



# SUCCESS STORY

Identifying and Deploying Tech That Differentiates in Banking

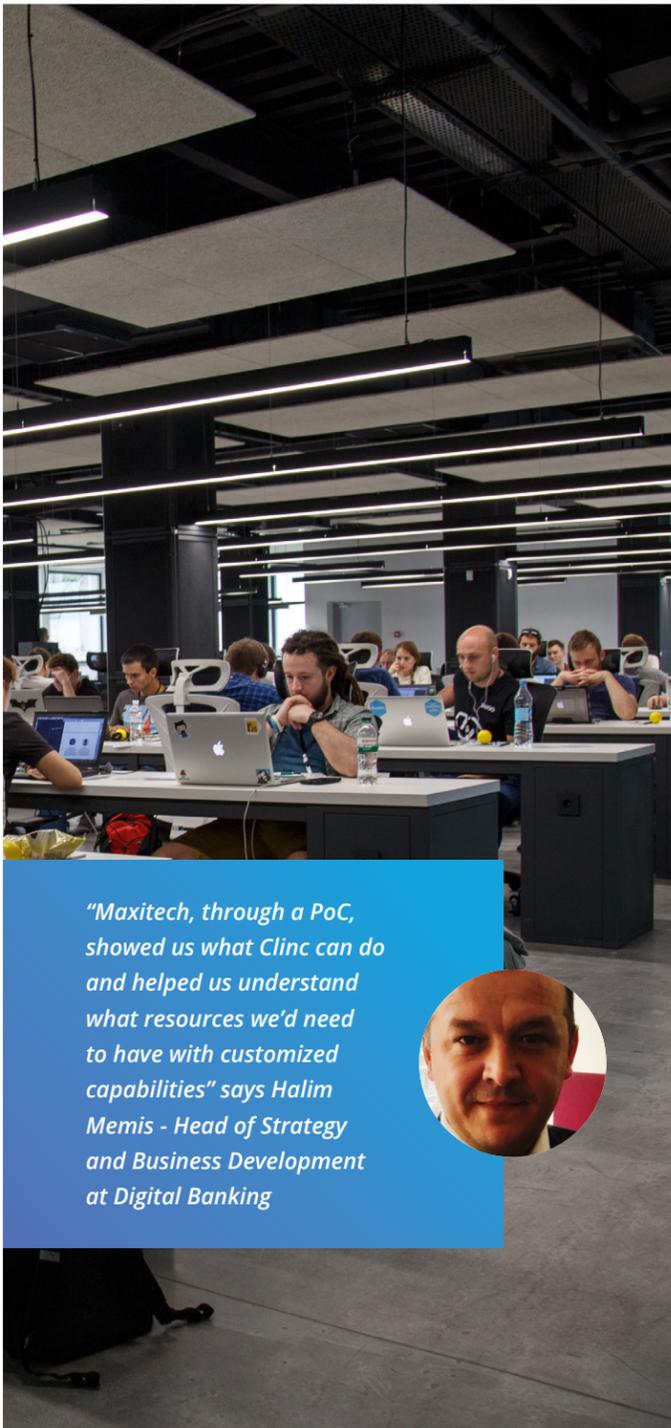
**Clinc | İşbank**



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# IDENTIFYING AND DEPLOYING TECH THAT DIFFERENTIATES IN BANKING



*"Maxitech, through a PoC, showed us what Clinec can do and helped us understand what resources we'd need to have with customized capabilities" says Halim Memis - Head of Strategy and Business Development at Digital Banking*



Looking to differentiate its service to be more human-centric, İşbank, a national bank in Turkey serving millions of customers, needed help identifying a technology that would support its voice-enabled assistant for in-person, online and mobile banking. Before it could adopt a technology, the bank needed to ensure the viability of its potential tech vendors and perform due diligence on any candidate technologies. It needed help identifying and vetting emerging startups.

To thoroughly assess the quality of the firms and their on-premise voice-enabling solutions, the bank turned to Maxitech and its Corporate Innovation Service.

## ENSURING SUCCESSFUL ADOPTION OF EMERGING TECHNOLOGIES

Tapping its deep network of contacts in Silicon Valley and the US, Maxitech reached out to several startups. Taking into consideration a key requirement: Due to banking regulations, İşbank required on-prem hosting of the solution, rather than on-cloud, the more common service offered by companies providing voice-enabled tech.

After meeting with the candidate companies, Maxitech selected Clinec, a Michigan-based company to collaborate on a proof of concept.

The relationship started with internal due diligence of Clinec's management, investors, finances and technical capabilities. After the Maxitech was satisfied with Clinec's potential, the combined team created a proof of concept to demonstrate features of a mobile app solution for İşbank's management.

To accelerate development, engineers from the Maxitech in San Francisco travelled to Michigan and embedded with the Clinec team.

# DELIVERING VALUE WITH SOLUTIONS THAT MATTER

Within four weeks, the proof of concept was delivering results. Maxitech extended the proof of concept to include voice-enabled assistants via Alexa, call centers and Pepper, the bank's robotic concierge.



*"İşbank was delighted with the results they saw on the videos. They immediately wanted to integrate this technology into their banking offerings," says Burak Arik, CEO at Maxitech.*

Results were captured on video and shared with İşbank's management who could see the solutions in action with a running prototype application.

After several months of co-development with Clinec, as well as exhaustive internal testing, İşbank was ready to launch its assistant for conversational banking – Maxi. Anticipating a favorable response from prospects and clients, İşbank has developed and launched a large multi-channel campaign to unveil its Turkish-language conversational banking solution.

Maxitech is excited to continue its partnerships with İşbank and Clinec along with the other partners involved in the project: Softtech, Commencis and Sestek to pioneer the development and expansion of digital banking.

## FUELING GROWTH FOR STARTUPS AND SMALL COMPANIES

In addition to helping enterprises, Maxitech is uniquely positioned to connect startups, like Clinec, with prospective enterprise clients to drive growth. Maxitech can help start-ups overcome the challenges that exist in selling to enterprises. Because CTOs make strategic investments for the longer term, their primary considerations include the viability of the startup, its leadership and its solution.

Without experience and know-how, it can be almost impossible to meet the demanding expectations of an enterprise CTO.

## MAXITECH CORPORATE INNOVATION SERVICE HAS THE EXPERIENCE AND EXPERTISE TO HELP STARTUPS AND SMALL COMPANIES:

- ✓ Talk with CIOs and other technical leaders at large enterprises
- ✓ Navigate the long, complex enterprise sales cycle
- ✓ Build relationships with executive sponsors to drive adoption
- ✓ Create detailed architecture plans
- ✓ Prepare for security and financial audits
- ✓ Develop use case focused pilot programs

**After their success with İşbank and experience with Maxitech, Clinec has expanded its client list and tripled in size in three years.**



## **BRIDGING ENTERPRISES WITH GLOBAL INNOVATION THAT MATTERS**

Applying its deep technical expertise, Maxitech fuels enterprise growth by identifying, nurturing, developing and deploying groundbreaking technologies. To spur digital transformation, Maxitech connects enterprises with the latest products from the hottest Silicon Valley startups and European technology innovators.

**Maxitech's experienced team is here to increase enterprise agility and foster innovation.**

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