

Comarch Internet & Mobile Applications in UniCredit Italy

/EINPresswire.com/ [Comarch](#) will deploy internet and mobile applications for tablets and smartphones, which combine functionalities of online banking and personal finance in one powerful solution.

The project for UniCredit Group is going to be the largest deployment of [Comarch Smart Finance](#), a solution helping bank customers to save and invest money while keeping their focus on personal financial goals. Comarch Smart Finance analyzes customer financial behaviors and predicts their monthly cash flow. Owing to such data, personal preferences can be recognized and the bank offer customized individually. Without unwelcome sales pitches, the customers can receive highly personalized product offers.

'The deployment of Comarch Smart Finance at UniCredit is a significant project because of the innovation it introduces. Nowadays, multichannel access and personal finance management are usually standard features of the online banking. Comarch Smart Finance goes further and reshapes online banking by providing the bank with the possibility to precisely address the needs of customers with relevant offers', explains Sławomir Gierek, Business Unit Director at Comarch.



Comarch is one of the leading international software houses and systems integrators of central Europe, based in Krakow, Poland. Comarch provides services in areas such as telecommunications, finance and banking, services & trade, public administration, and SME. Its services include, among others, billing systems, enterprise resource planning applications, IT security and architecture, management and outsourcing solutions, customer relationship management and sales support, electronic communication and business intelligence.
Business Unit Director at Comarch.

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