



## **IDEALINVENT launches B-SaaS™ , Banking Software as a Service**

*9<sup>th</sup> June, 2010 – Stockholm, Sweden*

IDEALINVENT's B-SaaS™ offering provides pre-packaged business processes and ready made local interfaces supported by IT-services specific for the financial industry.

B-SaaS™ enables banks to reduce their cost substantially without sacrificing their competitive edge on pricing and risk management. In fact, ***B-SaaS™ provides already today the financial industry's vision of an IT cost lower than €10 per customer per year.***

Time to market is of the essence! To be able to efficiently launch a new bank service or set up a completely new bank in a new market, banks cannot afford time-consuming and non-predictable IT projects. B-SaaS™ ensures that banks can quickly get started to capitalize on their competitive edge. Together with a well-proven implementation model, B-SaaS™ will ensure setting up of a Greenfield Bank in 4 calendar weeks.

B-SaaS™ can be obtained as a Start package or as separate services covering typical business areas like Deposit, Loans and Cards. The B-SaaS™ service is provided from a secure Data Center with direct and redundant access to the European internet backbone ensuring reliable, high-speed connections.

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IDEALINVENT is a fast growing International company focusing on Business support for Banks and other financial institutions. IDEALINVENT is currently established in the Nordics, the Baltics and in India, with more than 120 employees, all dedicated business consultants and system developers in the Banking, Financial Services and Insurance domain. Read more about our B-SaaS™ offering at [www.b-saas.com](http://www.b-saas.com) and more about IDEALINVENT at [www.idealinvent.com](http://www.idealinvent.com).