



ING Group is a global financial institution active in the areas of banking, investments, life insurance and retirement services. ING Group has more than 52,000 ING employees serve over 61 million private, corporate and institutional customers in over 40 countries in Europe, North America, Latin America, Asia and Australia. Always leading the change, ING Group aims to contribute to economic growth, entrepreneurship, innovation and creativity in all ING Group countries around the world. Main strategy of ING Bank Turkey is to do banking in parallel with Turkey's sustainable economic growth through its 300 branches. Under this strategy, ING Bank mainly focuses on increasing savings and contributing to value-added exports.

SMS



E-MAIL



sm marketing platform

is in the center of
all ING Bank's
systems.

E-RECEIPT



OTP



"Privacy is the priority"
More secure banking
for customers



IBM Unica and
Core Banking
Integrations



SMS & E-mail sending
process are now traceable,
measurable and reportable.



"We decided to retire the messaging system that we had as a third party tool and replacing it with the best system in the field that we could find. Following this decision we chose ODC's messaging platform SM Marketing Platform. This suite integrated into our system, controlling the entirety of our electronic messaging traffic. Over the last two years, we have integrated nearly all of the ODC products into our system. If you also want to manage all of your messaging needs from one single location, then ODC's messaging platform, SM Marketing Platform, is the solution for you. In addition their products' functionality, the ODC team's supportive approach can help you achieve excellent results very quickly."

Bengü Sanem KILKESER
Vice President
Marketing and Sales Applications Management Department