



* CUSTOMER PROFILE



A Large financial institution

Enabling consumer banking applications to securely deliver user-specified transaction alerts, reminders, and confirmations to customers' mobile devices

+ Overview

The financial institution is one of the world's largest banking and financial-services companies that, as of June 2005, had been serving more than 120 million customers in over 100 countries, as well as key corporations and institutions across the globe. The company seeks to provide products, services, and electronic access systems that are unmatched in the financial services industry.

+ Key Challenge

This financial institution needed to be able to deliver near real-time notifications on customers' mobile devices, including such information as account balance, payment due dates, and receipts.

+ Solution

The financial institution uses the VeriSign® Enterprise Messaging Service, an intelligent infrastructure service that can facilitate the delivery of customized information and account alerts directly to mobile devices. With the VeriSign service in place, customers can request that specified alerts be sent to their mobile devices.

+ Results

- In providing customers with automated alerts and time-critical notifications, the financial institution was able to increase the quality of its services.
- The company reduced the cost and time associated with sending out large volumes of time-critical data.
- VeriSign provided an easy and convenient method for reaching a large customer base in a personalized manner.
- As of June 2005, VeriSign was processing over 1.4 million messages globally per month for the company.

Visit us at www.Verisign.com for more information.

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