

ASAPP launches new website featuring transparent pricing for account and lending origination

TORONTO AND SAULT STE. MARIE, ONTARIO, CANADA, October 13, 2020 /EINPresswire.com/ -- ASAPP is proud to launch its new [website](#) featuring a complete redesign, a new Umbraco CMS implementation, supporting a large amount of new content, and featuring transparent pricing for ASAPP's licensing and configuration costs – a Canadian industry first!



The new website design features ASAPP's well known branded colours, striking imagery and the "Morphy" shape that are all intrinsically linked to the overall corporate culture, mission and brand essence of TRANSFORMATION.

Under the hood, an Umbraco content management system was implemented, leveraging ASAPP's decade long experience of building Umbraco websites. The Umbraco CMS is supporting a significant amount of new content including extensive description of the new ASAPP OXP | omnichannel experience platform feature sets that will be released in 2021 including: CRM, Enterprise Content Management and Business Analytics. As well, ASAPP Platform Strategy solution success stories are shared including Flash Sale Campaigns, Financial Literacy Programs and Responsive Financial Calculators.

However, beyond just launching a new website, ASAPP took the next step in its commitment to supporting transparent pricing for its credit union Client-Partners with published licensing and configuration costs for account origination, lending origination and the new ASAPP OXP feature sets. This is an industry first in the Canadian omnichannel origination space and is meant to support procurement best practices and open discussions around platform value associated with credit union fintech investments.

Tony Dunham, ASAPP SVP Sales & Marketing, noted: "We have always been very transparent and consistent with our pricing strategy. However, taking this step to publish our licensing and configuration costs openly on our website is a huge reinforcement of our approach and our

belief in the value that the ASAPP OXP | omnichannel experience platform delivers for our Client-Partners.”

The new website highlights ASAPP's growing number of Client-Partner credit unions and Strategic Partners and delivers a variety of industry insight pieces that will continue to be supplemented moving forward. The ASAPP company history is also revealed in greater detail and the site provides an opportunity to get-to-know the ASAPP team, with more information coming over the next several months.

Of course, as always, prospective Client-Partners are invited to request a demo or to contact ASAPP directly to see how ASAPP's omnichannel experience platform and platform strategy solutions can help you exceed your credit union's goals!

- 30 -

About ASAPP Financial Technology

ASAPP delivers Custom Experience Software and Digital Agency Services that create sustainable competitive advantages for regulated financial service providers as they compete against direct-to-consumer fintech solutions. ASAPP OXP is Canada's most complete omnichannel experience platform for the financial services industry. Learn more at asappbanking.com.

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