

Press Release

W.UP launches next-generation mobile banking solution enabling banks to go digital in 3 months

BUDAPEST, HUNGARY – 30 November, 2016 - W.UP, next-generation digital banking software company, announced today the public release of [MOBILE.UP](#), a pre-built mobile banking product – which is also a development framework – for rapid development of native mobile banking applications.

The platform contains a set of common and core services which support the separate function development during the customization. Unlike many „packaged” mobile banking applications that often appear too rigid or complex, MOBILE.UP offers a quick, flexible and easy-to-deploy solution for iOS and Android.

„We know how challenging it can be for banks to go digital. Over the last one and a half decades, we’ve seen failed strategies, vague promises and one-fits-all solutions sold as tailor-made. – that’s why we created W.UP” – explained Béla Bodnár, CEO.

To meet the ever-changing customer needs, MOBILE.UP can provide a fast and effective product implementation and development cycle, resulting in rapid and incremental function evolution. MOBILE.UP enables a personalized experience for banking customers, with core features delivered within 3 months and new releases every 3 months.

Core functionality includes features such as account and card overview, statements, card operations, traditional transfers, payment to phone number and push notification services. Additional features such as ATM locator, call center authentication or gesture functions can be ‘pick-and-mixed’ by the customer.

[MKB Bank](#), a leading financial institution in Hungary, has already selected [W.UP](#) to deliver their new mobile banking application - which is now available for iOS and Android - providing MKB Bank’s customers a simple and personalized, happy digital banking experience.

“We were looking for a team that not only knows the latest mobile application trends, but understands the specific language and aspects of a bank and who can take part in the collaborative thinking.” – said Gergely Dervarics, Head of E-banking at MKB Bank.

ABOUT W.UP

[W.UP](#) is a next-generation digital banking software company, delivering cutting edge, cloud-based products and services for financial institutions. Headquartered in Budapest, Hungary, our team of highly skilled fintech specialists develop innovative and smart solutions to create a happy digital banking experience worldwide. Our 15+ years of experience allows for fast implementations, turning ideas into projects and projects into success stories – on time and on budget.

For more information, please visit <http://wup.digital>. Connect with W.UP on [Facebook](#), [LinkedIn](#) and [Twitter](#).