

## Sberbank Rehauls Corporate Online Banking with Digital Marketplace Designed with IBM

MOSCOW, Jan. 26, 2017 [PRNewswire/](#) -- IBM (NYSE:[IBM](#)) announced that Sberbank, Russia's largest bank and a leading global financial institution, has launched a new corporate online banking platform designed together with [IBM iX](#) to deliver an enhanced online banking experience for small and medium businesses.

Sberbank serves nearly 1.5 million corporate clients across Russia, every third Russian enterprise registered as legal entity. In Sberbank, small and medium businesses account for 35 percent of the corporate loans portfolio. To serve its corporate clients, Sberbank's previous platform couldn't handle the increased online activity from clients as they engaged with digital services.

Sberbank turned to IBM iX to transform the online solution by creating a new banking experience for corporate customers. Using [Design Thinking](#) methodology, IBM iX, together with Sberbank, created an online banking platform featuring a digital marketplace aimed to maximize the ease of purchasing key products and services.

"The amount of offline operations performed at Sberbank branches by corporate clients shrinks by 25 percent every quarter, as more clients wouldn't accept any other way of communication but digital. Our goal is to have no more paperwork in communicating with our clients by the end of 2017," said Anatoly Popov, senior vice-president of the Corporate Business unit at Sberbank.

"For us, the most exciting part was that we gained business trust and worked closely with Sberbank's clients, focusing on their actual needs and converting them into a totally new solution. This is a successful collaboration story which united all capabilities of IBM iX including consulting, design and web development in creating an innovative digital product for the market," said Evgeny Sokolov, partner, leader of IBM Interactive Experience, Russia and CIS.

IBM iX is now working on deepening the knowledge of the needs of the largest businesses in Russia by helping Sberbank to create game-changing services and products, which would secure its leadership in the market.

There are more than 30 IBM Studio's located worldwide, including Moscow. For more about IBM iX, please visit <http://www.ibm.com/ibmix>

### **About Sberbank**

Sberbank is Russia's largest bank and a leading global financial institution. Sberbank holds almost one third of aggregate Russian banking sector assets, it is the key lender to the national economy and the biggest deposit taker in Russia. The Central Bank of the Russian Federation is the founder and principal shareholder of Sberbank owning 50% of the Bank's authorized capital plus one voting share, with the remaining 50% held by domestic and international investors. Sberbank has more than 135 million individual customers and more than 4 million corporate clients in 20 countries. Sberbank has the largest distribution network in Russia with almost 17,000 branches, and its international operations include UK, US, CIS, Central and Eastern Europe, India, China, Turkey and other countries.

The Bank holds the general banking license No.1481 issued by the Bank of Russia. Visit the official websites of the Bank at [www.sberbank.ru](http://www.sberbank.ru).

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