solution

- ✓ Customers portraits base automation
- ✓ Smart segmentation by product, laboratory, contact, lead, activity, etc
- ✓ Planning and control of sales and marketing activities
- ✓ Pricing designer and calculator
- ✓ Control of discounts and promotions rules
- ✓ Price and product history analysis
- ✓ Integration with ERP, DWH system
- ✓ Campaign message templates development
- ✓ Connection to GMS - mailing service for communications through e-mail, SMS, Viber

### Result

Sales planning efficiency growth

64%





**No 1** in the world of dairy products

**200** SKU products in all dairy categories

**20** years on the marketplace

**€18.4bn** company turnover

**Task**

Build a unified ecosystem of data that will improve forecasting accuracy, speed of coordination of activities and generate individualized promotions

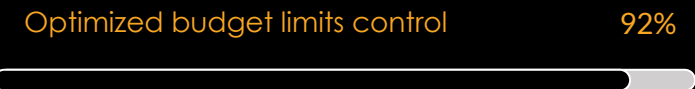
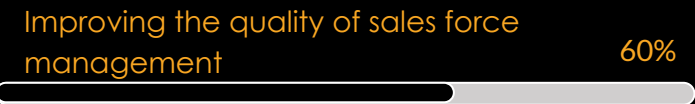
Automate the sales force management cycle

**Solution**

At the moment the system is serving several million active participants of the Loyalty Program

- ✓ Management of planning and execution of trade marketing activities in retail chains
- ✓ Management of approval process of trade-marketing activities
- ✓ Calculation of planned and actual performance indicators of trade marketing activities, including P&L
- ✓ Single calendar of marketing activities with the ability to monitor load by competitors
- ✓ Budget utilization control and management of set limits

**Result**







National chain of health and beauty stores

40+ stores

12 regions of Ukraine

27 cities

### Task

Independent loyalty program mechanics with personalized offers to customers

Quick launch of marketing activities and promotions

### Solution

- ✓ Loyalty program automation
- ✓ Analytics in a single window
- ✓ Processing works on all cash registers for more than 100 outlets
- ✓ Manager work automation
- ✓ Setting up omni-channel communications with customers with connection to CRM: email, SMS, Viber
- ✓ Generating analytics on the Loyalty Program results in general and individual promotional offers

### Result

The average loyalty program member's check increased on **33%**



Omni-channel communications helped to increase proposal efficiency on **72%**





**21vek.by**  
онлайн-гипермаркет

One of the largest e-Commerce  
retailers in Belarus

**3mln** of users

**150+** employees

### Task

Increase the sales  
volume of retailer by  
Increasing the  
percentage of  
positive decisions on  
financing applications  
for customers

The partnership was stopped since 24.02.2022

### Solution

We have implemented a system with automated business  
processes of:

- ✓ financial broker function automation for retailer
- ✓ goods part payment or credit
- ✓ application
- ✓ approval processes
- ✓ risk analysis
- ✓ application scoring
- ✓ issuance and maintenance of transactions

### Result

application time is shortened 60%



increase in the % of positive decisions on  
applications for funding 92%





KAN

KAN Development is a large development company that leads a group of partner companies

15 + projects, the company simultaneously develops

5 developer of the year awards

### Task

Make a convenient service for the sales department. It would reflect the current information about the stages of construction, booking, cost. The program must collect and process statistics. And also to simplify the work of managers

## Solution

CRM for sales department

- ✓ Contacts, Accounts, and Activities adopted to the client's requirements;
- ✓ New sections created:
- ✓ Real estate objects;
- ✓ Floorplans and inventory management;
- ✓ Reservations.

Agreement and pricing management. Adopted sections such as:

- ✓ Agreements;
- ✓ Invoices and payments;
- ✓ Documents.

CRM and communication tools:

- ✓ Lead process management;
- ✓ Getting leads from social networks and real estate marketplace;
- ✓ Integration with telephony and SMS;
- ✓ Analytics.

## Result

Managers' work is optimized

63%



Process matching time is reduced

46%





group of centers, for modern parents

3

directions polyclinic, store and development center for children

2k+

kinds of goods

85+

work in the network's outpatient clinic

### Task

Create a multifunctional and scalable chat-bot constructor, so the tool should be as convenient and with a clear interface, so it can be used by the Customer's staff without involving a developer. Which would significantly reduce the time of data processing.

### Solution

- ✓ Based on Banza chatbot designer
- ✓ For customers:
- ✓ One-stop-shop to get needed information:
- ✓ Available promos and goods;
- ✓ Class schedule;
- ✓ Make an appointment with a doctor;
- ✓ Convenient communication channel via Telegram, Viber, Messenger.
- ✓ For contractor:
- ✓ Every customers request automatically transformed into a lead;
- ✓ CRM allows to built analytical dashboards in various sections;
- ✓ Ability to edit the communication tree without developers;
- ✓ Every new business gets the pre-set communication strategy.

### Result





Network of supermarkets of electronics and home appliances No. 1 in Ukraine

**130** stores

**60k+** employees

**60k** of models in the assortment

### Task

Automating the Loyalty Program

### Solution

- ✓ Management of clients' bonus accounts: setting up the rules for bonuses crediting/cancellation on the basis of clients' activity, creation of bonus reports for any period of time
- ✓ Use of cell phone number of participant as main identifier
- ✓ Mechanism of bonus usage authorization by cell phone number (card) and sms-code
- ✓ Personal and general information on the bonus balance, member status change, available campaigns and bonuses
- ✓ Setting up analytics on the main loyalty program indicators

### Result

increase in loyalty program users **33%**



average check increased **19%**





Network of supermarkets of electronics and home appliances No. 1 in Ukraine

**130** stores

**60k+** employees

**60k** of models in the assortment

### Task

Development of a unified client base with synchronization of data from disparate sources and preservation of the full history of interaction  
Automation of communication processes with customers

### Solution

- ✓ Synchronization of the contact data of the website, retail network and mobile app with Creatio, creating a "perfect" single customer profile for all points of contact
- ✓ Implementation of the data enrichment mechanism of the customer profile, based on customer activity (offline/online visits, feedback, participation in surveys)
- ✓ Tools for deep segmentation of customer base
- ✓ Generation of personalized offers for clients based on analysis of their behavior
- ✓ Implementation of up-sell and cross-sell campaigns
- ✓ Management of email and CRM trigger campaigns (push (web/APP), viber, sms)

### Result

managers in the system are unloaded on **66%**



Improving the quality of IT services **81%**



banza

Portals, Web- & Mobile Apps

# Customer Success



Ukrainian electronic service of state services

13mln+ of users

15+ digital documents

72 portal services



Дія

### Task

Create a customer support portal that serves a large number of users in a timely manner, reduce the workload of operators. Convenient analytics and prioritization of tasks

### Solution

- ✓ Online support chat for Ukrainian citizens
- ✓ Chat-bot in Telegram, Viber, and FB Messenger, as the first point of contact for customer;
- ✓ 1<sup>st</sup> and 2<sup>nd</sup> support line workflow;
- ✓ Online chat with customers via messengers;
- ✓ Case management with SLA, automatic reminders and escalations;
- ✓ NPS;
- ✓ Team Lead work space;
- ✓ Managing unanswered chats;
- ✓ Ability to share photo and video files;
- ✓ Integrations with Jira, GitLab;
- ✓ Analytical dashboards;
- ✓ Knowledge base for faster learning

### Result

the speed of solving customer requests has increased 53%



optimised manager performance 70%







**Diia City**

Ukrainian electronic service of state services

Diia.City is a special legal model for IT companies in Ukraine

**15+** digital documents

### Task

A platform for resident registration and accounting. Verification of documents, synchronization with state registries. Organizing data integrity

## Solution

CRM for DIIA CITY residents and their onboarding process:

- ✓ Applications queue;
- ✓ Checking the quality of the submitted data, checking the compliance of downloaded documents;
- ✓ Requesting an information from state registers;
- ✓ Preparation of the project of the decision;
- ✓ Approving process and signing with ES;
- ✓ Generating an agreement and storing data;

## Result

the speed of approving requests is increased **41%**



Data verification time is reduced by **66%**

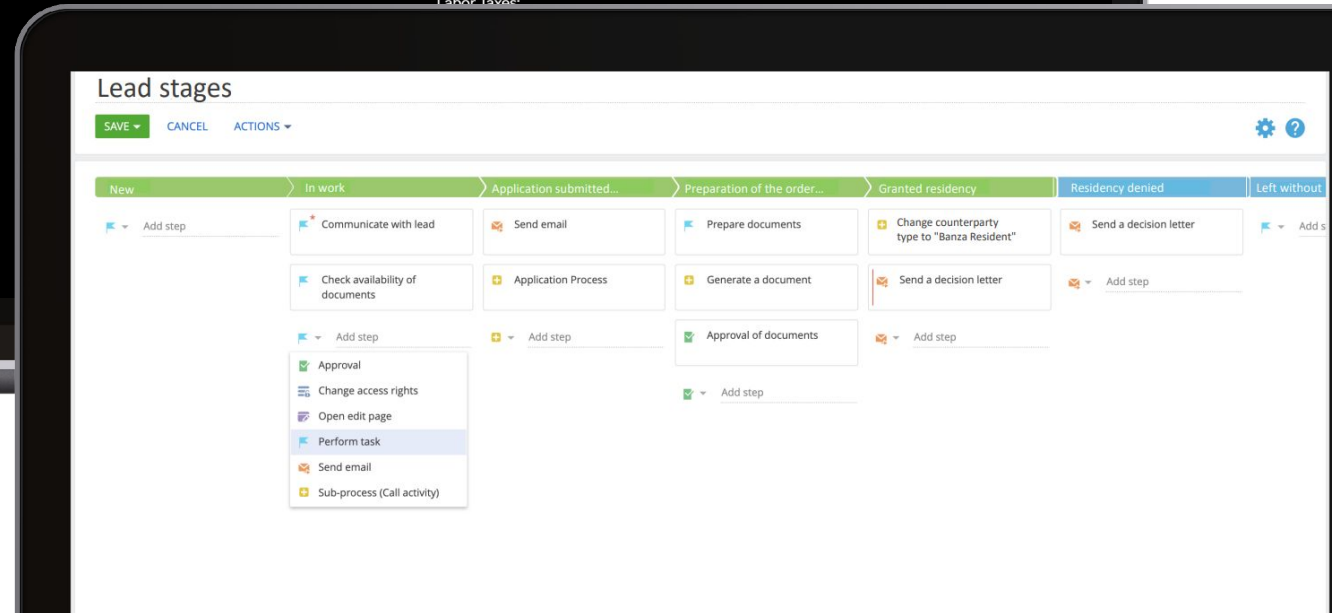
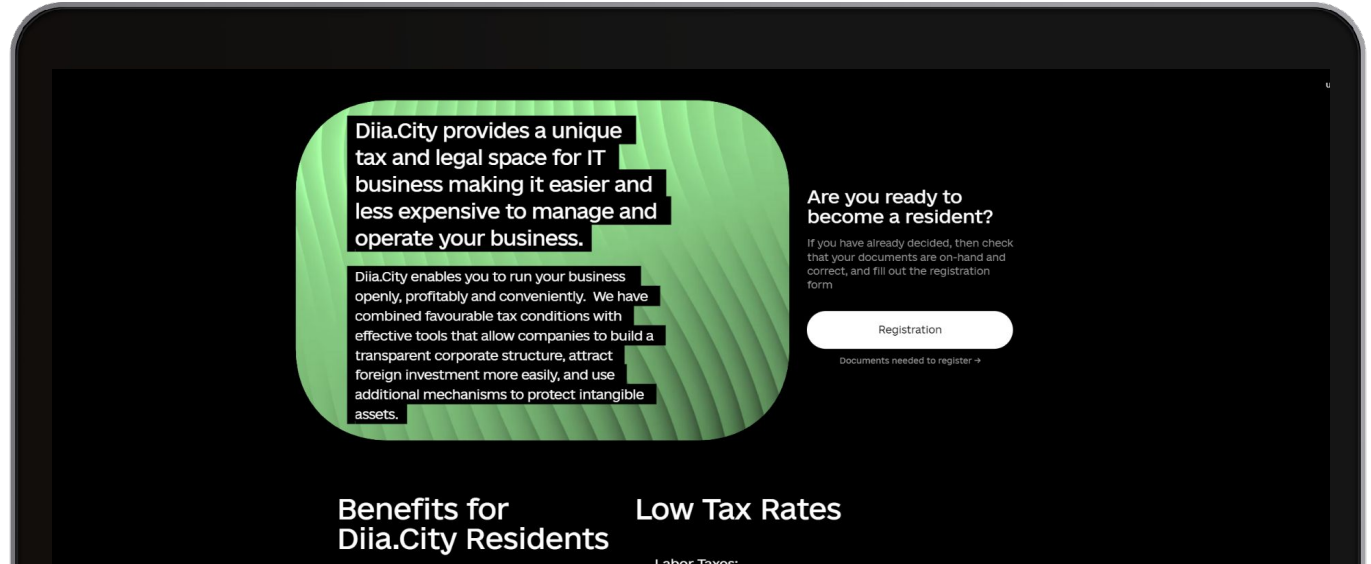


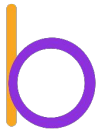
# Onboarding Portals

Diia City – the world's first virtual digital city. This is a place filled with ideas, new business, jobs and cutting edge technology. Ukrainian and foreign entrepreneurs have the opportunity to create the most ambitious and innovative business ideas. The possibilities are endless.

## Easy residents joining and managing

- Applying for resident status;
- Filing an application for termination of resident status;
- Submission of an application for changes;
- Submission of reports by residents;
- Submission of auditors' opinions;
- Verification of the received information in the system of state registers;
- Processing of reports from residents;
- Elaboration of auditors' conclusions;
- Processing applications for changes;
- Notification of the State Tax Service regarding changes in the tax regime of the resident;
- Formation of statistics and analytics from the register of residents;
- Processing of statements on correction of errors

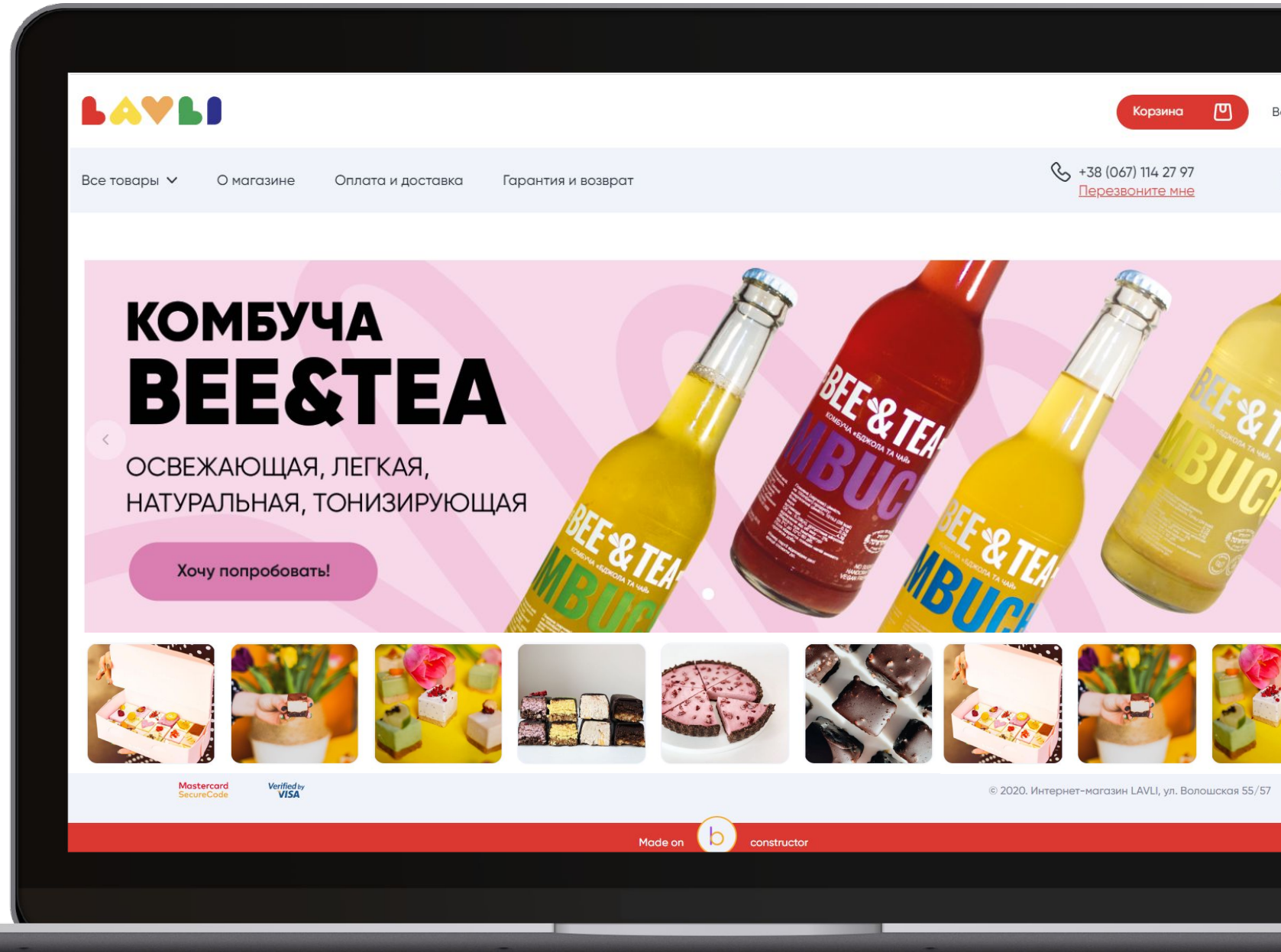




# Full cycle internet-shop

## Online order of healthy deserts

- UI and UX design development
- personal account
- shopping card
- product catalog
- payment systems integration
- CRM and BPM system in back
- advanced low-code-driven analytical tools



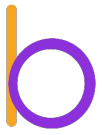
# Full cycle food delivery service

Online food delivery for dark kitchen

- UI and UX design development
- personal account
- shopping card
- product catalog
- payment systems integration
- CRM and BPM system in back
- 360 customer profiles with orders history for personalised proposals
- analytical dashboards
- Tracking system
- Service chatbot for fast and easy tracking and service quality assessment

DESKTOP & MOBILE + CHATBOT





# Ready to fight Platform

Ready to fight is the first sport platform for box sparring deals

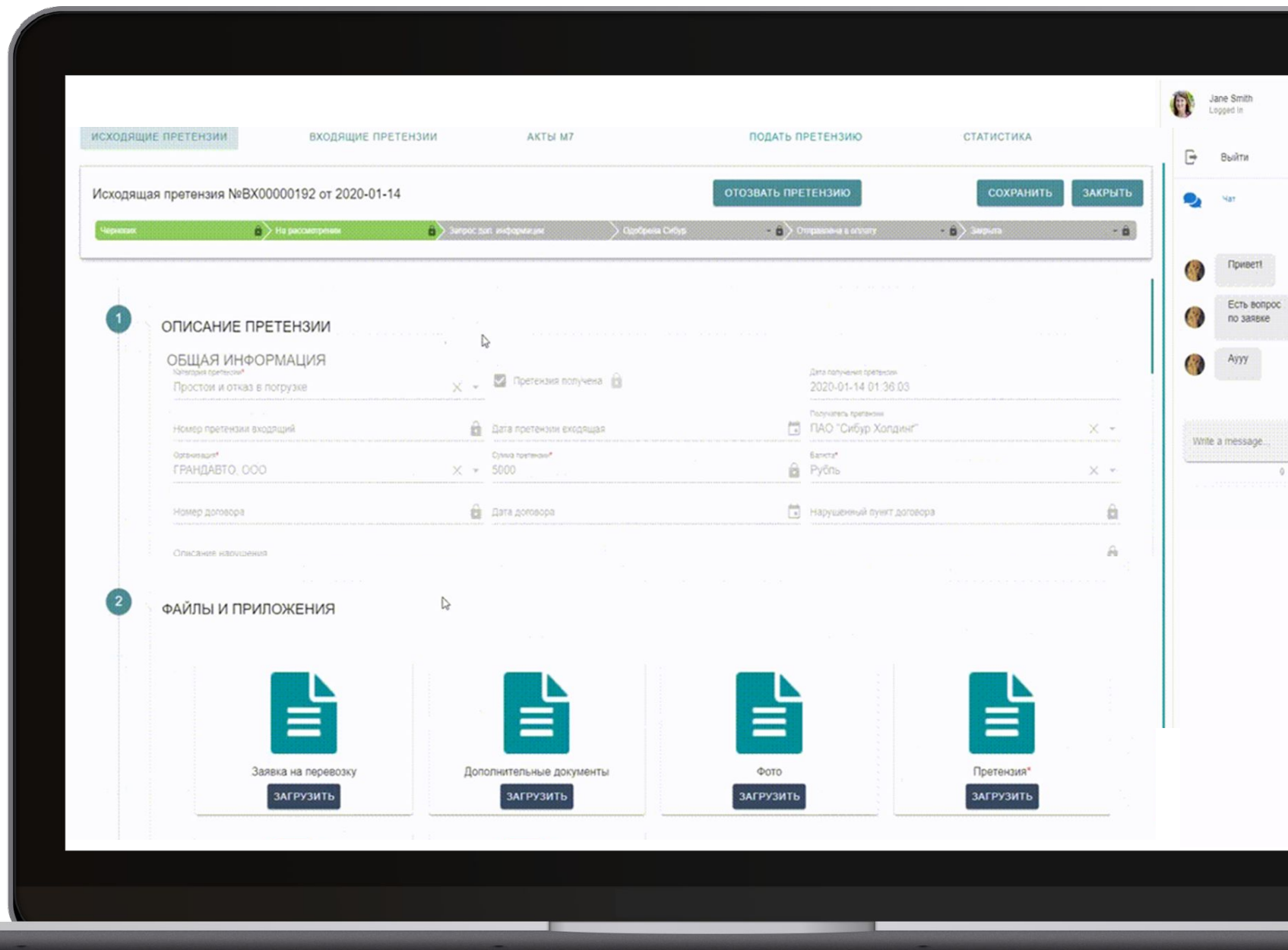
- UX & UI design development
- personal account
- sparring partner profiles catalog
- inner chat and messenger
- internet shop
- news feed
- social media integration
- content management and analytics system for administrator in back



# Claims exchange portal for suppliers

Manage end-to-end suppliers communication and agreement fulfilment

- unified communication platform
- 360° supplier view
- contragents catalog
- electronic documents management
- claims management process development and implementation
- analytics
- built-in chat





# Mobile Progressive Web App for leads management

Mobile App with back customer relationship system

- 360° lead view
- lead cycle from capturing and scoring to qualification and hand-off
- Segmentation
- Lead management
- Lead engagement
- Lead distribution
- Lead analysis



# Corporate Gamification Loyalty Program

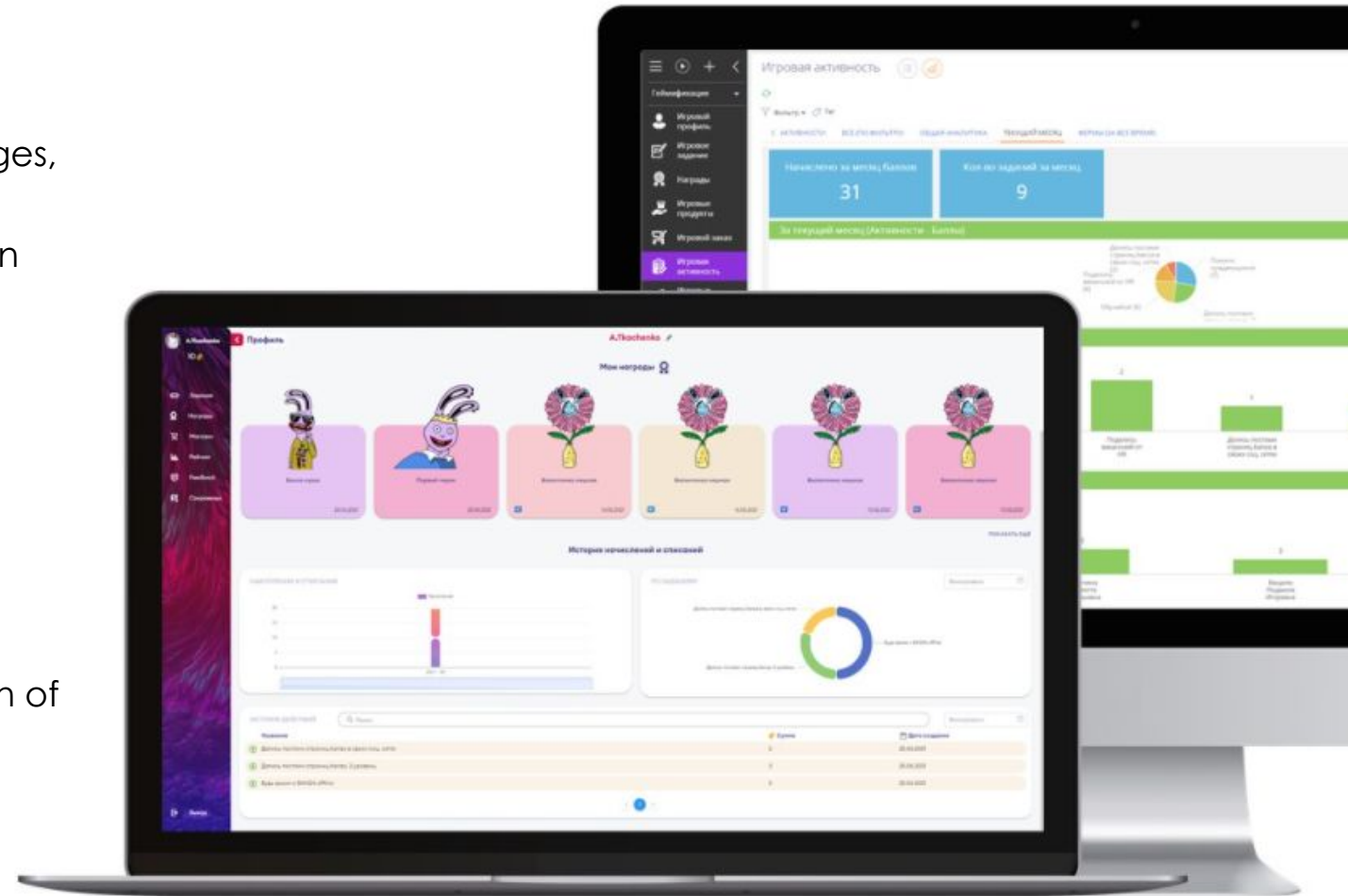
Ready-to-use digital complex for growth through the emotional involvement of the audience

## For your customers

- Loyalty program with game mechanics, challenges, quests
- Involves emotionally to participate and create an order, participate in activation
- Motivates to repeat operations, increase in the average check, loyalty

## For your team

- Formes the climate pleasant for the team, growth of team spirit
- Intangibly motivates increases the level of team engagement and loyalty
- Increases efficiency through understanding of a single overall result, simplifies adaptation





banza

Telecommunication Automation

# Customer Success



The largest fixed-line operator in Ukraine

**221 GB** of traffic is consumed by 1 subscriber per month

**1.54 mln** of subscribers

on the market since **1991**

### Task

Development of unified platform to manage the full cycle of customer relationships

### Solution

- ✓ Contact center Automation
- ✓ Integration with all B2B sales services
- ✓ Field Force Service Automation
- ✓ Planning and control of service masters visits
- ✓ Visit Tracking System on map
- ✓ Online monitoring of service engineers by supervisor for prompt and quality interaction

**5000**

of service engineers on platform

### Result

Improving the quality services **73%**

Automation of processes reduced the time of processing requests in the contact center **61%**



Ukrainian internet operator for corporate companies and home

**20 years** on the market

**1200** of employees working in the system

**90+** cites use the services of the company

### Problem

The client ran into a problem of lack of flexible tools on SAP platform for customization and operational changes in accordance to business needs

Transition from SAP to Creatio

### Solution

- ✓ Competence Center Automation
- ✓ Automated contact center: processing of all requests for connection and appeals from customers
- ✓ End-to-end clients requests processing by internal services has been established
- ✓ Automated Field Force Management System



of new solutions are developed and customised by client experts with Creatio marketplace apps

### Result

Quantity of closed requests per day growth on 60%



62% of customer services are automated now



banza Academy

# Customer Success



FUIB

**TOP-10** of banks in Ukraine by assets

**TOP-8** The most profitable banks in Ukraine

**200+** branches

**30th+** corporate clients

### Task

Skills training and management of the Creatio system

Country: Ukraine

### Course Program:

Business processes setting up and adapting

- ✓ Target audience: Business analysts
- ✓ Number of participants: 3
- ✓ Date: September 2019
- ✓ Format: off-line

### Result

Specialist work is optimized 72%



The use of IT specialists to configure the system has been reduced by 81%





One of the three major banks in the country to provide microcredits.

**30 years**

operates in the Republic of Uzbekistan

**since 2019**

Was one of the top 10 banks in Uzbekistan

**8th place**

with net assets of \$8,761 billion

### Task

Advanced training of employees to form skills of independent adjustment of Creatio to the tasks of the company

Country: Uzbekistan

### Course Program:

Creatio setting up and adapting Solutions Development on Creatio

- ✓ Target audience: Business analysts, developers
- ✓ Number of participants: 14
- ✓ Running period: November - December 2019
- ✓ Format: off-line

### Result

Improving the quality of interaction between business and IT departments **70%**



Chains of interaction have shrunk. **44%**





One of the three major banks in the country to provide microcredits.

**30 years**

operates in the Republic of Uzbekistan

**since 2019**

Was one of the top 10 banks in Uzbekistan

**8th place**

with net assets of \$8,761 billion

**Rent Banza** team specialists (team lead, tech lead, IA and QA) for customization and adaptation of solutions

Country: Uzbekistan

#### Rent specialists Banza:

- ✓ UA: BA, DEV, QA
- ✓ Number of participants: 8
- ✓ Running period: December 2019 - to date
- ✓ Format: online

#### Provided work:

- ✓ Setting up and adapting Creatio
- ✓ Collaborative development of project solutions based on Creatio
- ✓ Assistance to bank specialists in project implementation: architectural study of functionality, decomposition of goals into tasks, setting tasks for implementation, task development, acceptance and commissioning (testing, demo, release into production)
- ✓ Consulting on stable infrastructure deployment and maintenance
- ✓ Examination and solving of errors of interaction of Creatio with external systems
- ✓ Assistance in configuring fault-tolerant infrastructure
- ✓ Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)

#### Benefits of renting our team

- Bank's specialists get invaluable experience in "combat" on live projects that are implemented
- Bank's developers constantly improve their code-writing skills by reviewing all the tasks of the team and teaching leads Banza
- Product managers of the Bank are supported in gathering requirements and forming specific goals for the project
- Bank's analysts are constantly gaining experience in setting tasks, solving incidents, writing technical documentation and accepting developed tasks
- QA on combat experience learn how to test tasks and deliver + write technical documentation
- Bank administrators receive online help in deploying infrastructure, installing supplies in the preproduction and extension environment and assistance in solving related problems that arise
- Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)



PASHA Bank is the largest private bank in Azerbaijan in terms of capital

**TOP-3** private banks by assets

**since 2007** is Azerbaijan's leading bank

**900+** employees

### Task

Advanced training of employees to form the skills of independent adjustment of Creatio to the company's objectives

Country: Georgia

### Course Program:

Creatio setting up and adapting  
Solutions Development on Creatio

- ✓ Target audience: Business analysts, developers
- ✓ Number of participants: 8
- ✓ Running period: June - July 2020
- ✓ Format: on-line

### Result

Reduced number of requests to specialists for system configuration 84%



Number of independent new system tweaks 42%







The largest fixed-line operator in Ukraine.

**221GB**

Traffic consumed by 1 subscriber per month

**1.54mln** subscribers

**since 1991**

In the marketplace of Ukraine

### Task

Training employees to use the Creatio system

Country: Ukraine

### Course Program:

- System interface and features
- Creatio setting up and adapting
- Administration system
- Processes modeling and setting up
- Setting up a project solution

- ✓ Target audience: Business analysts
- ✓ Number of participants: 32
- ✓ Running period: February 2022 to the present (total training time: 180 hours)
- ✓ Format: on-line

### Result

Improving the quality of interaction between business and IT departments **70%**

Increase the efficiency of the contact center processing **52%**



# yelobank

The first bank to launch a self-service center in the banking sector in Azerbaijan

**2021**

Recognized as Bank of the Year at the Caspian Business Award

since **1994**

in the Azerbaijani marketplace

**900+**

employees

## Task

Training of company employees in Creatio system administration

Country: Azerbaijan

## Course Program:

Setting up and adapting Creatio Administration System

- ✓ Target audience: Business analysts, InfoSec
- ✓ Number of participants: 9
- ✓ Date: March - April 2022
- ✓ Format: on-line

## Result

Improving the quality of IT services **69%**



Level of system adaptation **92%**





One of the largest banks in Azerbaijan in the field of microfinance.

**2008**

Fitch Ratings has rated the bank BB+

**29**

branches in Azerbaijan

**2000+**

employees

### Task

Training of company employees to use Creatio system

Country: Azerbaijan

### Course Program:

System interface and features  
Setting up and adapting Creatio Administration system  
Modeling and setting up processes  
Development of project solutions with Creatio

- ✓ Target audience: Business analysts, developers
- ✓ Number of participants: 5
- ✓ Running time: 2022 (total duration - 256 hours)
- ✓ Format: on-line

### Result

Increased loyalty and involvement in company processes **69%**



Reduced the paperwork path **76%**



b

Lets keep  
in touch



banza  
make IT easy

Stanislav Dumal, New Business Development

✉ [s.dumal@banzait.com](mailto:s.dumal@banzait.com)