

Polaris launches 'Intellect Front Office' in U.S.

LAS VEGAS — India's Polaris Software Lab Ltd. announced Nov. 14-16 during BAI's Retail Delivery Conference & Expo the launch of an integrated branch renewal platform that is based on services-oriented architecture technology for U.S. markets.

According to a news release, the platform, called Intellect Front Office, is expected to help financial institutions transform their branches from transaction-and-service centers to advisory centers.

Key features include:

- Integrating 20 relationship-driven applications and bringing them to a single desktop.
- Empowering bankers to manage customers in a friendly way, enabling tellers to service divergent customer needs more efficiently.
- Flexibility in implementing rollouts in multiple branches.
- Offering cross-sell prompts to account origination.