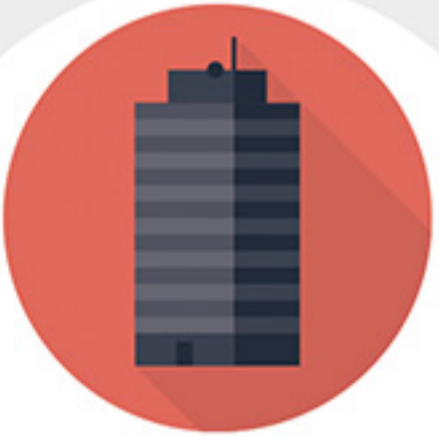




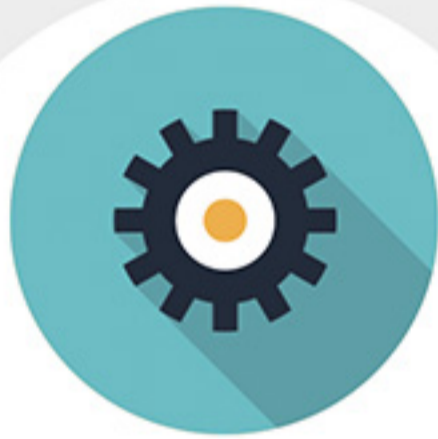
A COMPLETELY MEASURABLE AND REPORTABLE SMS & E-MAIL INFRASTRUCTURE



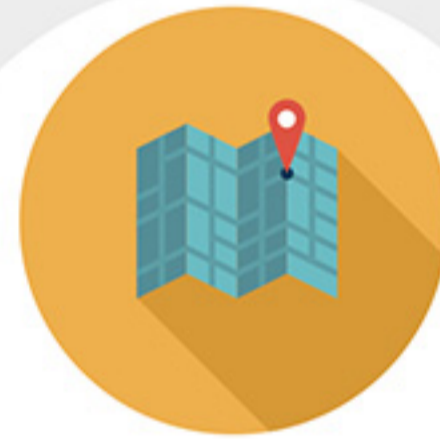
İşbank is the Turkey's largest private bank with over 1.200 branches, 24.000 personnel and over 5.600 ATMs. İşbank has occupied a very important place not only in the Turkish financial sector but also has pioneered many new areas of business through investments and equity participations in the industrial and financial services sectors. As of June 2013, İşbank is holding direct equity in 25 companies in finance, glass, telecommunications, industry and service sectors.



İşbank has chosen SM Marketing Platform as a centralized solution which is completely manageable, reportable and interactive.



Integrated to Chordiant and Event & Action Manager thanks to its flexible infrastructure.



SM Marketing Platform used for: campaigns, notifications, One Time Password and interactive SMS.



"Where is the nearest İşbank?" Customers learned nearest ATMs and branches by using Location Based Interactive SMS Service.

RESULTS



Tendrils reaching out to all banking systems



İşbank's SMS & E-mail volumes increased by 5-6 times.



Centralized cost-based management for business units



Time and costs saved in SMS & E-mail deliveries.