

At the very heart of IT systems for global banking



Helping to overcome some of the biggest obstacles to high performance for global banks through simplified IT systems: This has been the driving principle behind the market success of Commercial Banking Applications AS (CBA) for some 30 years. In the course of three decades, the Norwegian company, which provides commercial banking applications, has introduced several generations of its International Banking Automation System, better known as IBAS, offering a new simplicity to international banking.

CEO and Founder Rolf Hauge stresses the impact of CBA's sophisticated banking automation solution which enables banks to operate globally in a multi-country setup using one single system

Since its formation in 1983, CBA, headquartered in Oslo, has been a leading light in the banking market through its sophisticated IBAS system, which has brought true simplification and flexibility to the international banking IT systems market. Over the years, CBA has carried out more than 100 installation projects for IBAS at 45 banks and across 15 countries. "We did not foresee the significance our product development would have on the market when we embarked on our first project for two Nordic Banks. They had asked us to develop an IT system to automate their mid and back office operations for documentary credits," points out CEO Rolf Hauge, who founded CBA back in 1983. "We successfully implemented the early version of IBAS at several Nordic banks, and this, I believe, was the real breakthrough for our banking system." Around the turn of the century and the introduction of the euro, CBA stepped back from the active market to revitalise the by that point 'stale' banking systems industry and chose to embark on a complete

rewrite of IBAS based on 100% post-Y2K technology. It was this combination of forward thinking, investment and determination from CBA that resulted in one of the most important advancements in the global banking systems industry today. "The new IBAS system has been rebranded IBAS GBF – Global Banking Factory, and for good reason," says Mr. Hauge. "It finally delivers the previously elusive but much touted ability to bring manufacturing concepts to the global banking industry." Today, IBAS GBF is used by banks on several continents for a wide range of banking areas. "IBAS GBF can range from a total banking system to a specialist system for niche product areas, such as payments, trade finance, financing and loans, invoicing, factoring and document management, amongst others," points out Mr. Hauge. The IBAS system is a pure system for banks requiring a solution to increase agility, profitability and efficiency without losing the accumulated valuable wisdom within their

existing IT infrastructure. "Today's IBAS GBF banking system is a real global, multi-country package solution with one source code for all banks," adds Mr. Hauge. The IBAS GBF is based on an object-oriented and component-based development methodology, making it extremely flexible and adaptable, giving each bank the possibility to customise their product, prices, and rules, among others, without leaving the package solution. Within only a few months, a bank can be in live production due to the system's flexibility, simplicity and sophistication. "Being a developer-focused organisation, we are committed to moving IBAS GBF into the future – continuing CBA's tradition of simplifying complex banking IT problems and helping banks implement better products faster. This, combined with our independence, experienced staff, our delivery track record and high level of customer satisfaction, means we are setting a new benchmark for market standards," stresses Mr. Hauge. The system manages differ-

ent time zones, currencies, country rules, standards, practices and languages with ease in one global system. In addition, cost reductions of up to 50% can be achieved. "Our technology puts a global banking system on one single page," states Mr. Hauge. Mr. Hauge and his team of employees work collaboratively with partner alliances across Europe, Middle East and Asia. The Asian market, above all, is presenting some exciting new opportunities for CBA. The company is determined to grasp its chances and to drive expansion in new potential markets. ■

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