

DRAFT



CHANNEL DESIGN

CONCEPT REPORT

ENTERPRISE INTELLIGENCE

01/03/2018

OUR CHANNEL VISION

WE OFFER

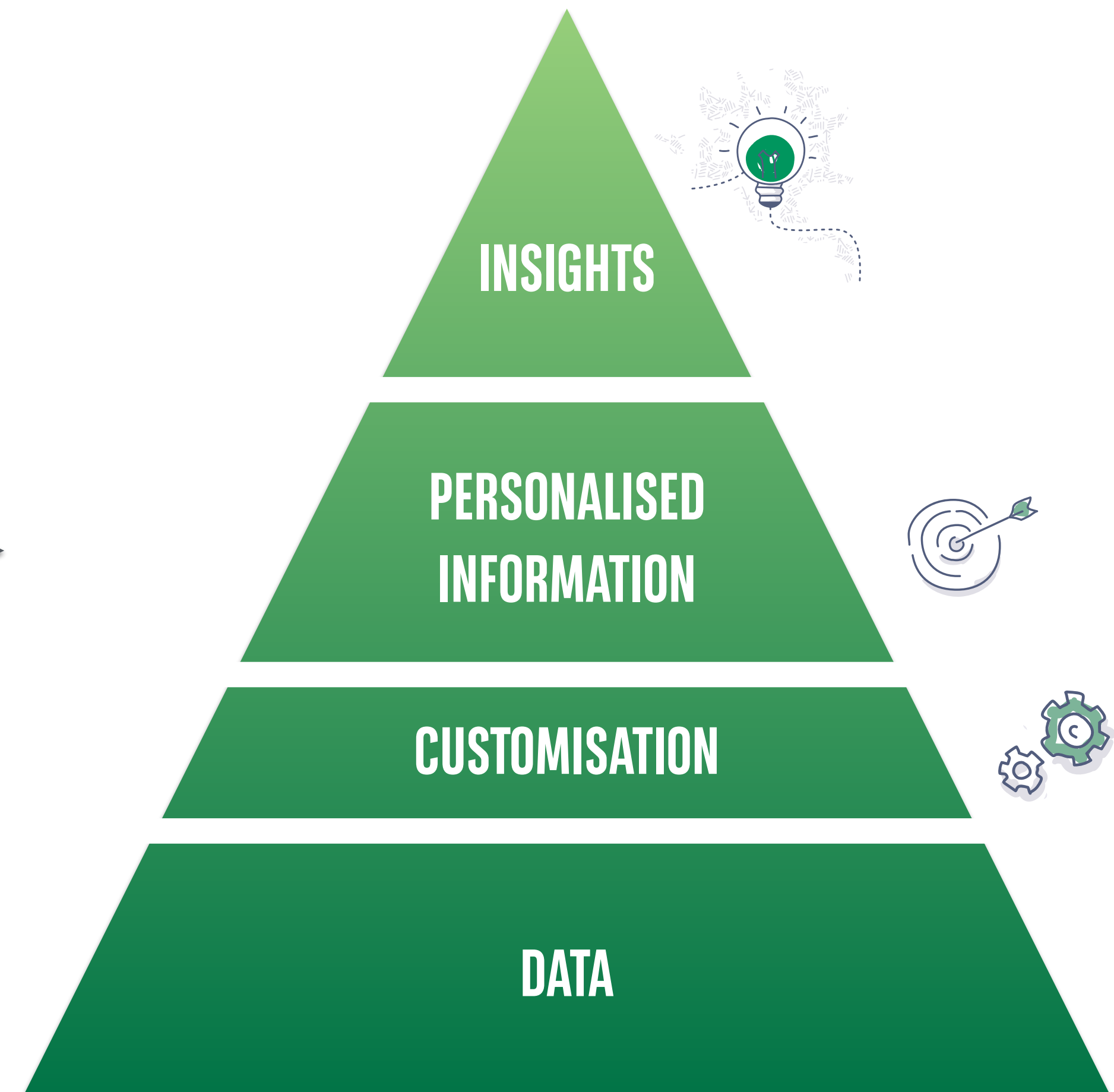
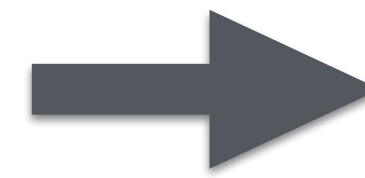
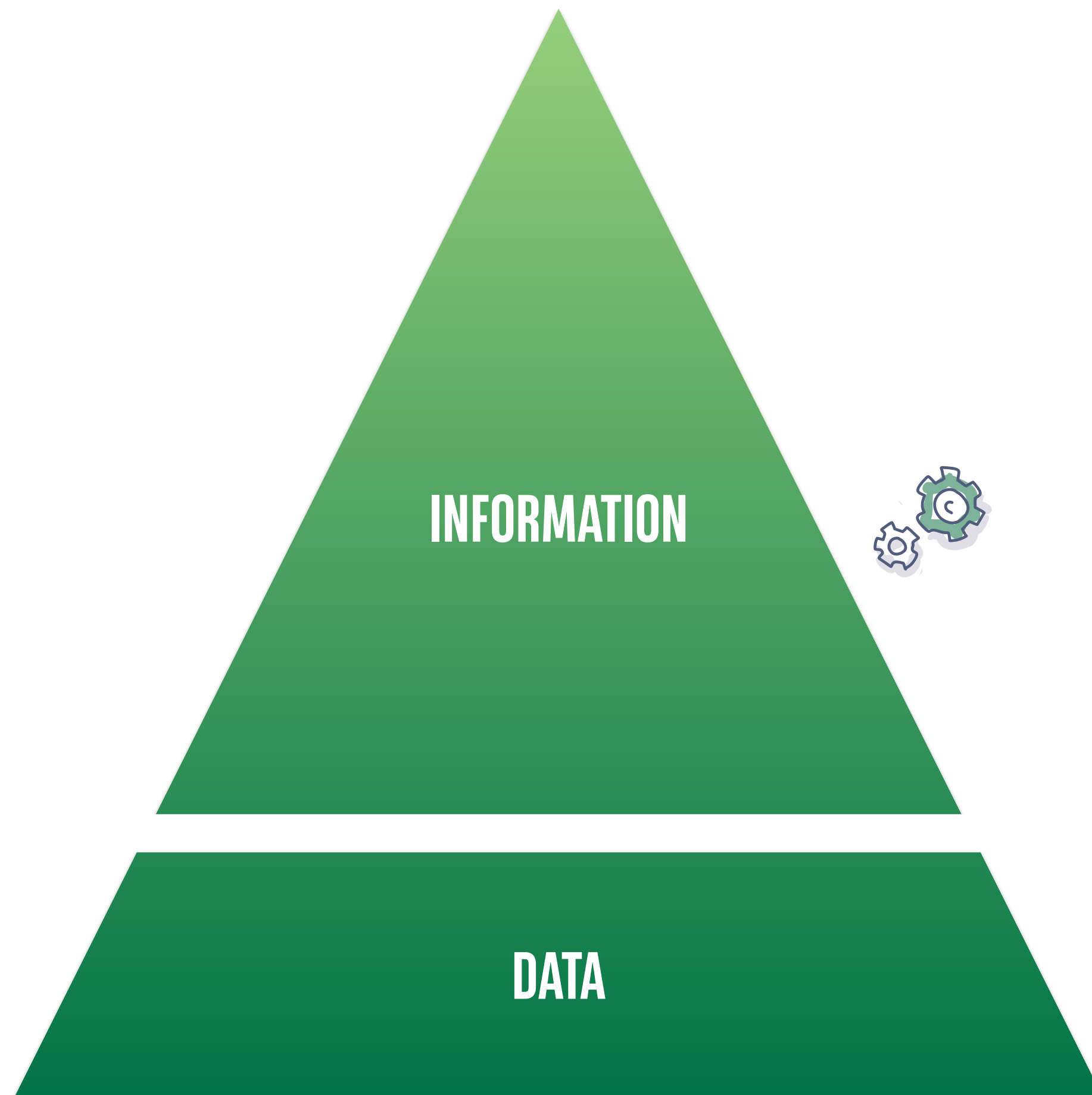
PERSONALISED & INSIGHTFUL

ADVICE & SUPPORT DRIVEN

OMNICHANNEL EXPERIENCES

PERSONALISED & INSIGHTFUL EXPERIENCES

FROM A TRANSACTIONAL TO AN INSIGHTFUL EXPERIENCE



RESEARCH
VALUE PROPOSITION
CONCEPT
WIREFRAMES

WHAT IS ENTERPRISE INTELLIGENCE

E.I. CONCEPT

WHAT IS ENTERPRISE INTELLIGENCE

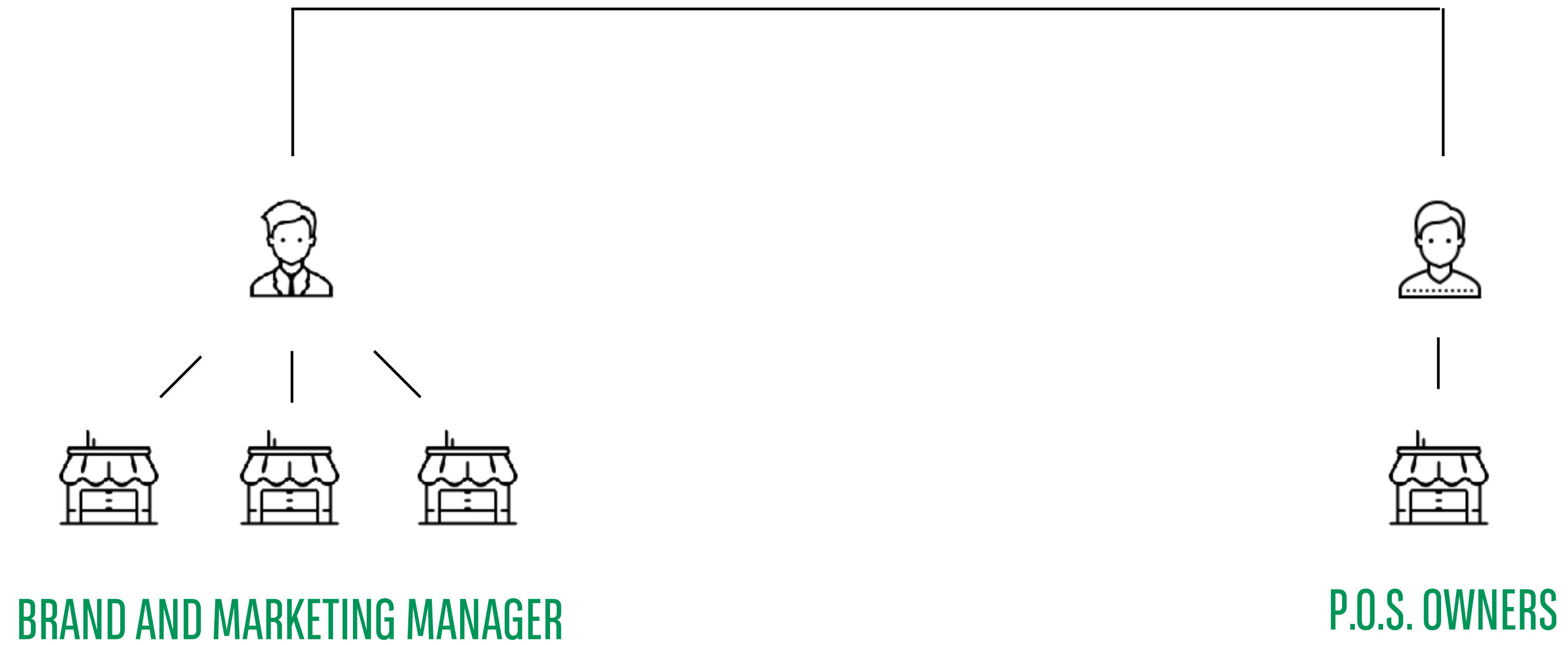
"EI" transforms data from point-of-sale transactions and BNP's customers into a new service for merchants, inaugurating a new way of banking that turns anonymized data from purchases paid by customers into useful data for retail businesses.

WHO ARE OUR USERS

E.I. CONCEPT
TARGET



MEDIUM & SMALL COMPANIES



E.I. CONCEPT

TARGET POTENTIAL

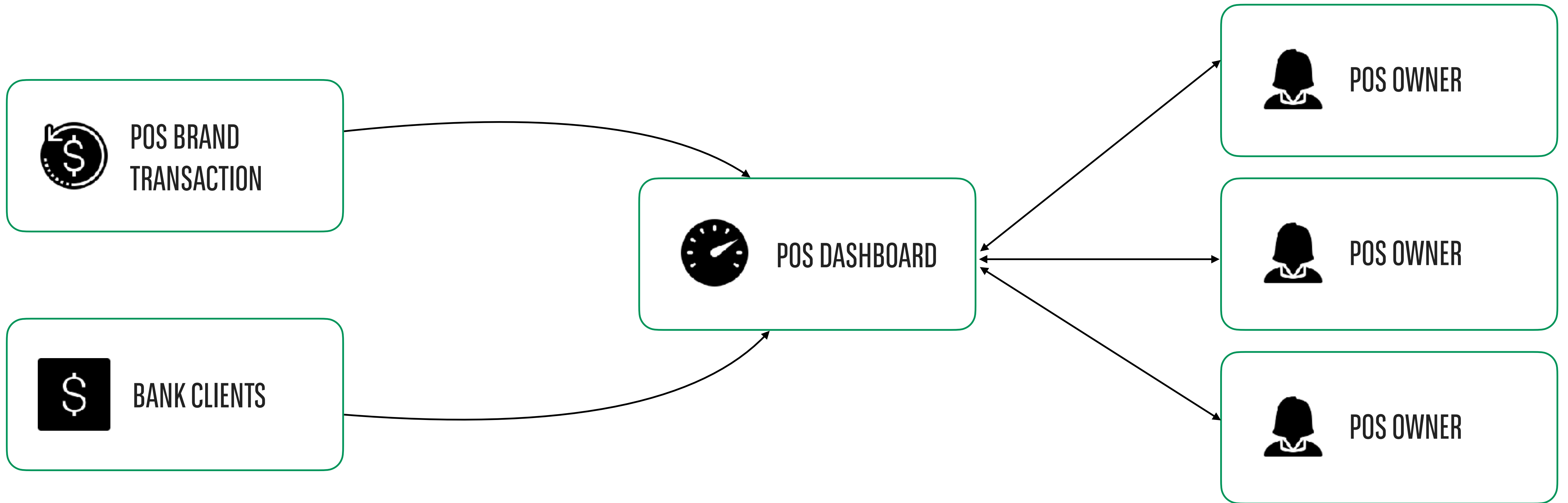


**1500 potential
corporate clients (ATOS)**

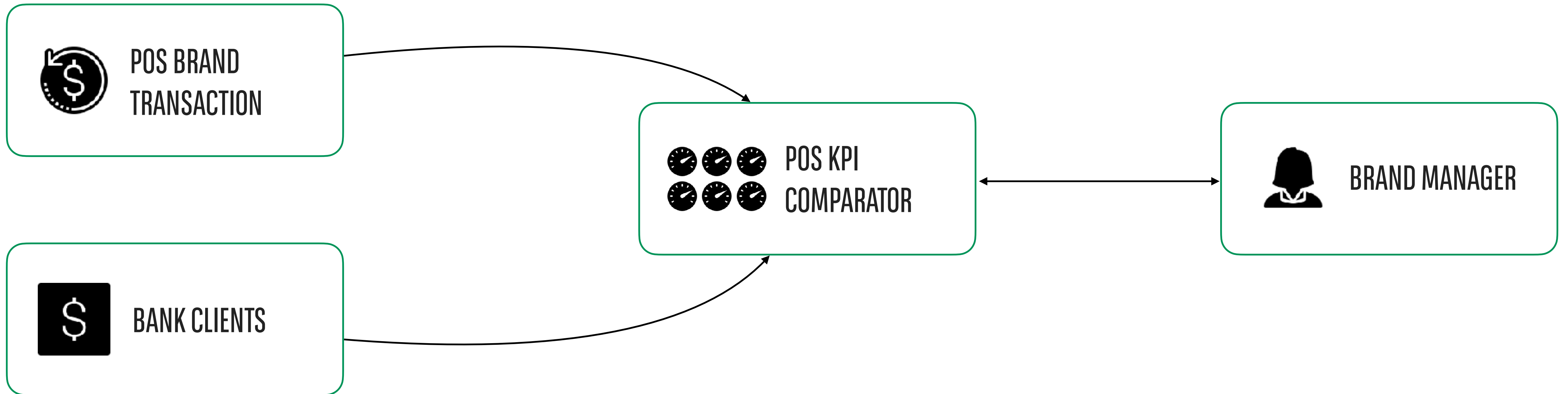
- 901 are in EBB
- 234 use EBB
- Only 15% use EBB regularly

HOW IT WORKS

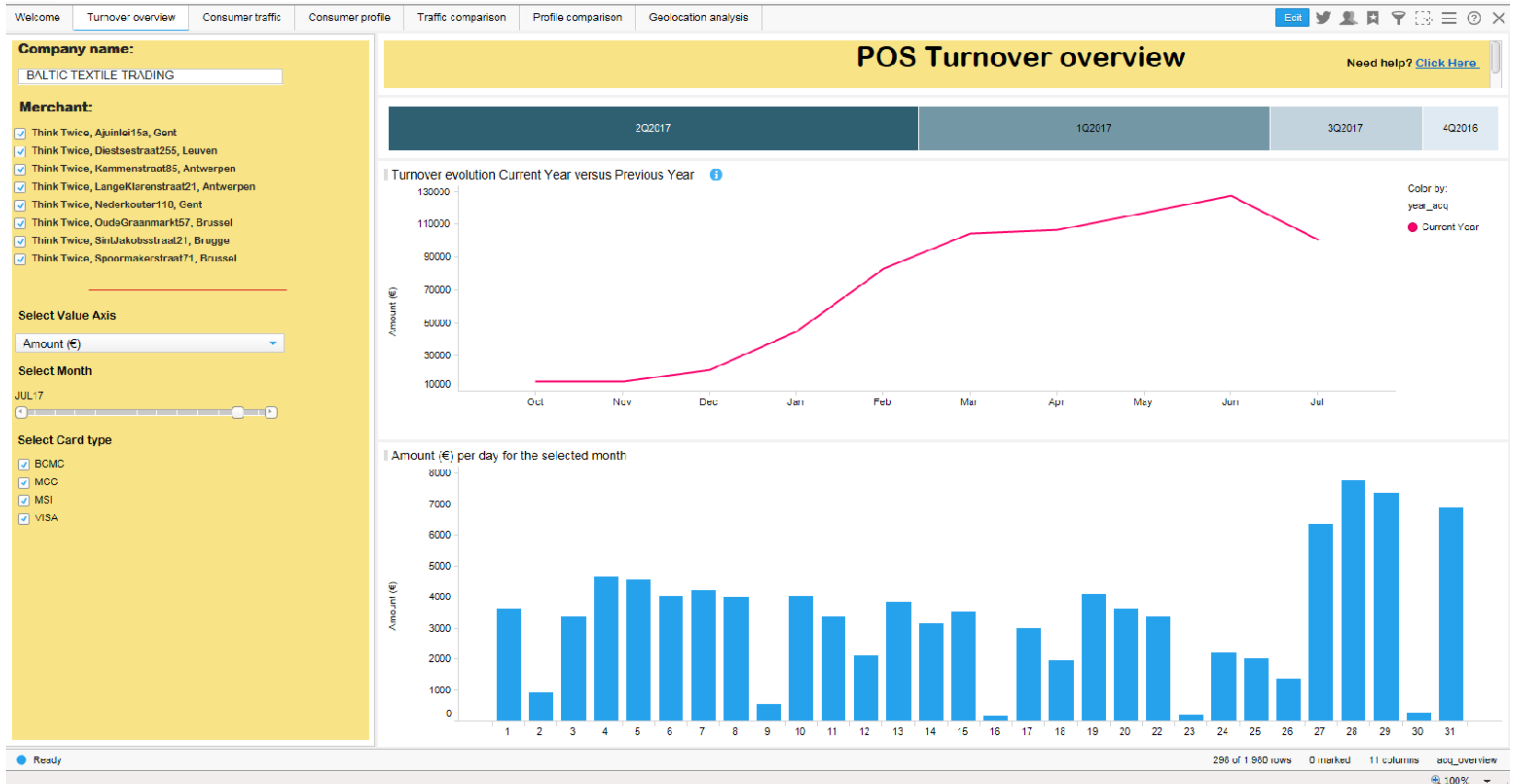
E.I. CONCEPT
HOW IT WORKS

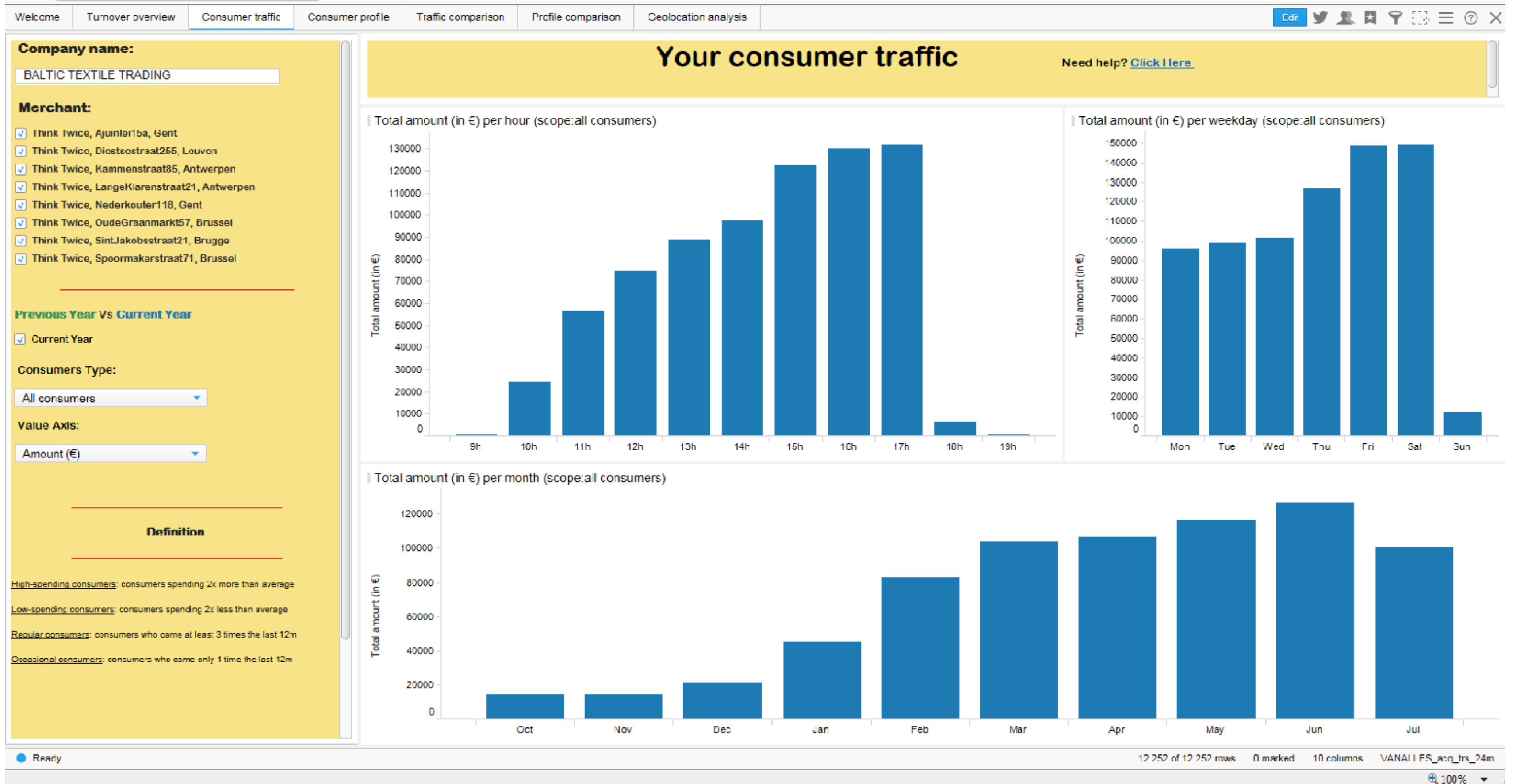


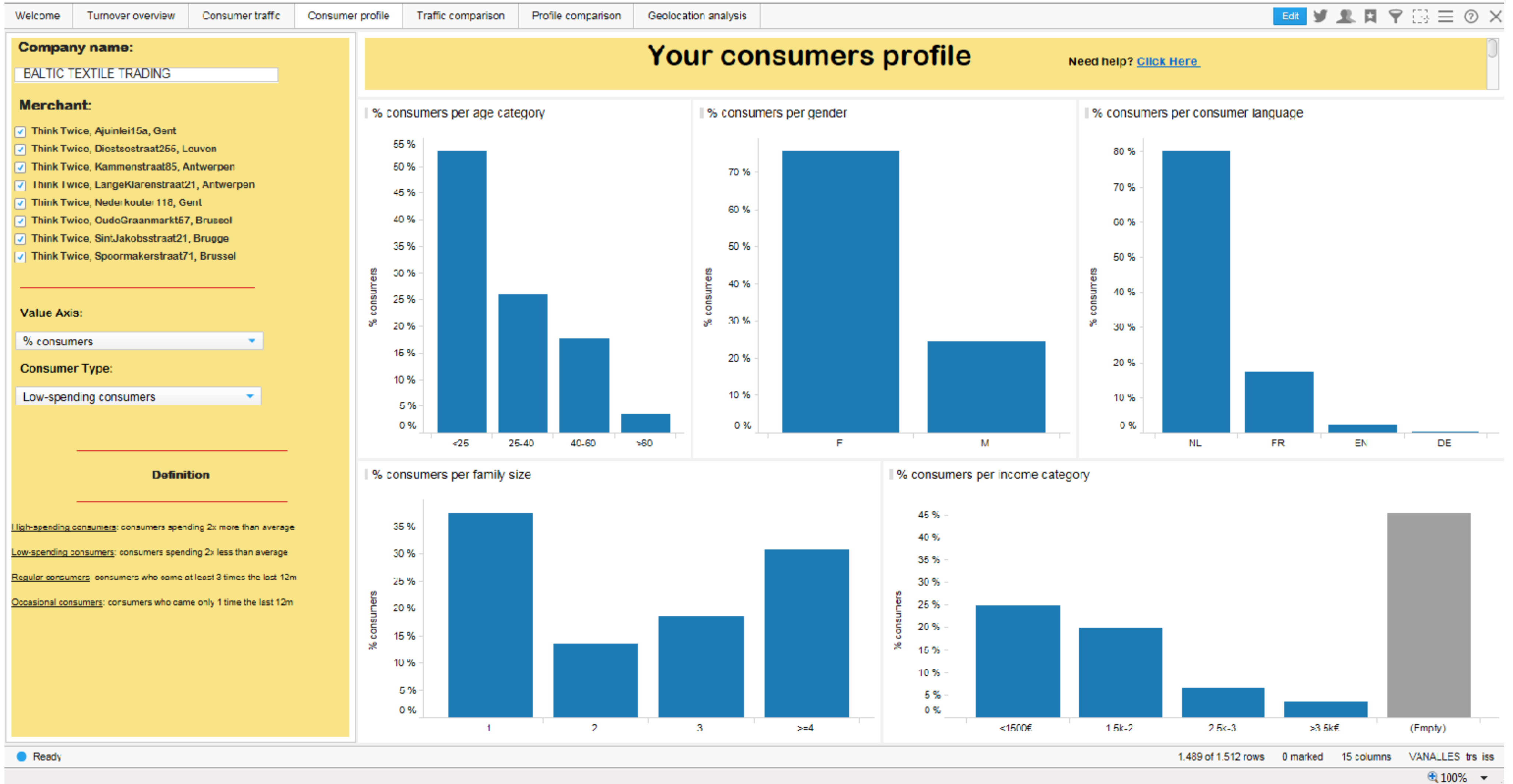
E.I. CONCEPT
HOW IT WORKS

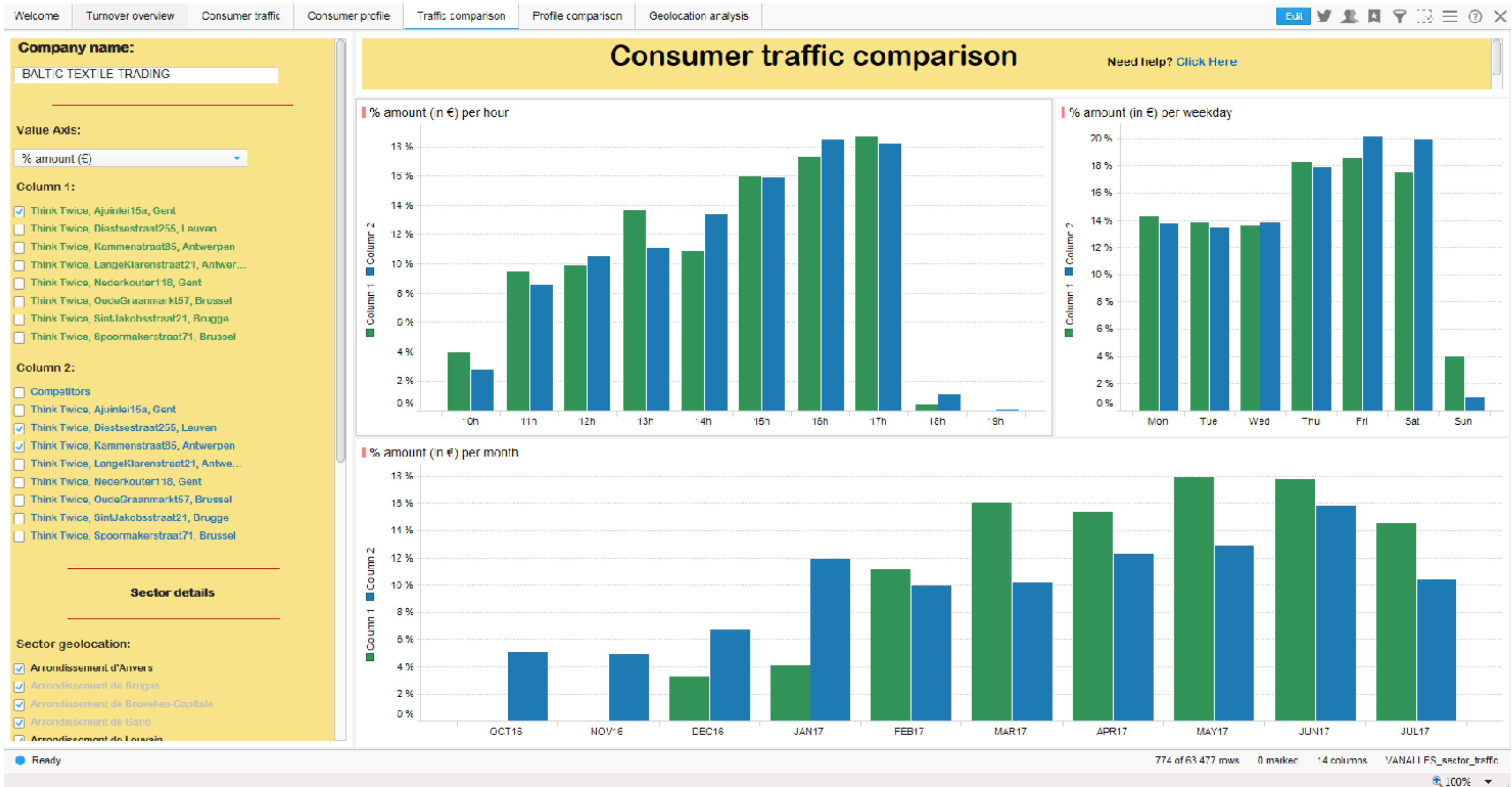


P.O.C.









HOW DO USERS FEEL ABOUT BIG DATA?

E.I. CONCEPT

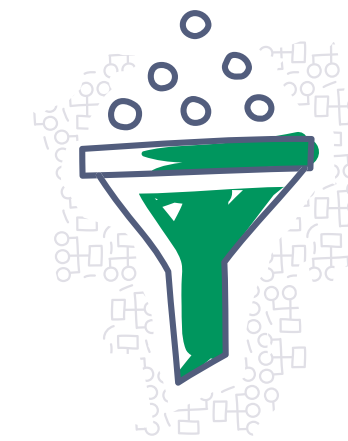
HOW DO USERS FEEL ABOUT BIG DATA?



NEVER WORKED WITH STATISTICS



NO MARKETING KNOWLEDGE

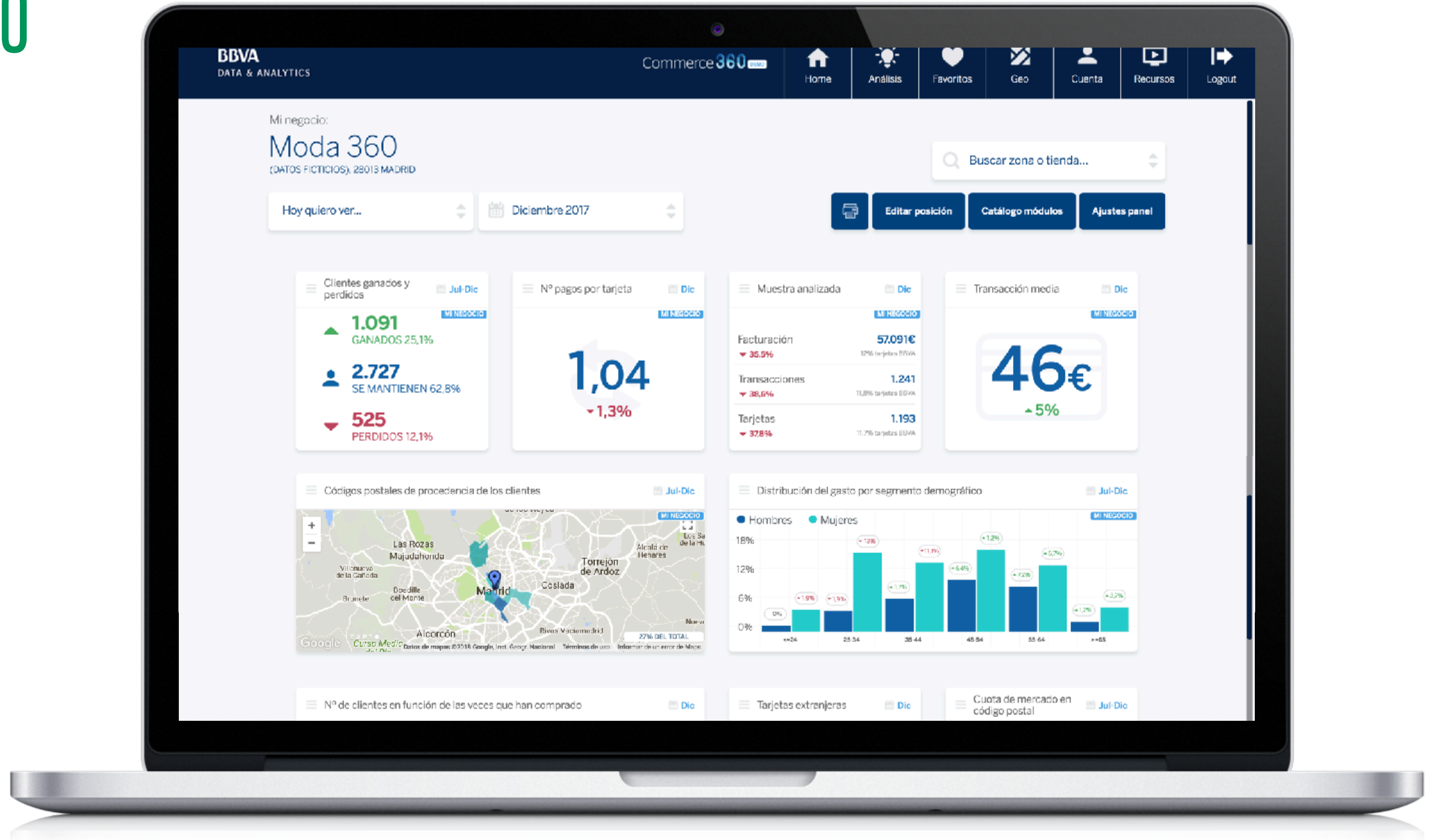


UNDERSTAND THAT BIG DATA
HELPS THE BUSINESS

BENCHMARK

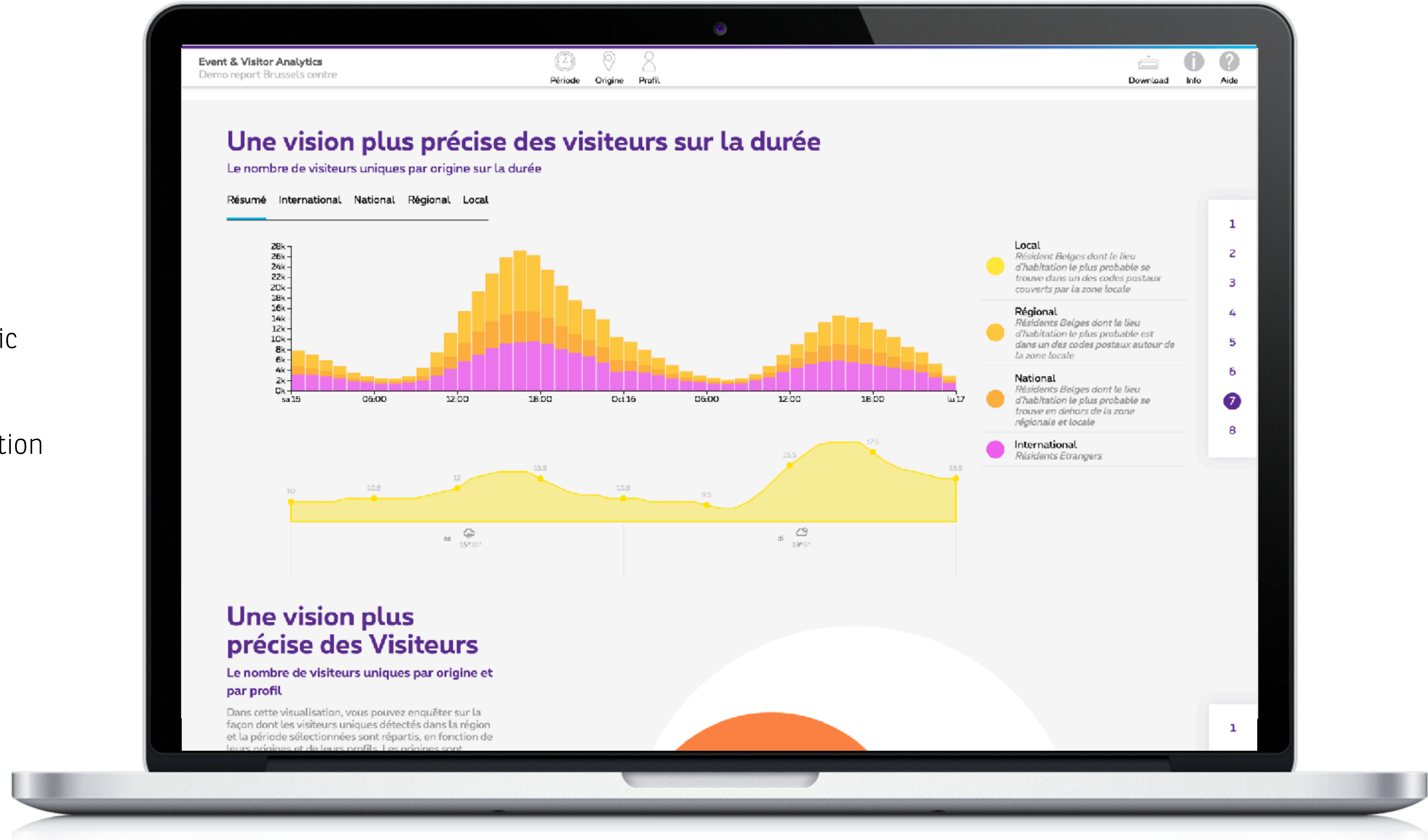
BENCHMARK COMMERCE 360 BBVA

- 1 single customisable dashboard with 120 metrics catalog
- Spain only



BENCHMARK PROXIMUS ANALYTICS

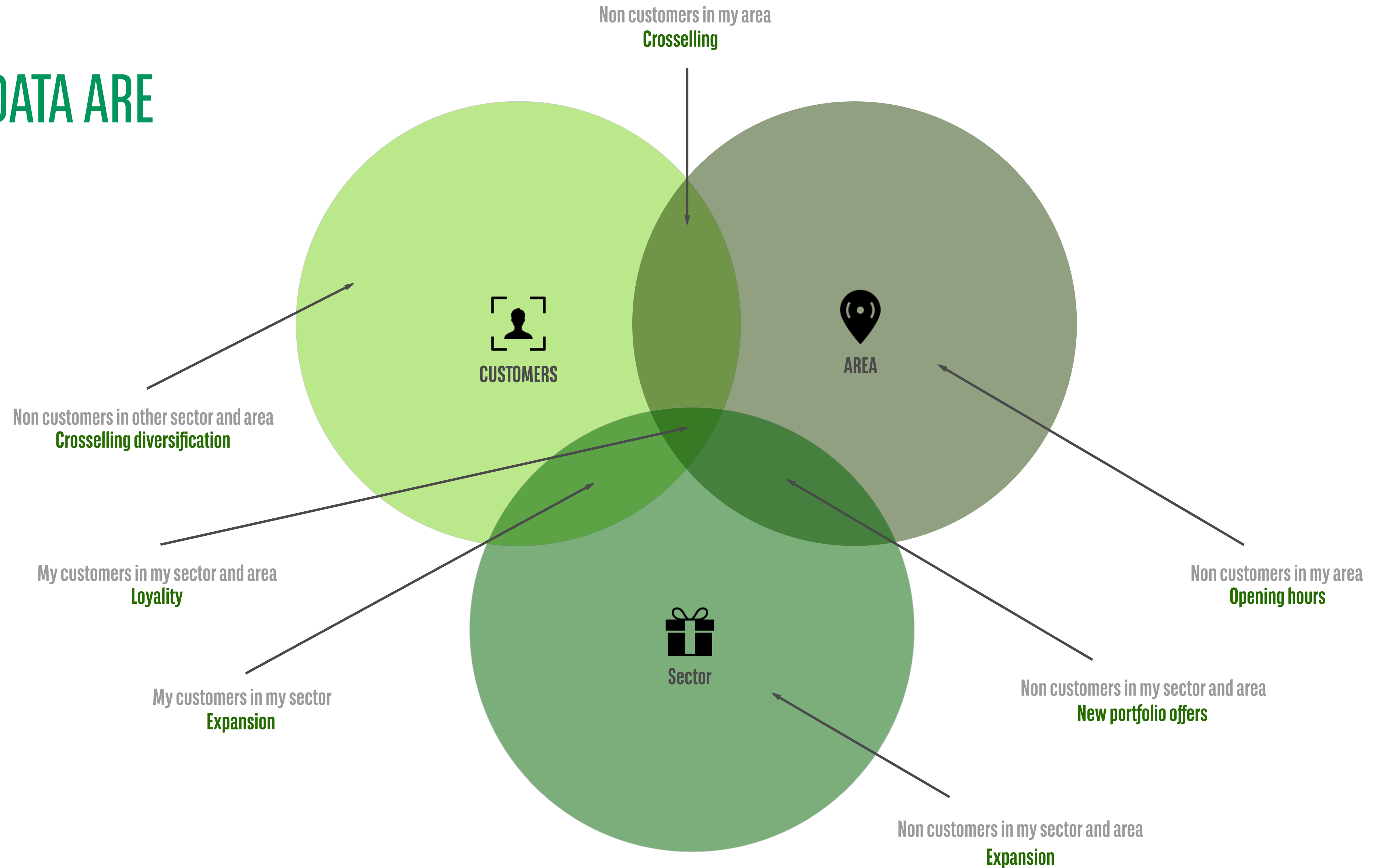
- Data from local traffic only (real time)
- Fancy data visualization



WHY OUR DATA ARE RELEVANT FOR P.O.S.

E.I. CONCEPT

WHY OUR DATA ARE RELEVANT



E.I. CONCEPT

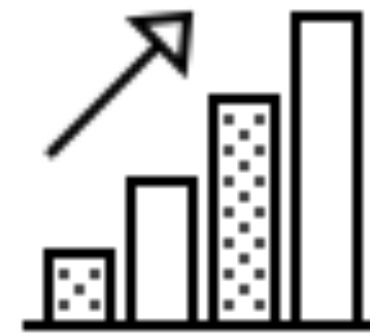
WHY OUR DATA ARE RELEVANT



ADVANCED PROFILING



LOYALTY RANKING



HELP FOR MARKETING



P.O.S. & COMPETITORS
COMPARISON

E.I. CONCEPT

ADVANCED PROFILING



TYPE OF DATA WE HAVE

- Origin
- Social profile
- Revenues
- Trends spending

POSSIBILITIES

- **Cross-selling diversification**
- **Local marketing optimisation**

E.I. CONCEPT

LOYALTY RANKING



TYPE OF DATA WE HAVE

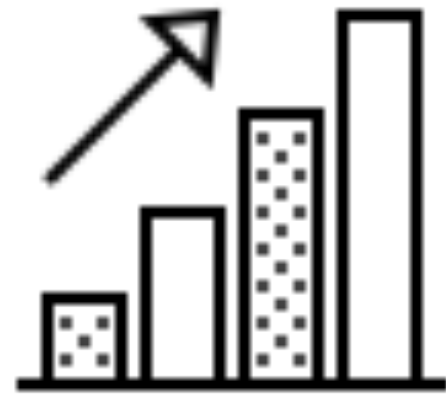
- Number of transaction per customers

POSSIBILITIES

- Rank loyalty
- Track loyalty

E.I. CONCEPT

HELP FOR MARKETING



TYPE OF DATA WE HAVE

- Customers origin
- Market share

POSSIBILITIES

- **Local marketing opportunity**
- **Track local expansion**

E.I. CONCEPT

COMPARISON



TYPE OF DATA WE HAVE

- Amount of customers
- Amount of traffic
- Amount of revenue

POSSIBILITIES

- **Opening hours**
- **Market share**
- **Brand performance**

RESEARCH
VALUE PROPOSITION
CONCEPT
WIREFRAMES

E.I. CONCEPT

VALUE PROPOSITION

A dashboard is not about pushing data to customers by means of graphics and visualisations.

It's about **telling a story** - with the data and insights at hand - that resonates with customers and supports them in their **decision-making** process.

It is about focusing on the most **relevant information and driving action** at the same time.

E.I. CONCEPT

VALUE PROPOSITION

Our customers will use E.I. with a **specific goals in mind** :

- **Why I.E. is relevant for the business**
- **What kind of insights they will get**
- **How to use these new insights**

They want **information as quickly and effortlessly as possible.**

They will not explore more data than they can process or metrics that are not **aggregated to suit their needs.**

Hence there is no exploratory metrics system, but **goals oriented reports** with **actionable outcomes.**

ENTERPRISE INTELLIGENCE CONCEPT VALUE PROPOSITION

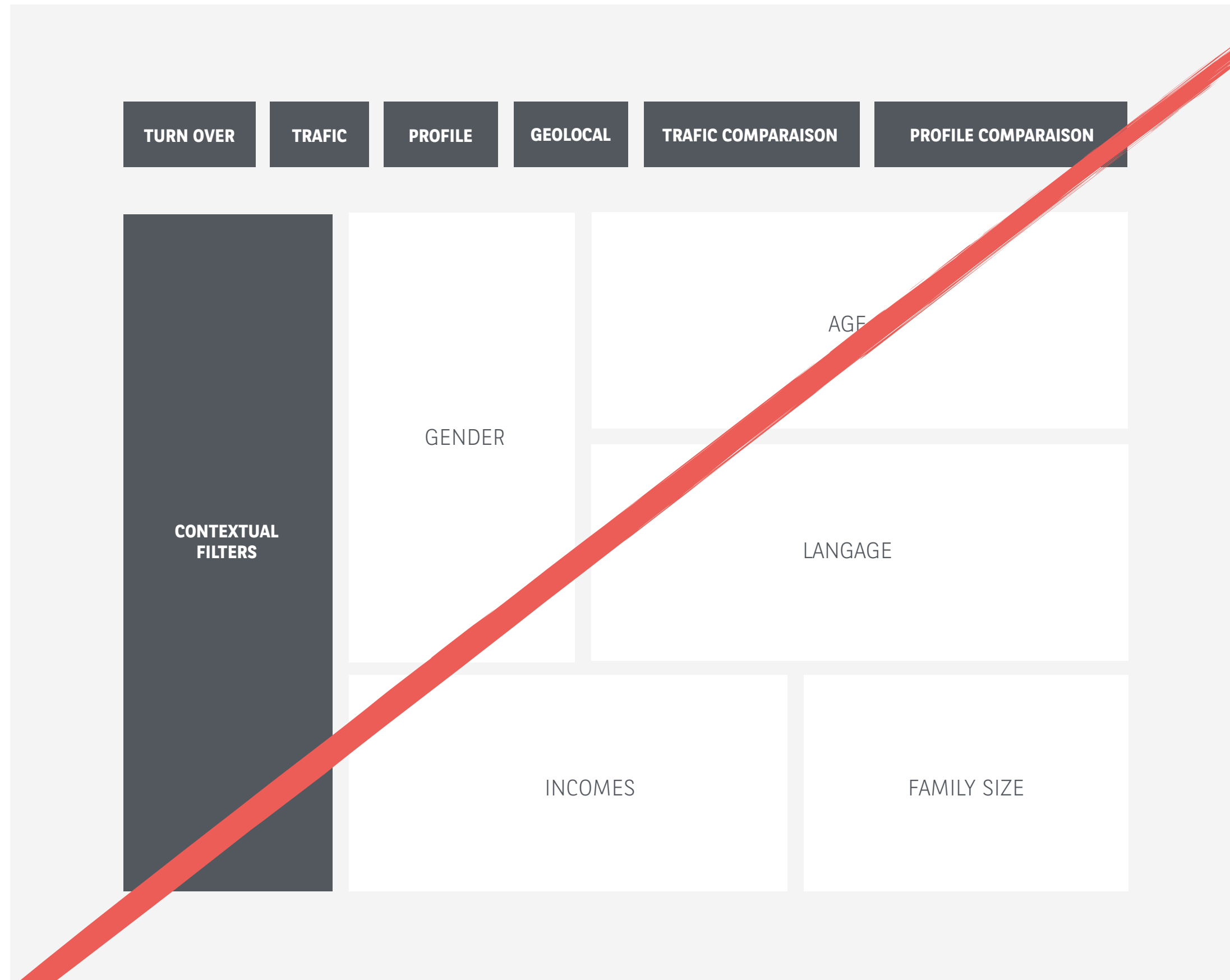
To avoid cognitive overload Enterprise Intelligence provide a **goal oriented report respecting customer mindset.**

Each report tells a **concise information** focused on **objectives they want achieve.**

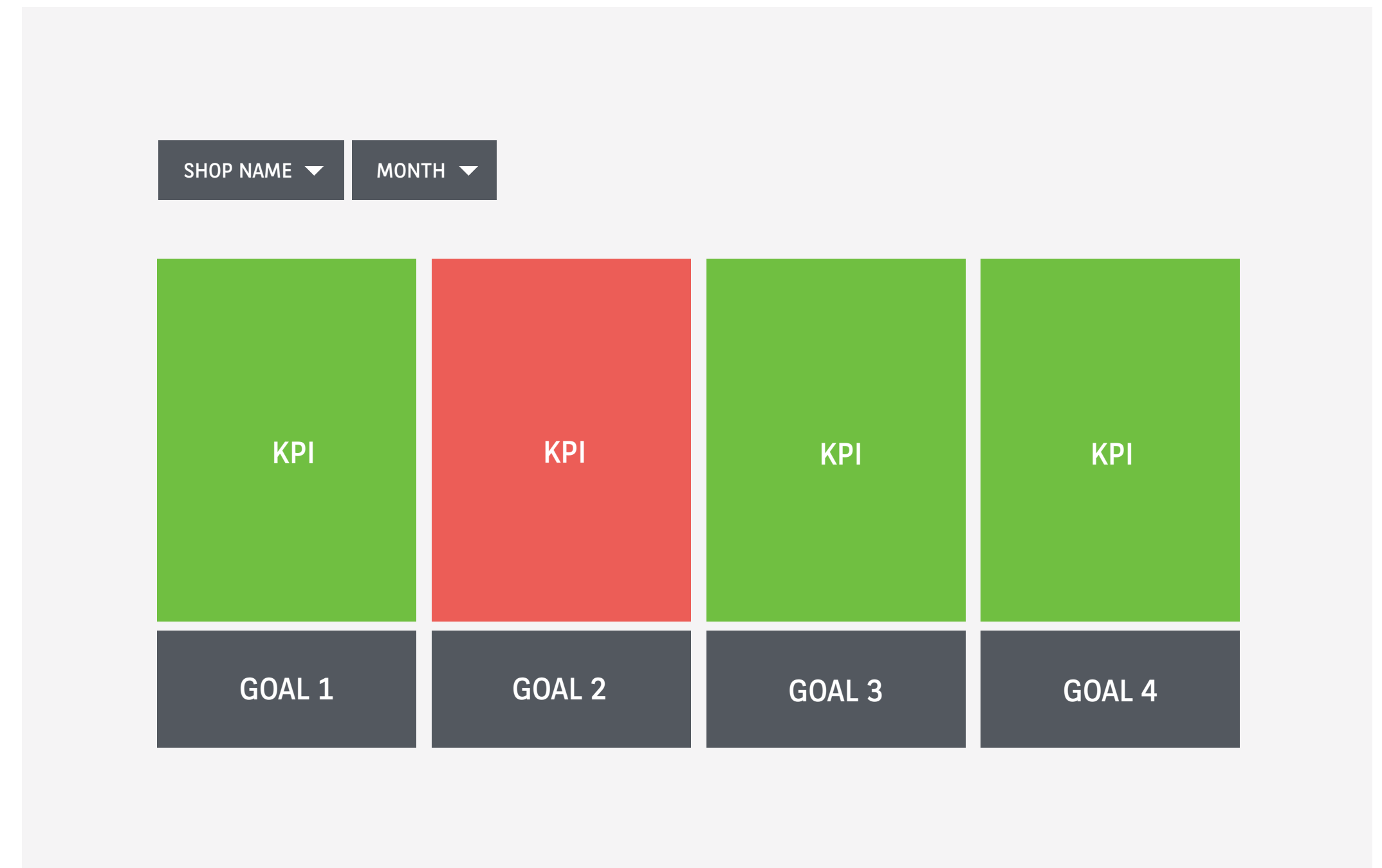
Each report come with **learnings** on data and **actionable outcomes** providing relevant **support** and ultimately help business owner to **make better decisions.**



E.I. CONCEPT VALUE PROPOSITION



DATA EXPLORATION
COGNITIVE OVERLOAD



GOAL-ORIENTED
FOCUSED INFORMATION

E.I. CONCEPT VALUE PROPOSITION

needs

Goals report
KPI overview
Information
Outcomes
Personalisation

what do they need

- **Goal report** focused on **objectives**
- **KPI** to focus where **business decisions** are relevant
- **Information** that explain **data visualisation**
- **Outcomes** to **avoid self calculation**
- **Customise data aggregation** based on their products.



RESEARCH
VALUE PROPOSITION
CONCEPT
WIREFRAMES

E.I. CONCEPT GOALS CONTENT

MVP SCOPE

PERFORMANCE
ANALYSIS

SHOP
RANKING

BASKET
EVOLUTION

DAILY
TRAFFIC

EXPANSE
BUSINESS

PERSONAS

SPENDING
PATTERNS

CUSTOMER
RETENTION

CUSTOMER
ORIGIN

OPEN HOURS
EFFICIENCY

MARKETING
CAMPAIGN

EVALUATE
MARKETING
CHANNEL

PLAN
MARKETING
CAMPAIGN

TRACK
MARKETING
CAMPAIGN

EVENT
ORGANISATION

MARKET
RESEARCH

BEST
BUSINESS
LOCATION

OPPORTUNITIES
BY INDUSTRY

«DASHBOARD KPI'S» PRINCIPLES

E.I. CONCEPT

KPI

PRINCIPLES

E.I. allow the user to understand the interest of big data and gave rise to new expectations.

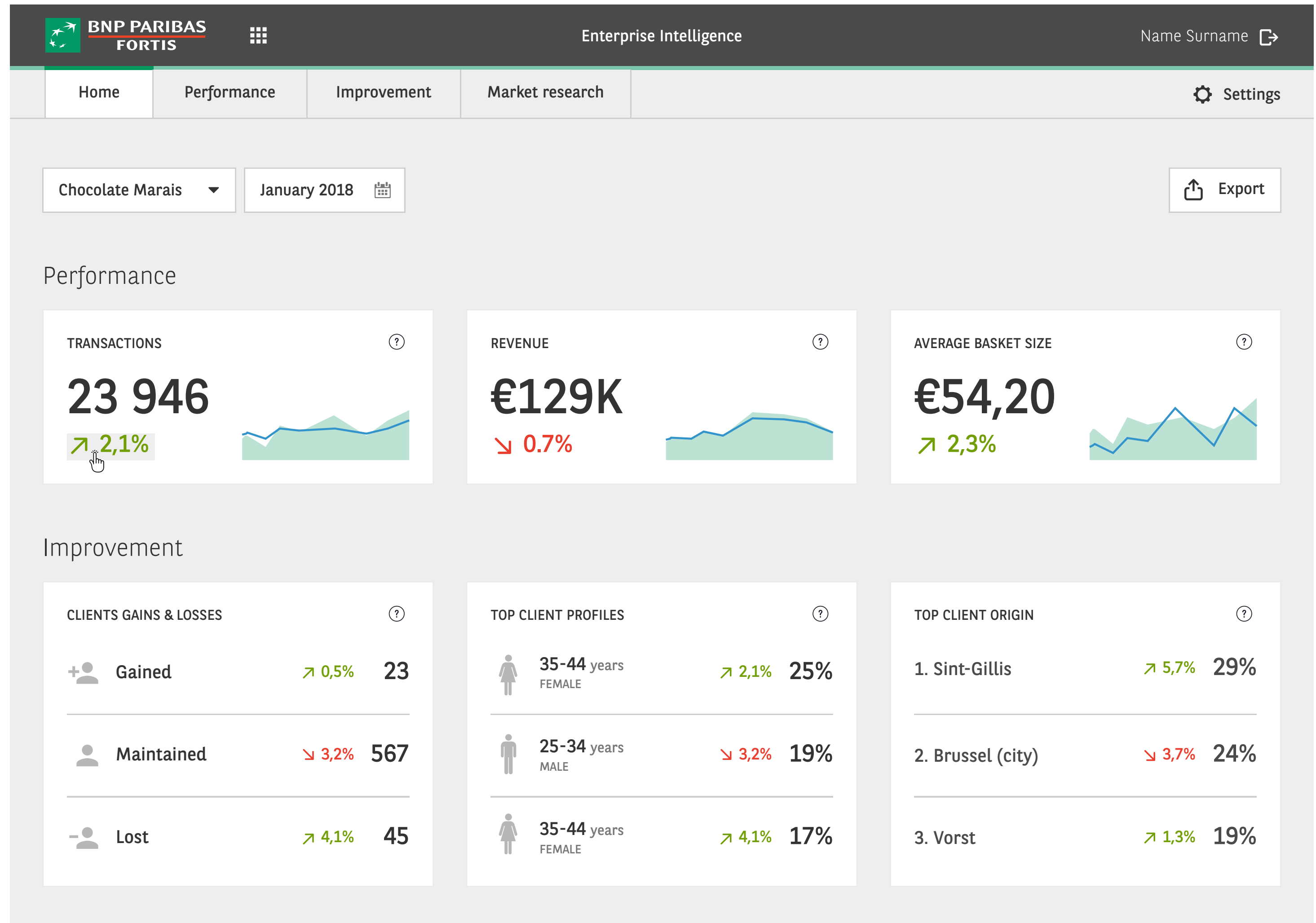
- **Obtain new kind of insights for my marketing campaign**
- **Track my marketing activation efforts**
- **Compare my performance with others (brand and competitors)**
- **Get more client and increase my business**

Hence there is not only “useful learnings”, but there are **KPI for each goals and R.O.I. followup**

K.P.I. drive focus on the right data that **bring value for each visit.**

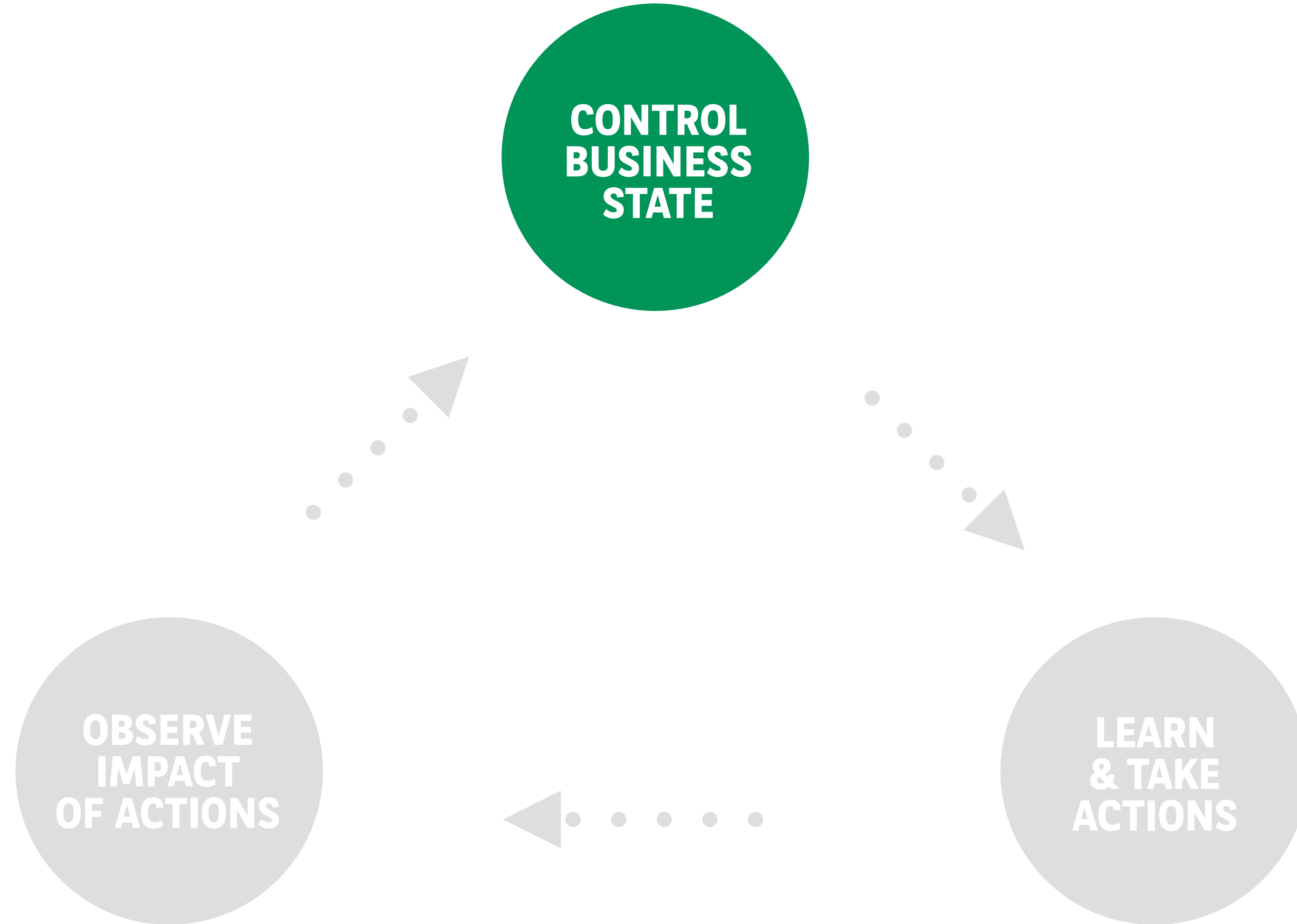
E.I. CONCEPT KPI'S DASHBOARD PRINCIPLES

- KPIs allow user to follow the evolution of monthly aggregated data and evaluate action taken based on E.I. learnings.
- Users see the global business picture and focus where attention is needed



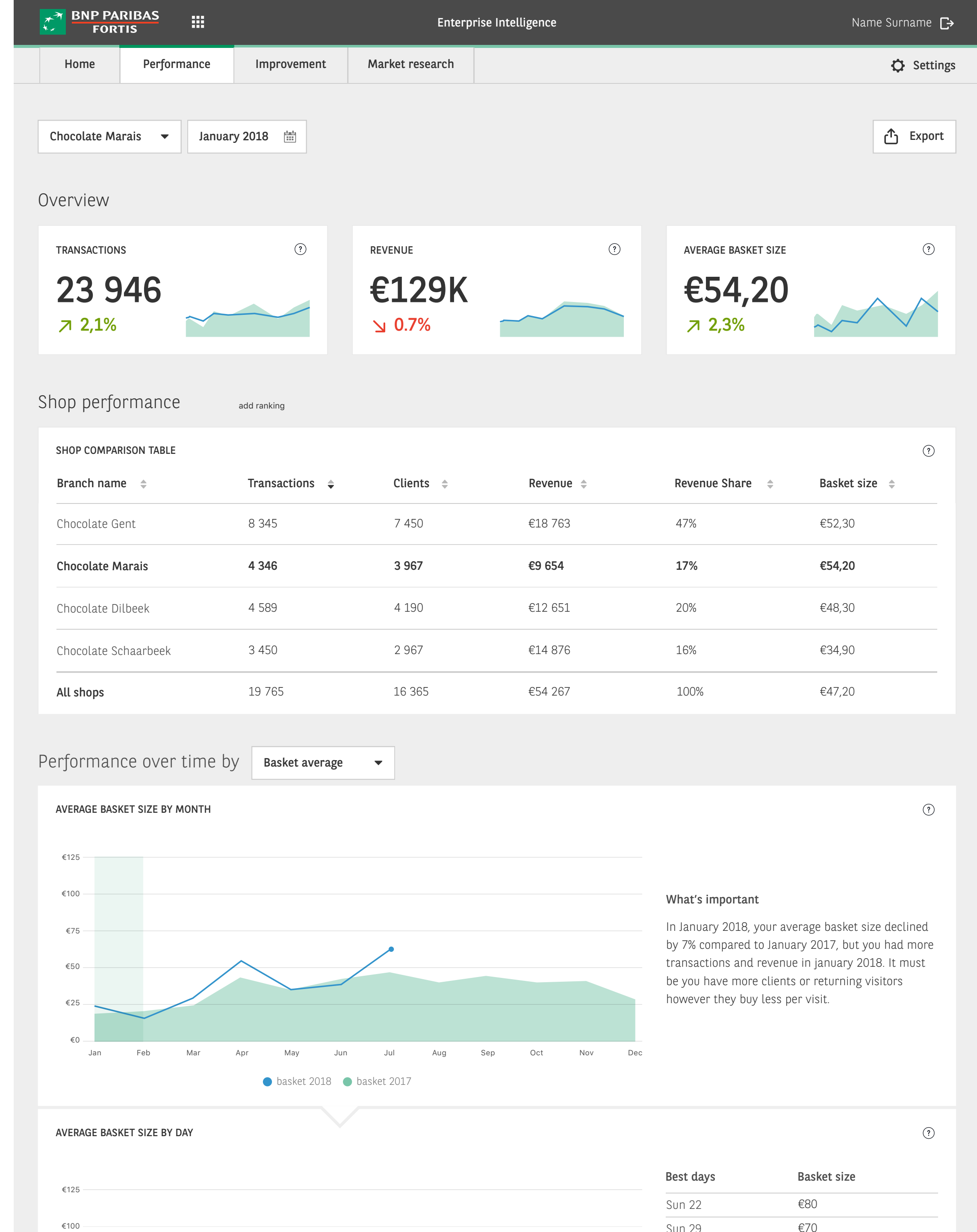
GOAL 1 «PERFORMANCE ANALYSIS» PRINCIPLES

E.I. CONCEPT
**GOAL 1:
PERFORMANCE
ANALYSIS**



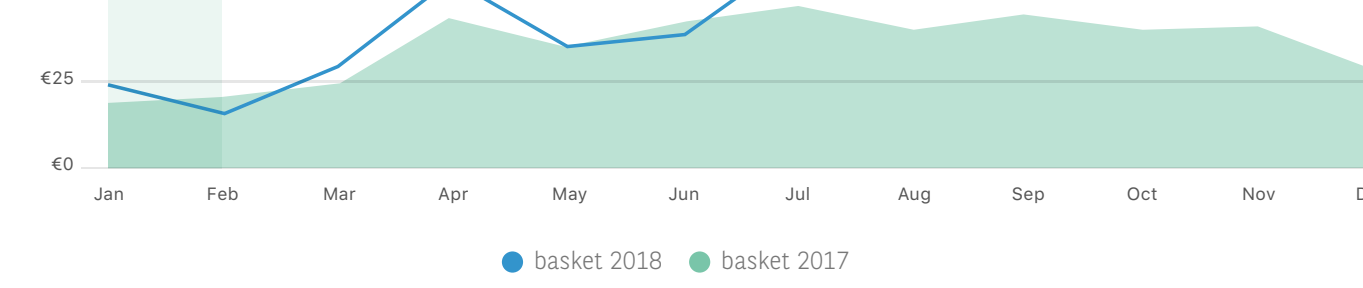
E.I. CONCEPT GOAL 1: PERFORMANCE ANALYSIS

- The user quickly view the ranking of his shop compared to brand's stores
- A detailed view of monthly trends with a focus per day and hour allow the user to see the overall performance of the month without effort.
- The advice provide the difference with the same month of the previous year to avoid cognitive efforts (self calculation, ...)



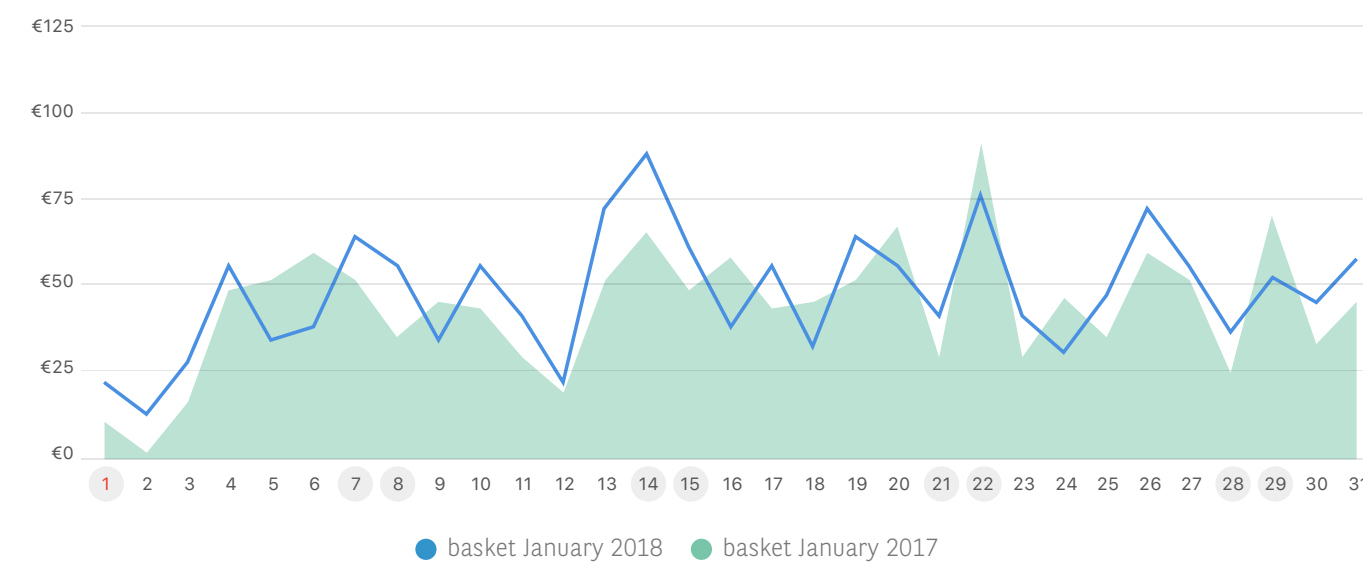
E.I. CONCEPT GOAL 1: PERFORMANCE ANALYSIS

- The user quickly view the ranking of his shop compared to brand's stores
- A detailed view of monthly trends with a focus per day and hour allow the user to see the overall performance of the month without effort.
- The advice provide the difference with the same month of the previous year to avoid cognitive efforts (self calculation, ...)



be you have more clients or returning visitors however they buy less per visit.

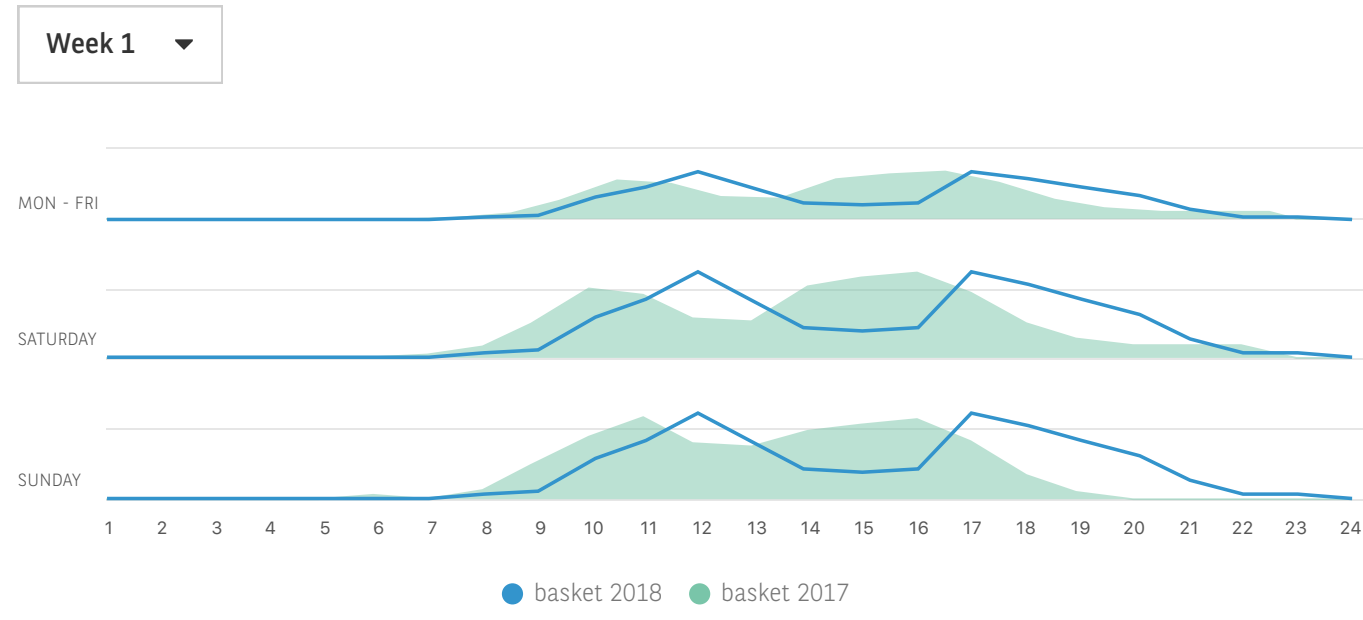
AVERAGE BASKET SIZE BY DAY



Best days	Basket size
Sun 22	€80
Sun 29	€70
Sat 14	€68

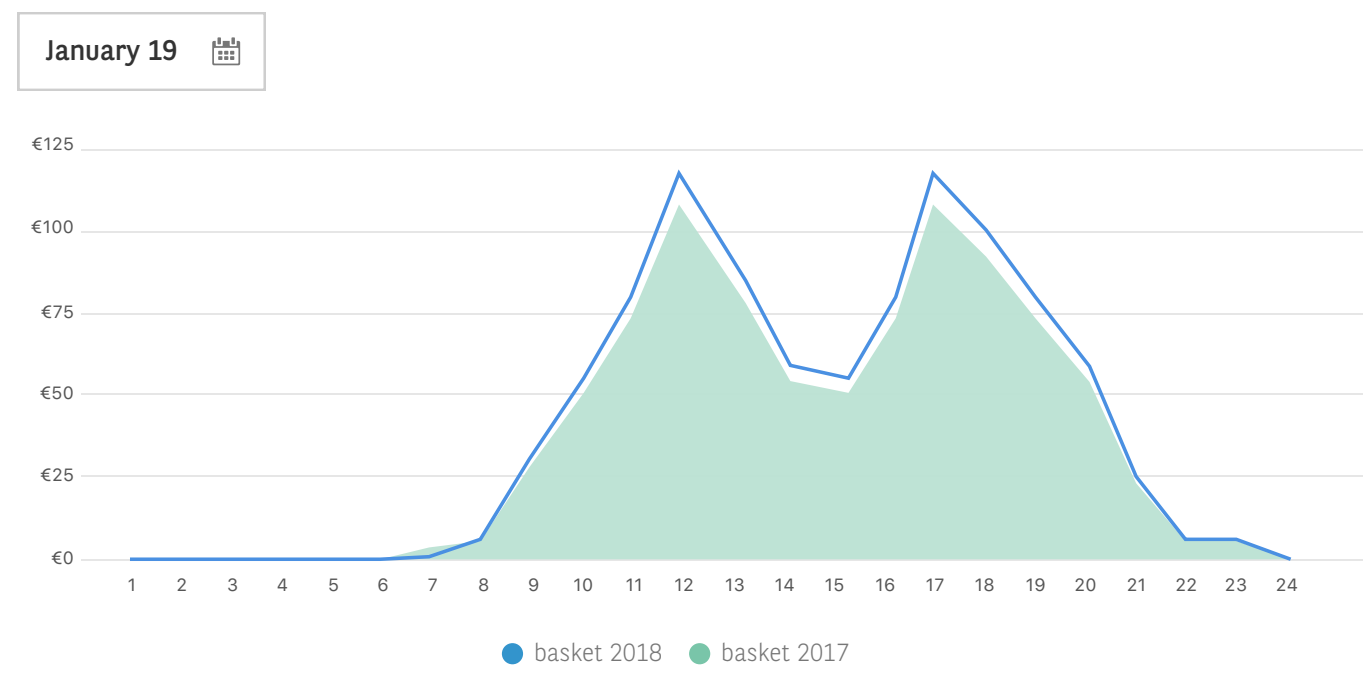
Worst days	Basket size
Thu 12	€24
Sun 1	€23
Fri 2	€12

AVERAGE BASKET SIZE OF WEEKDAYS BY HOUR



What's important
Your average basket size is higher on sundays and saturdays for this week. Compared to the same period last year the best selling hours shifted to 12am and 5pm.

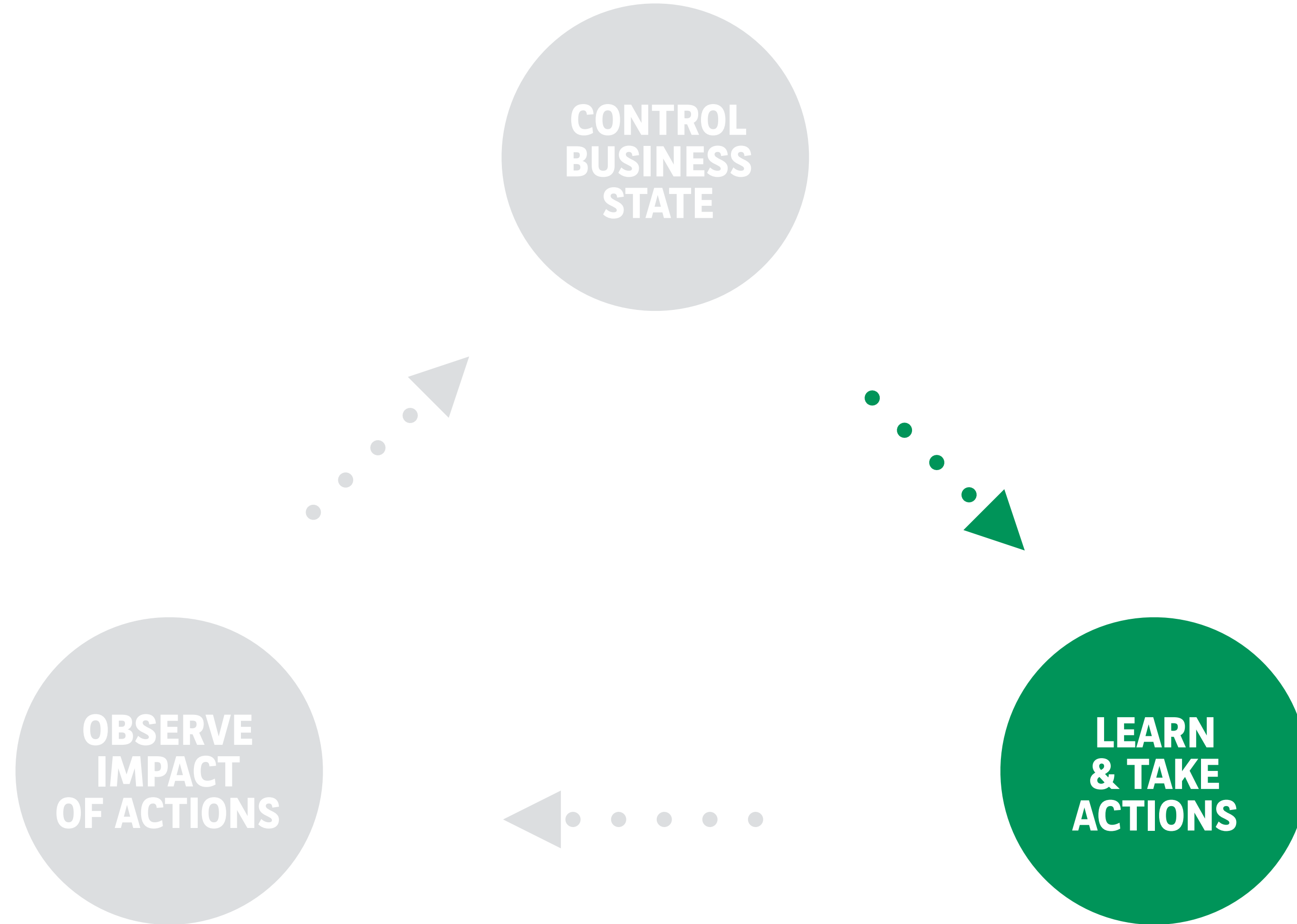
AVERAGE BASKET SIZE OF A SELECTED DAY BY HOUR



What's important
Compared to last year your average basket size on Monday the 19th slightly increased.

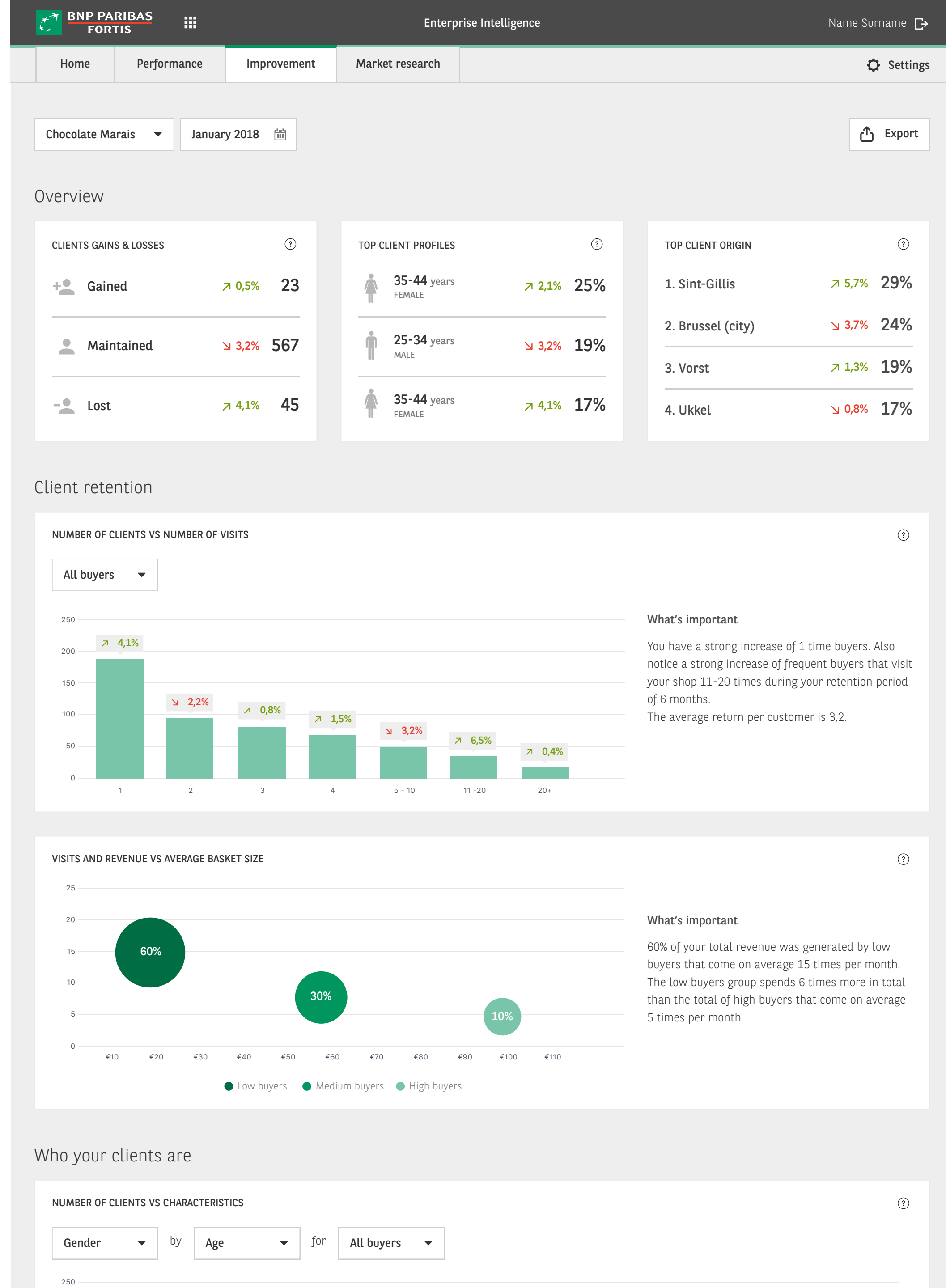
GOAL 2 «BUSINESS EXPANSION»

E.I. CONCEPT
**GOAL 2:
BUSINESS
EXPANSION**



E.I. CONCEPT GOAL 2: BUSINESS EXPANSION

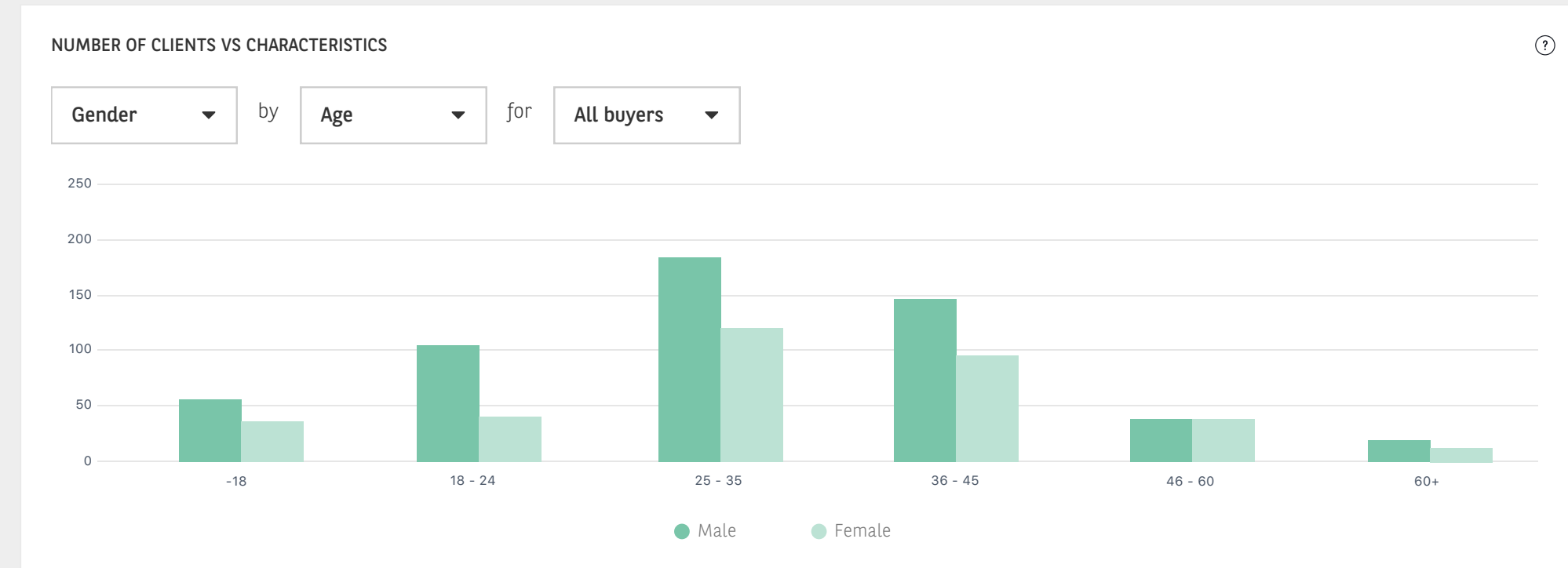
- Customer retention allow user to quickly identify where local action are needed and evaluate the fidelity of all customers.
- "The "efficiency of opening hours" indicates opening hours opportunities for local traffic.



E.I. CONCEPT GOAL 2: BUSINESS EXPANSION

- The personas section shows customer patterns that help the user to know what type of customers generates more or less business.
- The exploration mode allows the user to know consumer behaviour by age group in order to obtain useful information to better target customers.

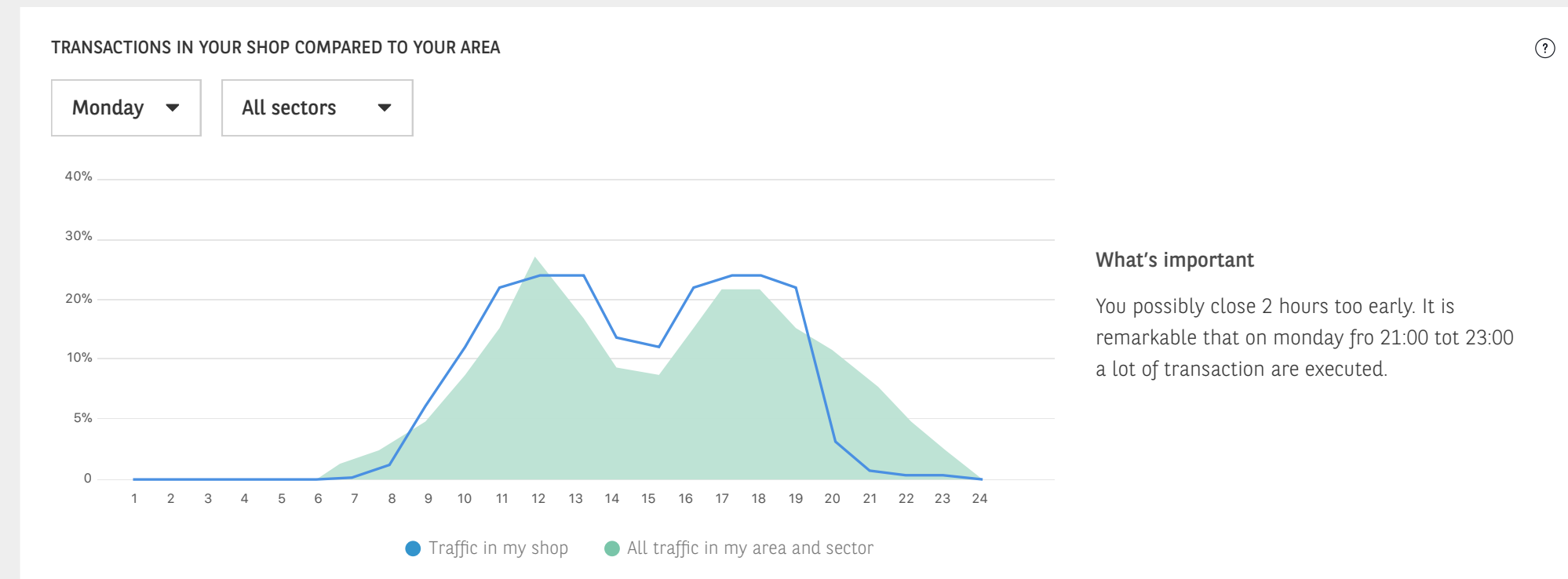
Who your clients are



How your clients spend



When your clients spend

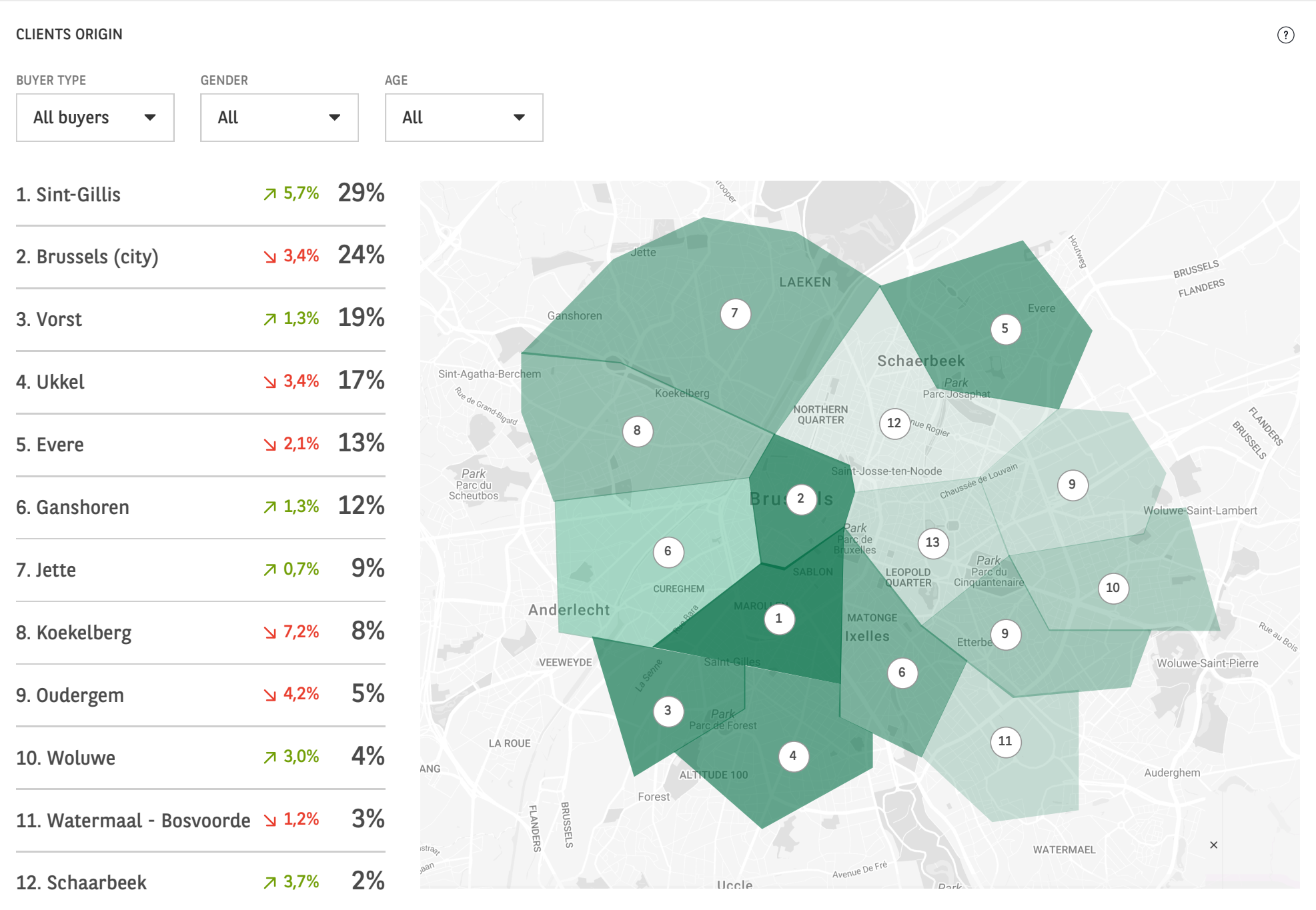


Where your clients come from



E.I. CONCEPT
GOAL 2:
BUSINESS
EXPANSION

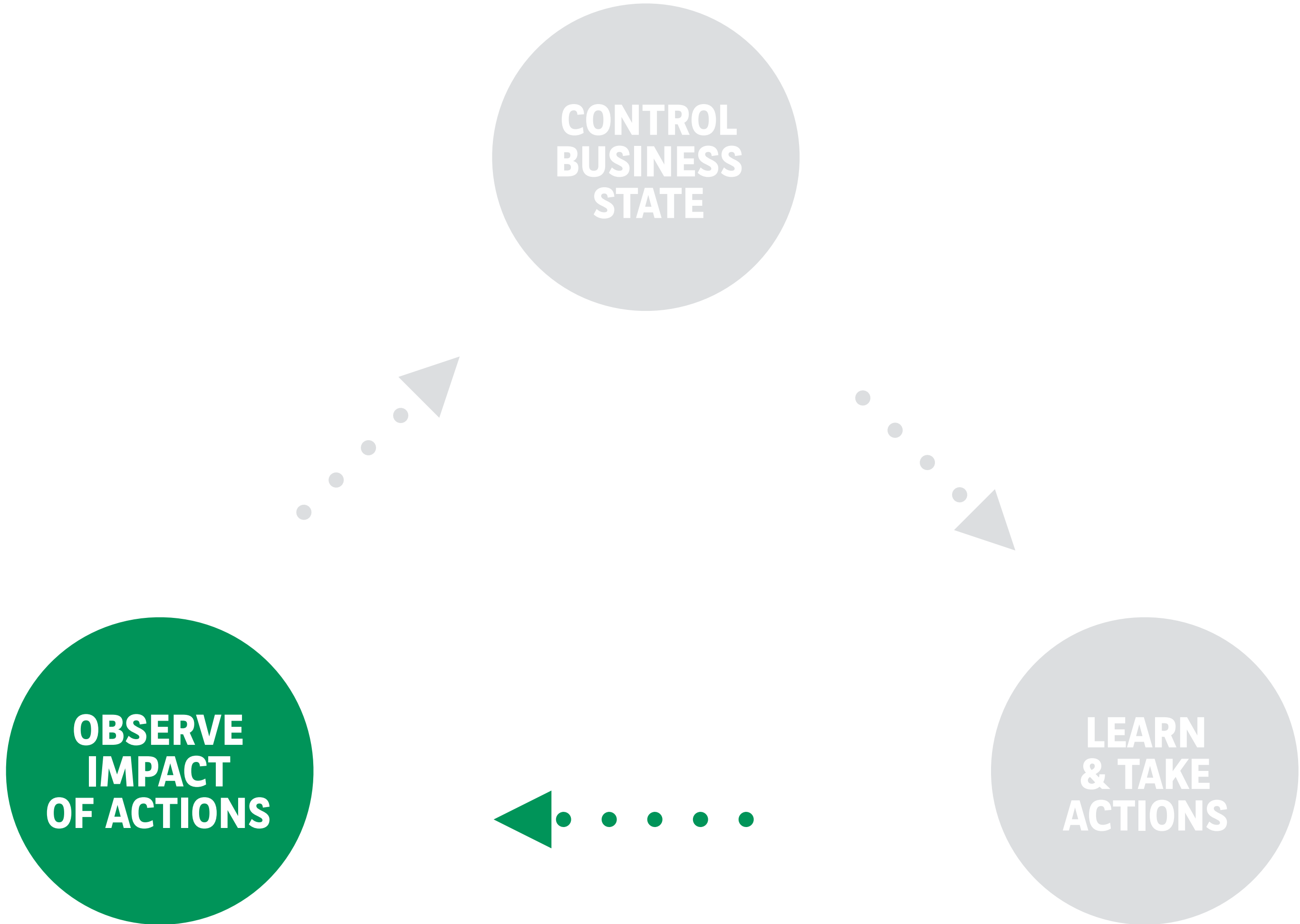
Where your clients come from



GOAL 3 «EVALUATING ACTIONS»

E.I. CONCEPT

GOAL 3: EVALUATING ACTIONS

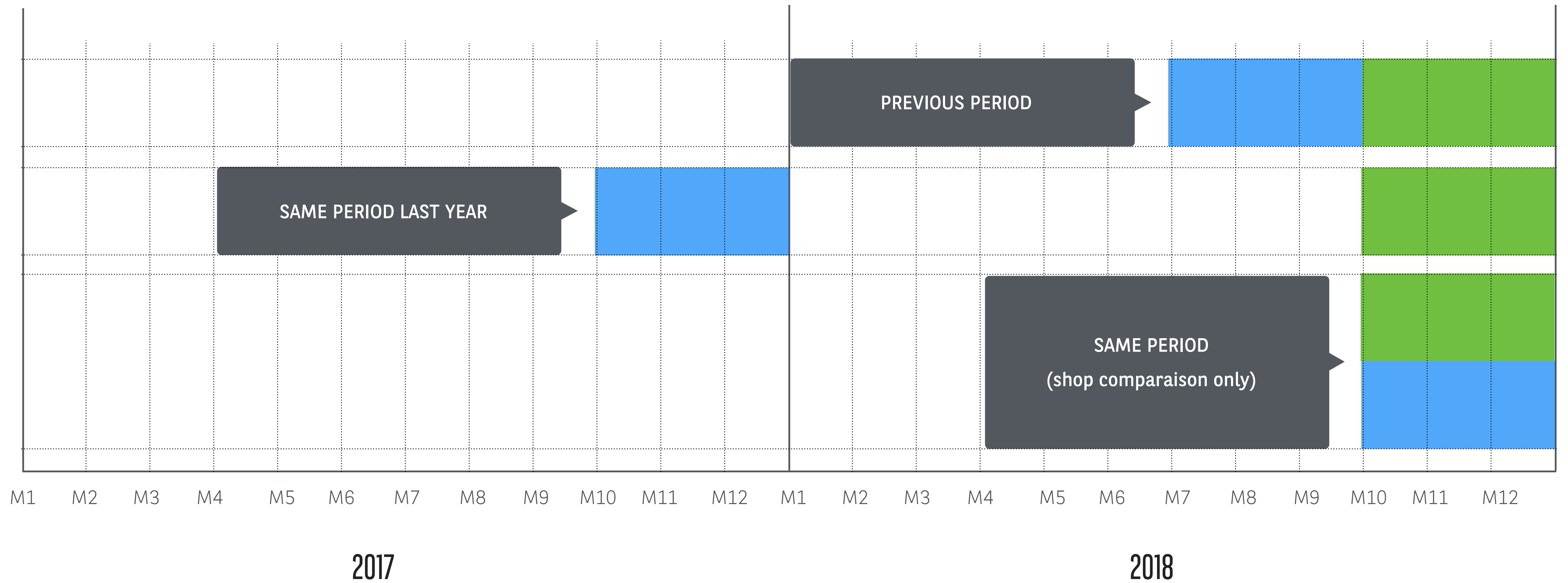


E.I. CONCEPT
GOAL 3:
EVALUATING
ACTIONS

Goal 3 allow users is to evaluate the return on actions taken (R.O.I. tracking)

Thanks to the information obtained via Goal 1 and 2

E.I. CONCEPT
GOAL 3:
TIME SELECTION
PRINCIPLE



E.I. CONCEPT
GOAL 3:
EVALUATING
ACTIONS

PERIOD COMPARISON

The screenshot shows the 'PERIOD COMPARISON' interface. At the top, there is a dark header with the BNP PARIBAS FORTIS logo on the left, the text 'Enterprise Intelligence' in the center, and 'Name Surname' with a user icon on the right. Below the header is a navigation bar with tabs for 'Home', 'Performance', 'Improvement', and 'Comparison' (which is selected). A 'Settings' icon is located on the right side of the navigation bar. The main content area contains several filters: a dropdown menu for 'Chocolate Marais', a dropdown for 'Period comparaison', a date range '01/09/2017 - 01/03/2017' with a calendar icon, a dropdown for 'Same period last year', a dropdown for 'All buyers', and a dropdown for 'All origin'. An 'Export' button with an upload icon is positioned on the right side of the main area.

SHOP COMPARISON

The screenshot shows the 'SHOP COMPARISON' interface. It features the same dark header and navigation bar as the 'PERIOD COMPARISON' view. The 'Comparison' tab is selected. The main content area includes filters for 'Leonidas Ixelles' (dropdown), 'Shop comparaison' (dropdown), 'Leonidas Wolluwé SP' (dropdown), the date range '01/09/2017 - 01/03/2017' with a calendar icon, and 'All buyers' (dropdown). An 'Export' button with an upload icon is located on the right side of the main area.

E.I. CONCEPT

GOAL 3: WHICH METRICS

List of relevant metrics to measure the impact of a decision?

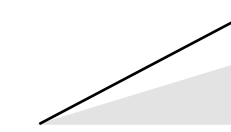
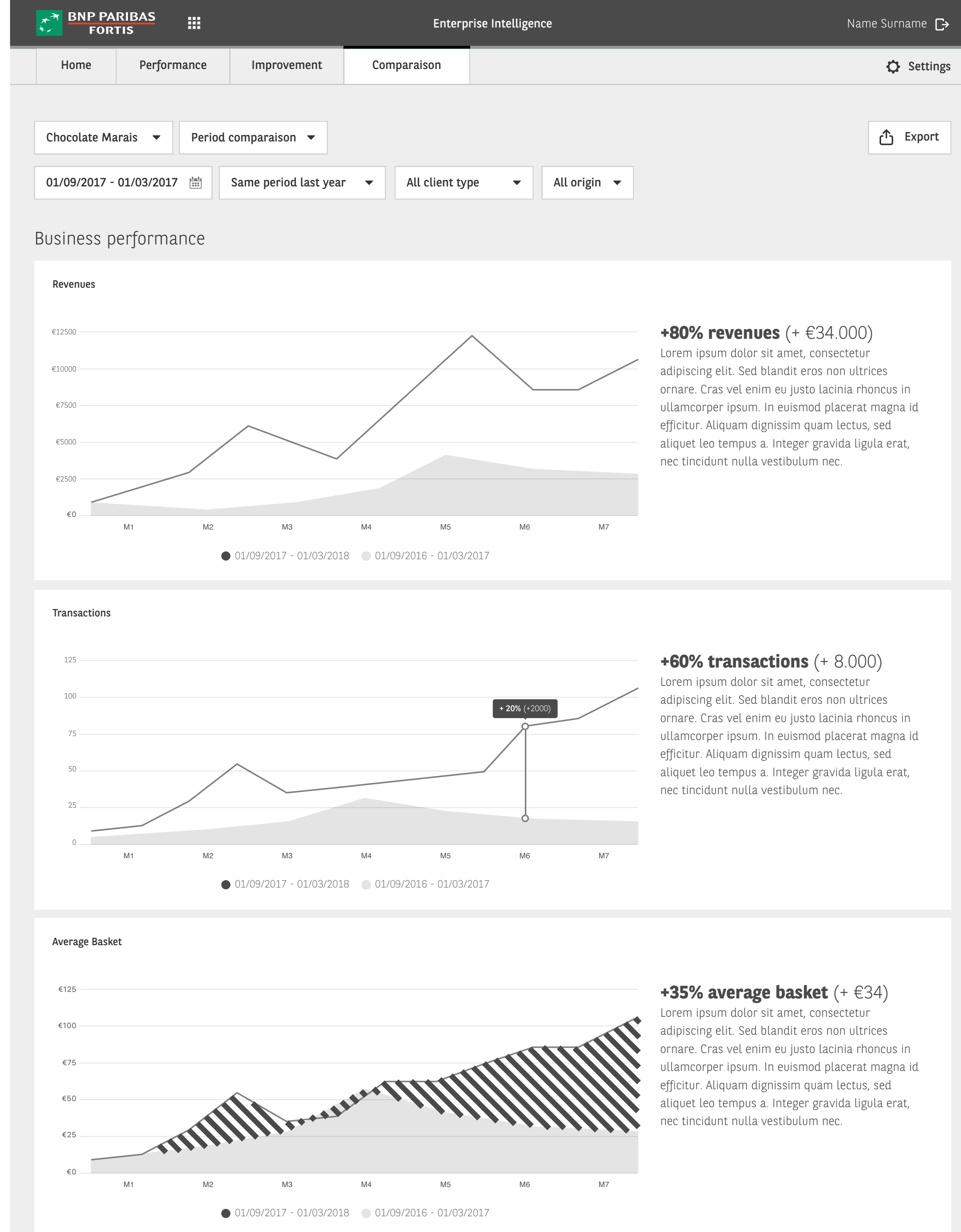
GOAL 1

- Amount of transactions
- Amount of revenues
- Basket size

GOAL 2

- Amount of customers by clusters big patterns (KPI)
- Amount of customers socio-demographic clusters
- Amount of customers by location
- Gain, lost maintained customers

E.I. CONCEPT GOAL 3: EVALUATING ACTIONS



As few values as possible to make the metrics easier to scan



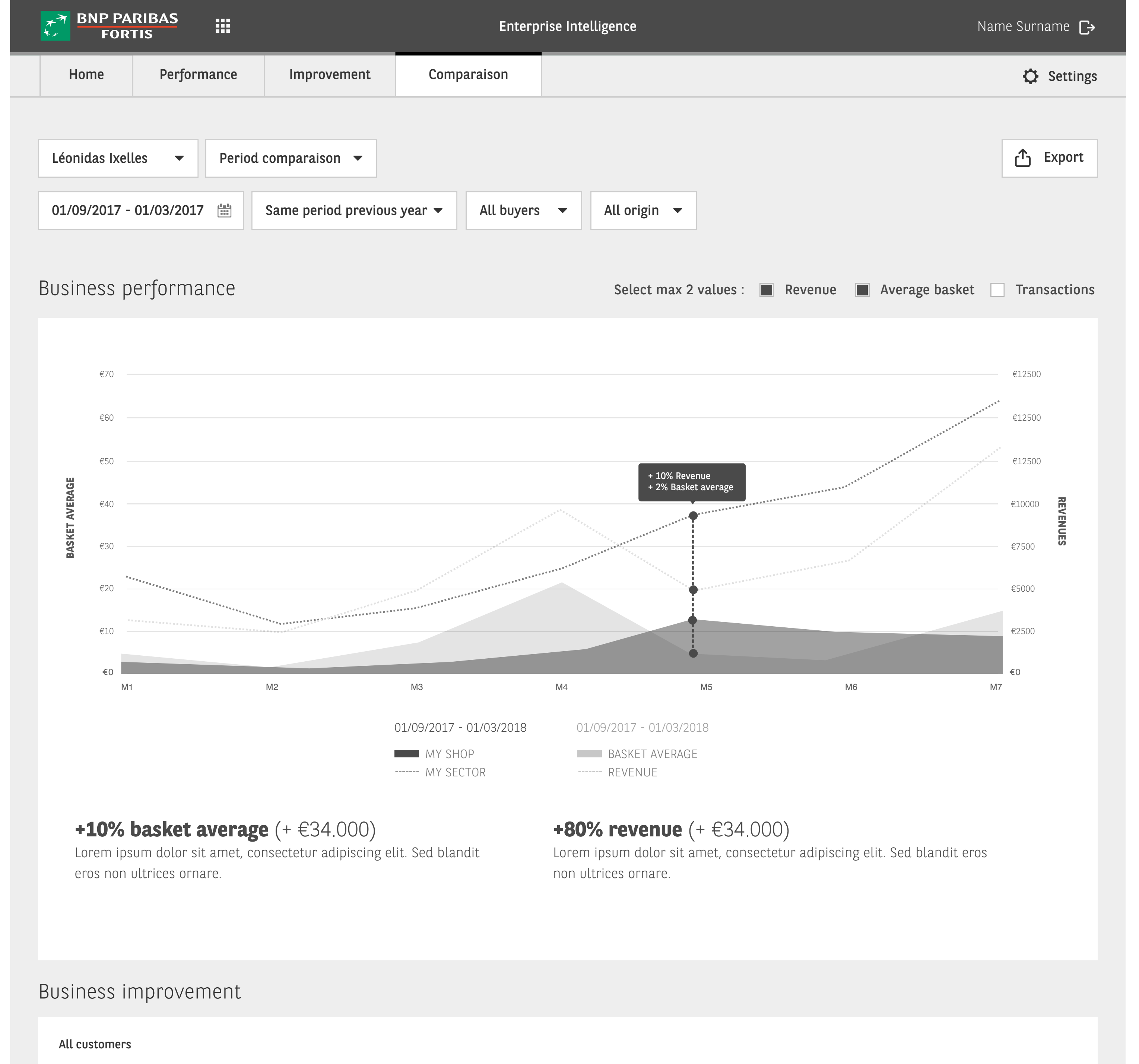
Roll over allows to see the evolution in a very precise way



The dynamic text avoid user self calculation by providing the value gap between periods or shops comparison

E.I. CONCEPT GOAL 3: EVALUATING ACTIONS

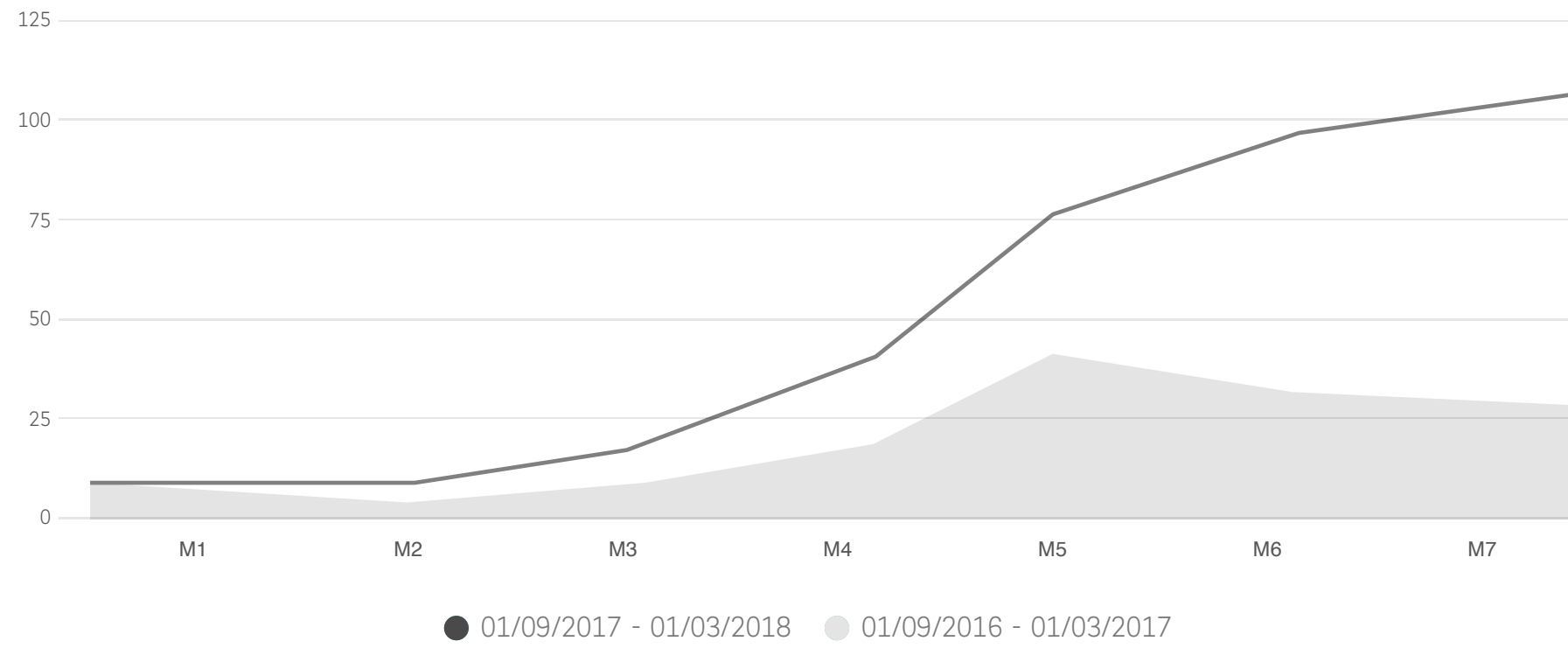
- Goal 3 cover the same datas than goal 1 and 2 in the same order.
- The "Business Performance" section allows the user to control the delta for "transactions, revenue generated and basket average" for selected periods or stores.
- The text highlights the delta for maximized key figures.



E.I. CONCEPT GOAL 3: EVALUATING ACTIONS

All customers

Maintained ▾

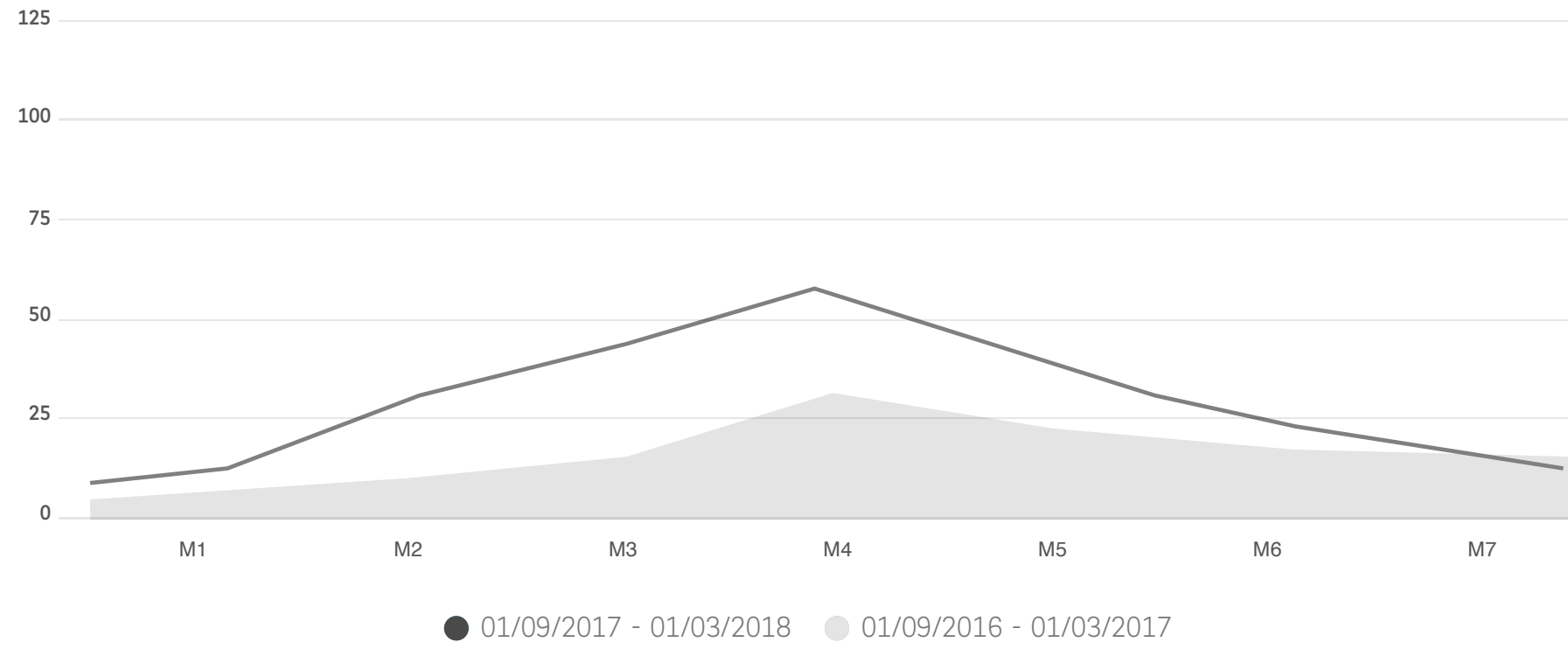


+75% of new maintained customers (+ 45)

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Clusters

Female 30-35 ▾

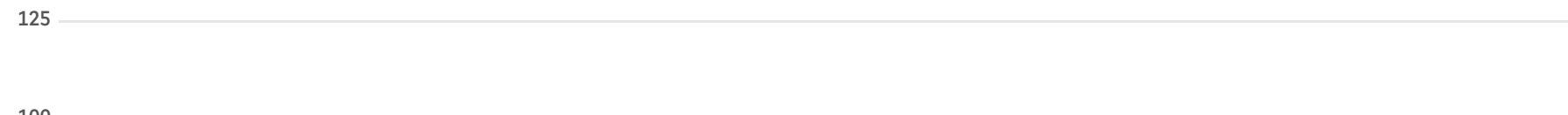


+35% of female 30-35 customers (+ 75 customers)

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Socio-demographic target

Men ▾ 25-35 ▾ €2.500-€3.500 ▾



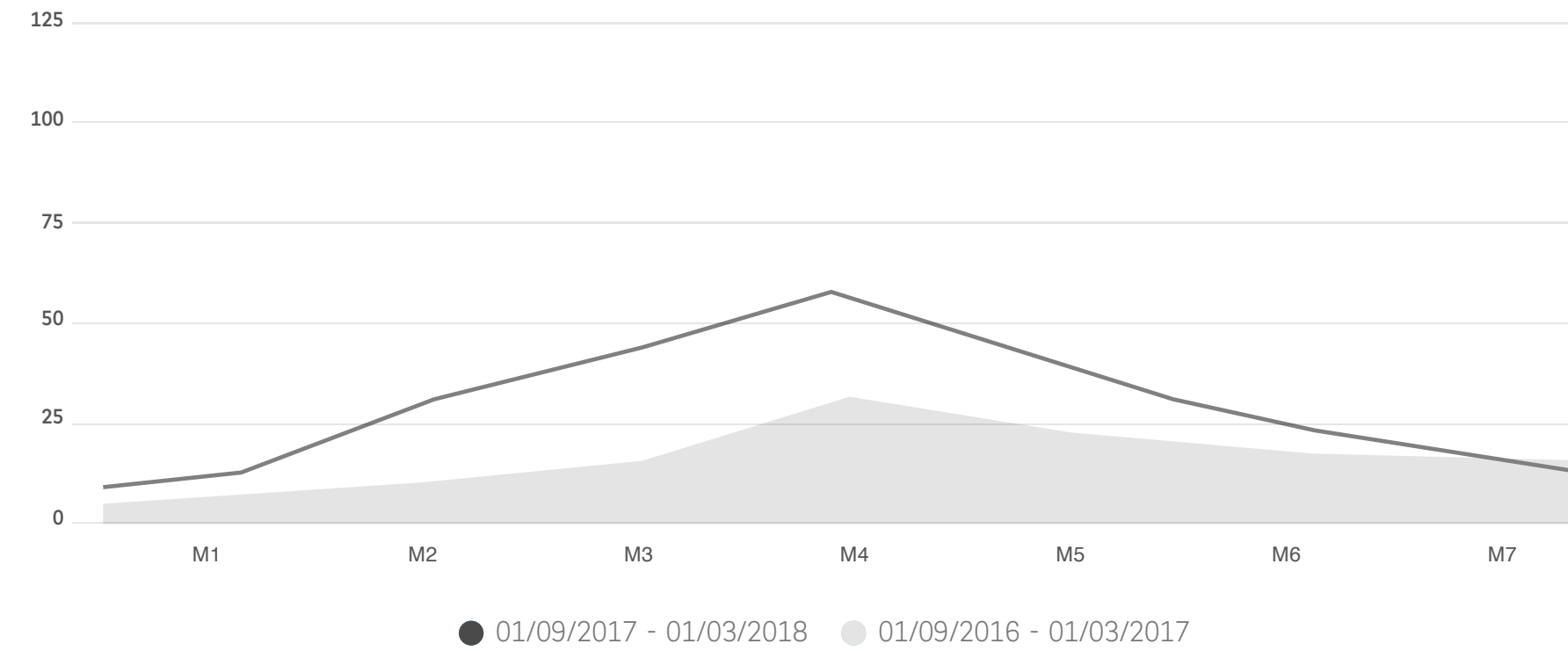
+35% of 30-35 men's year with 2.500€ to 3.000€ revenue

(+ 45 customers)

E.I. CONCEPT
GOAL 3:
EVALUATING
ACTIONS

Socio-demographic target

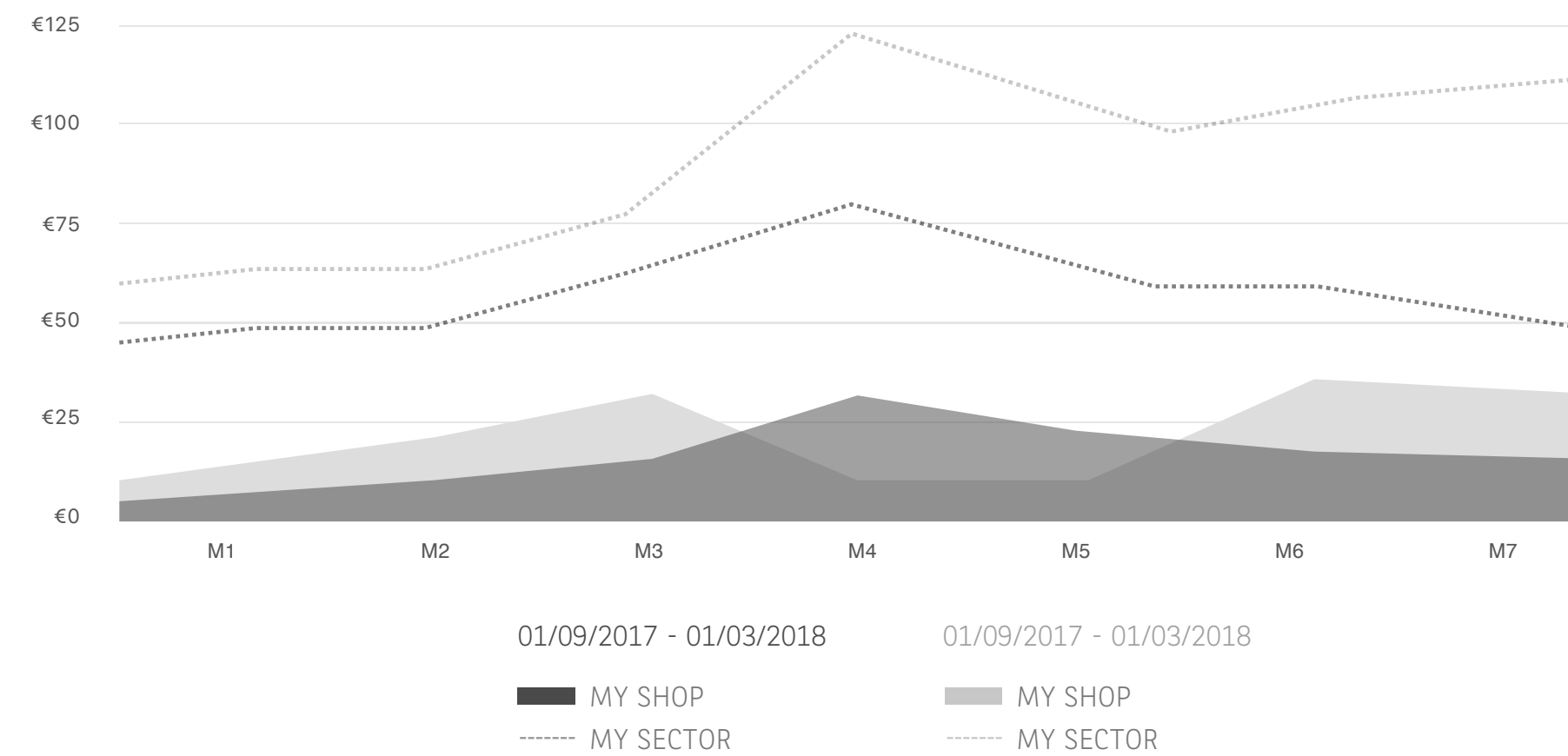
Men ▾ 25-35 ▾ €2.500-€3.500 ▾



+35% of 30-35 men's year with 2.500€ to 3.000€ revenue (+ 45 customers)
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed blandit eros non ultrices ornare.

Client spending in your shop, sector and other sectors

My sector ▾



Your sector market share was :

- 23% (01/09/2017 - 01/03/2018)
- 58% (01/09/2018 - 01/03/2019)

This represents an increase of +35%

ON BOARDING

E.I. CONCEPT FIRST USE

- Long walk-throughs or tutorials at the start kill momentum, make E.I. appear complicated, and often get skipped.

The screenshot shows the Enterprise Intelligence dashboard for BNP PARIBAS FORTIS. The dashboard is titled "Enterprise Intelligence" and has a navigation bar with "Home", "Performance", "Improvement", and "Market research". The main content area is titled "Chocolate Marais" and "January 2018". It features an "Overview" section with a "TRANSACTIONS" card showing 2346 transactions (up 218) and a "Basket size" card showing 1,200. Below this is a "Shop performance" section with a "SHOP COMPARISON TABLE".

A modal dialog is displayed in the center, titled "Welcome to Enterprise Intelligence". It asks "Would you like to take the guided tour?" and provides two options: "NOT NOW" and "TAKE THE TOUR". There is also a checkbox labeled "Don't show this again".

Branch name	Transactions	Revenue	Revenue share	Basket size	
Chocolate Gent	8345	7450	€18763	47%	€52,3
Chocolate Marais	4346	3967	€9654	17%	€54,2
Chocolate Dilbeek	4589	4190	€12651	20%	€48,3
Chocolate Schaarbeek	3450	2967	€14876	16%	€34,9

E.I. CONCEPT FIRST USE

The screenshot displays the BNP Paribas Fortis Enterprise Intelligence dashboard. A tooltip is overlaid on the 'Performance' tab, instructing the user to select a report type. The dashboard includes a navigation menu with 'Home', 'Performance', 'Improvement', and 'Market research'. A 'Shop performance' section contains a table with columns for Branch name, Transactions, Clients, Revenue, Revenue Share, and Basket size. A 'Performance' card shows an average basket size of €54,2 with a 2,3% increase.

BNP PARIBAS FORTIS Enterprise Intelligence

Home Performance Improvement Market research

Select a report type
Select the a report to get information for specific objectives like 'performance', 'Improvement'...
Other reports under implementation will be soon available

SKIP THE TOUR NEXT TIP 1/4

AVERAGE BASKET SIZE
€54,2
↑ 2,3%

Shop performance

SHOP COMPARISON TABLE

Branch name	Transactions	Clients	Revenue	Revenue Share	Basket size
Chocolate Gent	8345	7450	€18763	47%	€52,3
Chocolate Marais	4346	3967	€9654	17%	€54,2
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E.I. CONCEPT FIRST USE

- Celebrating small milestones in first-time use creates a positive feeling about using E.I. and can help encourage users to come back for more.

The screenshot displays the BNP Paribas Fortis Enterprise Intelligence dashboard. At the top, the logo and navigation tabs (Home, Performance, Improvement, Market research) are visible. A filter bar shows 'Chocolate Marais' and 'January 2018'. A prominent tip box reads: 'Select the shop and the period ! All our report are a monthly basis. Please select the month and the shop of your choice. Your shop is selected by default with the report of the actual month.' Below the tip are 'SKIP THE TOUR' and 'NEXT TIP 2/4' buttons. The dashboard includes a 'SHOP COMPARISON TABLE' with the following data:

Branch name	Transactions	Clients	Revenue	Revenue Share	Basket size
Chocolate Gent	8345	7450	€18763	47%	€52,3
Chocolate Marais	4346	3967	€9654	17%	€54,2
Chocolate Dilbeek	4589	4190	€12651	20%	€48,3
Chocolate Schaarbeek	3450	2967	€14876	16%	€34,9

Additional dashboard elements include a line chart and a 'AVERAGE BASKET SIZE' card showing €54,2 with a 2,3% increase.

E.I. CONCEPT FIRST USE

The screenshot shows the BNP Paribas Fortis Enterprise Intelligence dashboard. The top navigation bar includes 'Home', 'Performance', 'Improvement', and 'Market research'. The current view is for 'Chocolate Marais' in 'January 2018'. The 'Overview' section displays three KPI cards: 'TRANSACTIONS' (2346, up 218), 'REVENUE SHARE' (17,5%, down 0.7%), and 'AVERAGE BASKET SIZE' (€54,2, up 2,3%). Below this is a 'Shop performance' section with a 'SHOP COMPARISON TABLE'.

Branch name	Transactions	Revenue Share	Average Basket Size
Chocolate Gent	834		€52,3
Chocolate Marais	434		€54,2
Chocolate Dilbeek	458		€48,3
Chocolate Schaarbeek	3450	2967	€14876
		16%	€34,9

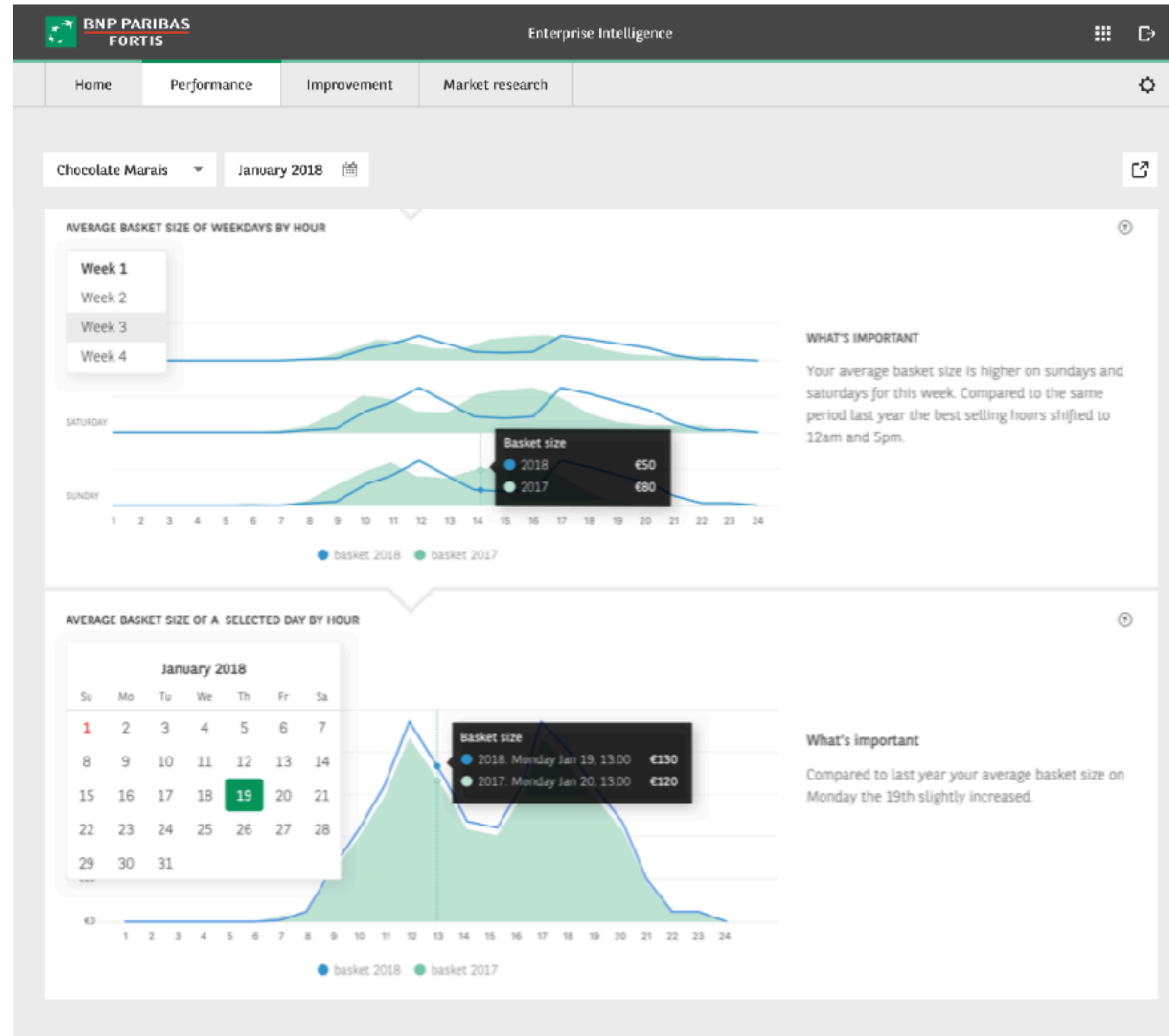
Follow the KPI !

Performance indicators allow you to quickly identify the performance of your business for the selected month compared to the same period in the previous year. These metrics are extrapolate based on the sample data we have.

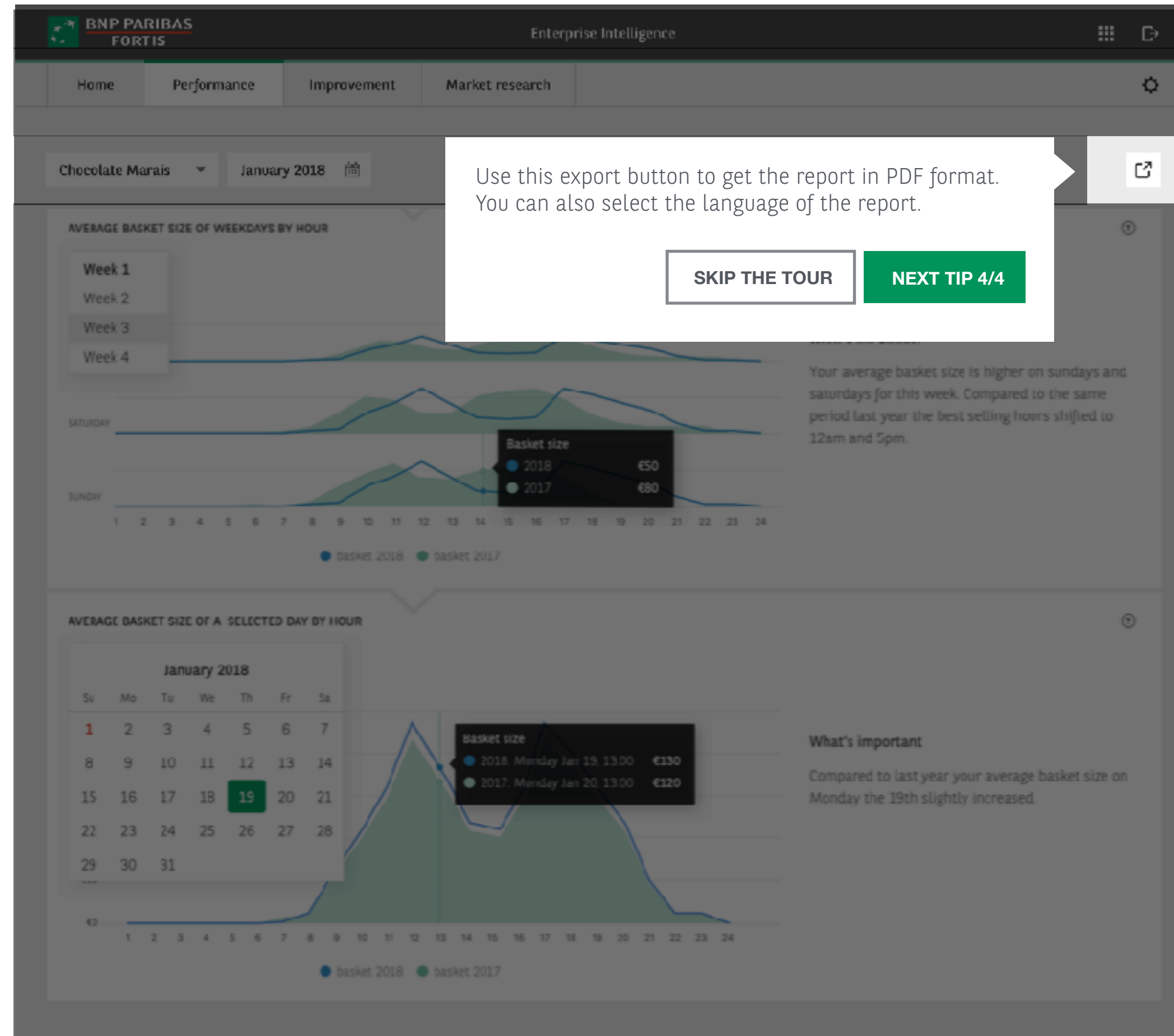
[SKIP THE TOUR](#) [NEXT TIP 3/4](#)

E.I. CONCEPT SECOND USE

- Allow users to explore areas they are naturally interested in, and helps them understand the actions they've just taken to crystalise learning.



E.I. CONCEPT SECOND USE



E.I. CONCEPT FIRST USE

The screenshot shows a dashboard for BNP Paribas Fortis Enterprise Intelligence. A notification box titled "Improve reporting" is overlaid on the dashboard. The notification text reads: "Thanks to the settings, you can obtain tailor-made reports that match the reality of your business." Below the text is a checkbox labeled "Don't show this again" which is currently unchecked. At the bottom of the notification are two buttons: "NOT NOW" and "BROWSE SETTINGS".

Improve reporting
Thanks to the settings, you can obtain tailor-made reports that match the reality of your business.

Don't show this again

[NOT NOW](#) [BROWSE SETTINGS](#)

Dashboard Overview:

- Home | Performance | Improvement | Market res
- Chocolate Marais | January 2018
- Overview
- TRANSACTIONS: 2346 (↑ 218)
- REVENUE SH: 17,5% (↓ 0.7%)
- €34,2 (↑ 2,3%)
- Shop performance
- SHOP COMPARISON TABLE

Branch name	Transactions	Clients	Revenue	Revenue Share	Basket size
Chocolate Cent	8345	7450	€18763	47%	€52,3
Chocolate Marais	4346	3967	€9654	17%	€54,2
Chocolate Dilbeek	4589	4190	€12651	20%	€48,3
Chocolate Schaarbeek	3450	2967	€14876	16%	€34,9

SETTINGS

E.I. CONCEPT

VALUE PROPOSITION

The settings come with concise information explaining the purpose of the parameters and how it will increase the metrics relevance.

They are divided in 2 category to respect the user mindset by focusing on 1 need at a time.

GENERAL

METRICS

Note : Only the contract manager can change the settings as the MVP will not support user profile

E.I. CONCEPT SETTINGS GENERAL

The settings « GENERAL » cover the need that are not related to the data aggregation

- Contract manager(s) name to allow user to know who is admin
- Short URL to invite users
- Stores name edition
- Store groups management
- Notification management

SETTINGS

GENERAL

METRICS

Contract Manager

Only « \$contract manager name » can change the settings, as the settings are general for the whole system and will affect all stores.

1. Contract Manager Name
2. Contract Manager Name

Send this URL to your users to provide an easy access
www.enterpriseintelligence.be/250

Shop names

You can change store names to make it easier to find your way around

1. Merchant name
0000-BRUXELLES, Street name, 0
2. Merchant name
0000-BRUXELLES, Street name, 0
3. Merchant name
0000-BRUXELLES, Street name, 0
4. Merchant name
0000-BRUXELLES, Street name, 0
5. Merchant name
0000-BRUXELLES, Street name, 0

Shop groups

Create, edit and delete groups of shops to get custom groups report

Group name (3 shops) [Edit](#) / [Delete](#)
Group name (12 shops) [Edit](#) / [Delete](#)
Group name (8 shops) [Edit](#) / [Delete](#)

[Create group](#)

Notification

Define who will receive KPI alerts when something important happen.

1. Monsieur Dupont [3 shop, 1 group selected](#)
2. Monsieur Doe [Activate notification](#)
3. Monsieur Tom [Activate notification](#)

.....

SAVE CHANGE **CANCEL**

Choose which shop or shop group to notify for this user:

All Shops

Alias Shop Name

Alias Shop Name

Alias Shop Name

All groups

Group Name

Group Name

Group Name

APPLY **CANCEL**

E.I. CONCEPT SETTINGS METRICS

The settings « METRICS » allow contract manager to set up custom values for the data aggregation in order to deliver metrics that fit each business sector to increase the outcomes relevancy

- Basket size (low/high buyers)
- Socio-demographics age brackets
- Sector comparaison
- Retention KPI

GENERAL

METRICS

Change default values to get custom reports that match with your business.

High & Low buyers

Define what is a customer that purchase large amount versus low amount to

Your basket average is : **45€**

A high buyer spend at least :

A low buyer spend maximum :

Returning customers

Define after how long a client is considered lost.

Age brackets

Define the age brackets that fit with your customers :

1	<input type="text" value="18"/>	to	<input type="text" value="25"/>
2	<input type="text" value="26"/>	to	<input type="text" value="35"/>
3	<input type="text" value="36"/>	to	<input type="text" value="45"/>
4	<input type="text" value="46"/>	to	<input type="text" value="55"/>
5	<input type="text" value="56"/>	to	<input type="text" value="60+"/>

Spending patterns [SEE THE GRAPH](#)

Select up to 6 sector categories to analyse the budget speeded by card holders :

1	<input type="text" value="Chocolatier"/>
2	<input type="text" value="Florist"/>
3	<input type="text" value="Wellness"/>
4	<input type="text" value="Furniture"/>
5	<input type="text" value="Jewellery"/>
6	<input type="text" value="Bakery"/>

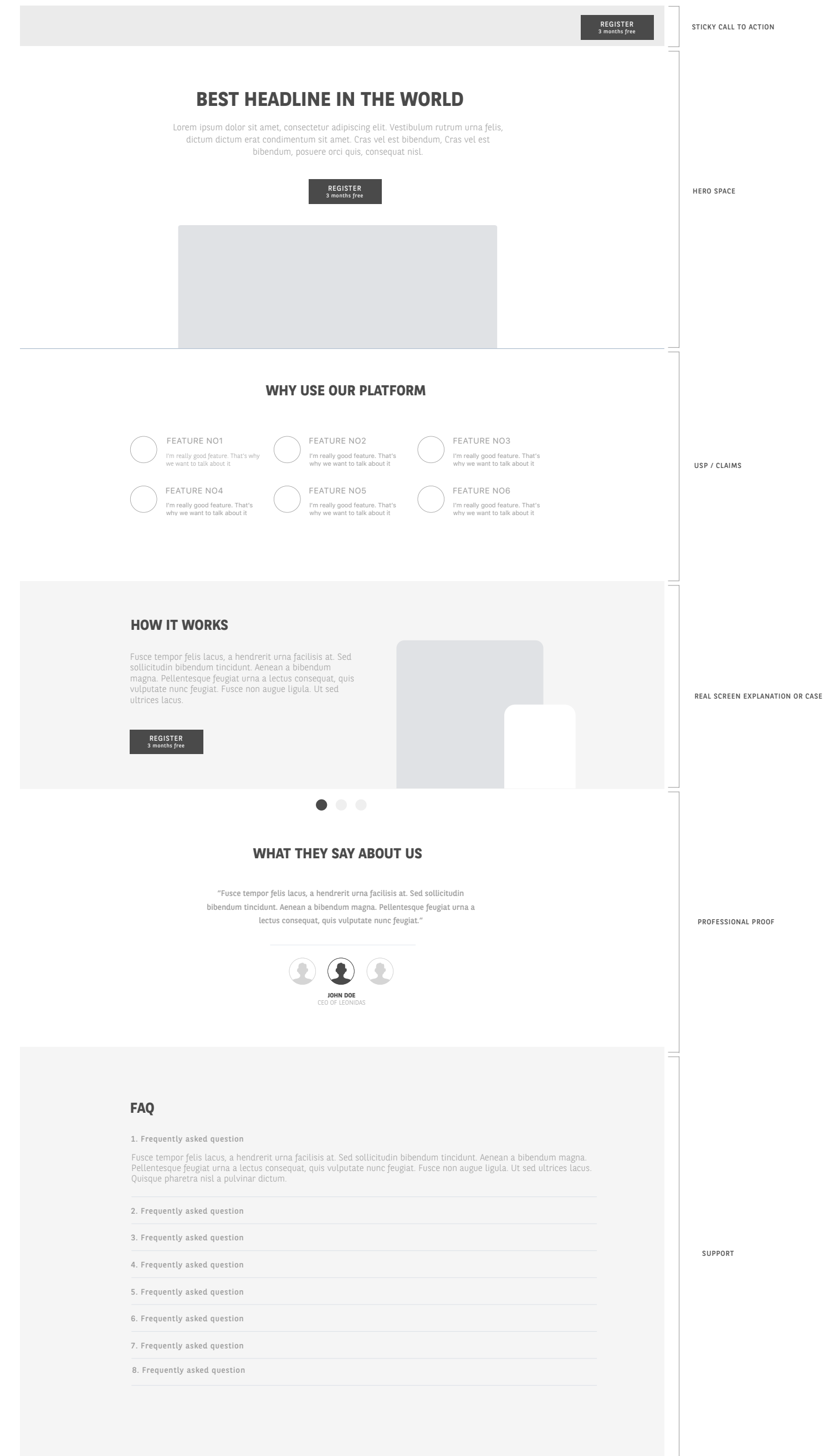
SAVE CHANGE **CANCEL**

PRODUCT PAGE

E.I. CONCEPT PRODUCT PAGE

The product page

- Hero introduction
- Key USP
- How it work?
- B2B Proof
- Support

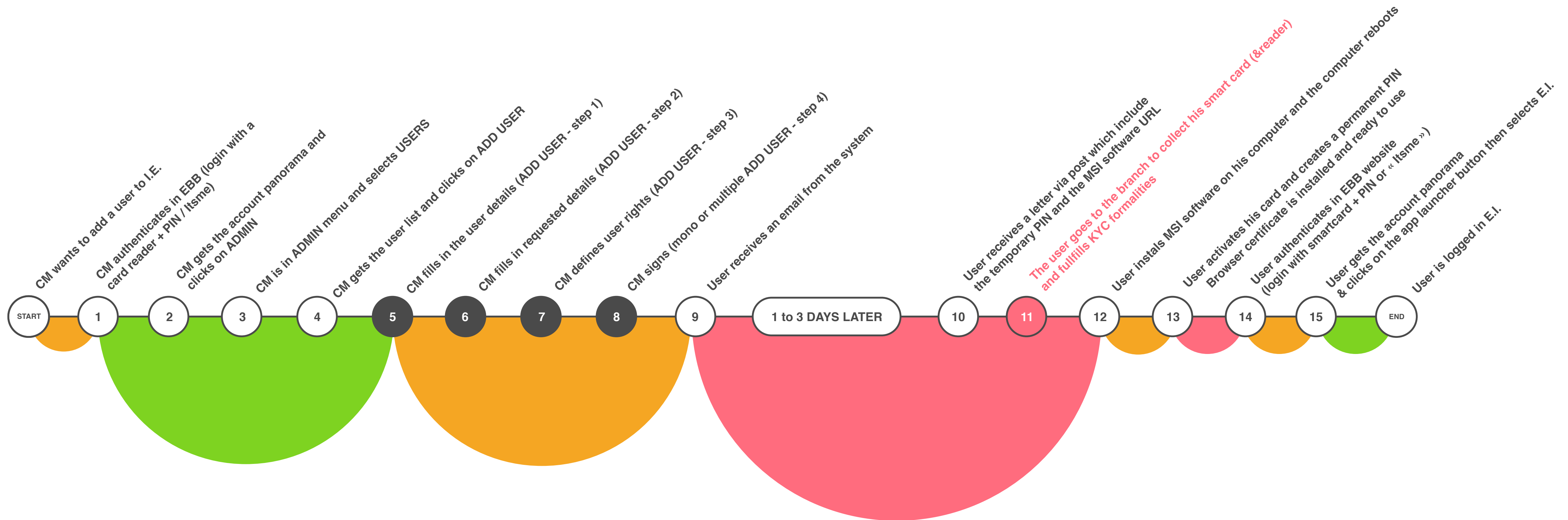


RESEARCH
VALUE PROPOSITION
CONCEPT
FLOWS / WIREFRAMES / DESIGN

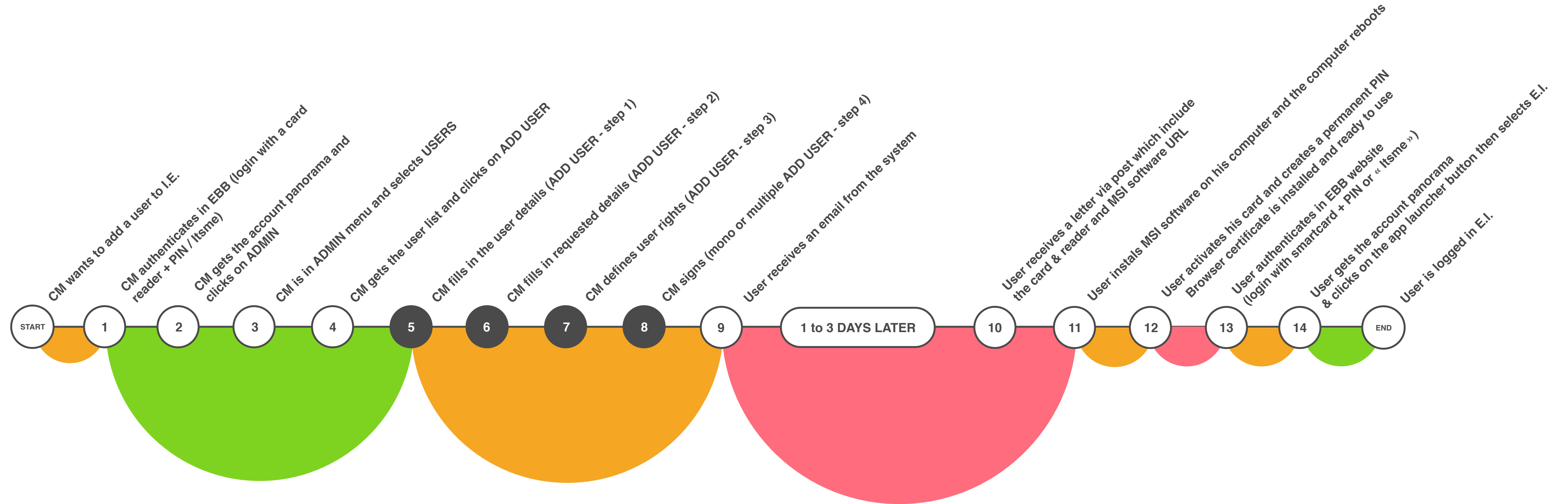
JOURNEY AS IS

JOUNREY

AS A NON EBB USER UNREGISTERED WITH THE BANK, I WANT TO GET ACCESS TO E.I.



AS A NON EBB USER REGISTERED WITH THE BANK, I WANT TO GET ACCESS TO E.I.



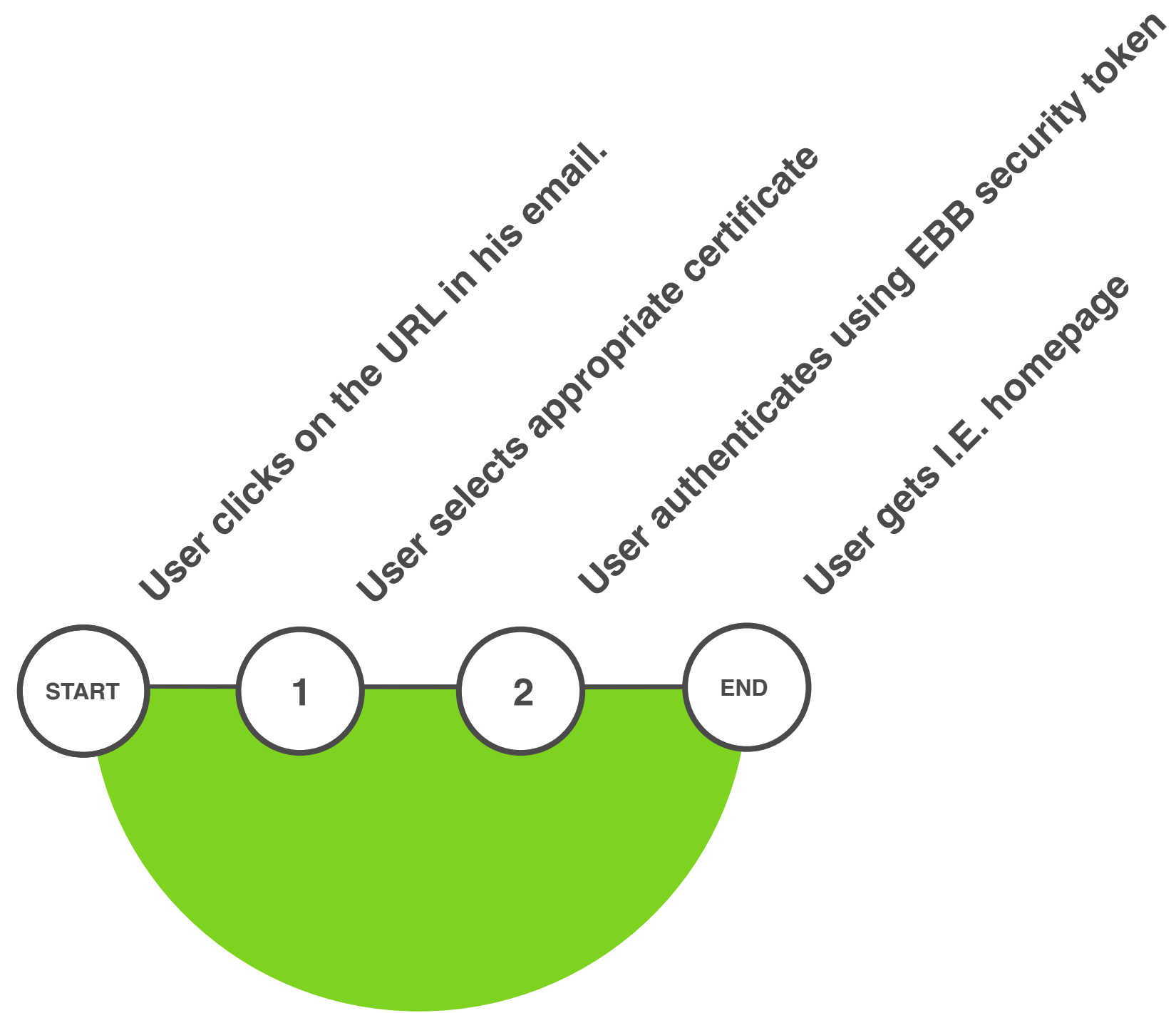
JOURNEY

AS AN EBB USER IN THE SAME CONTRACT, I WANT TO GET ACCESS TO E.I.



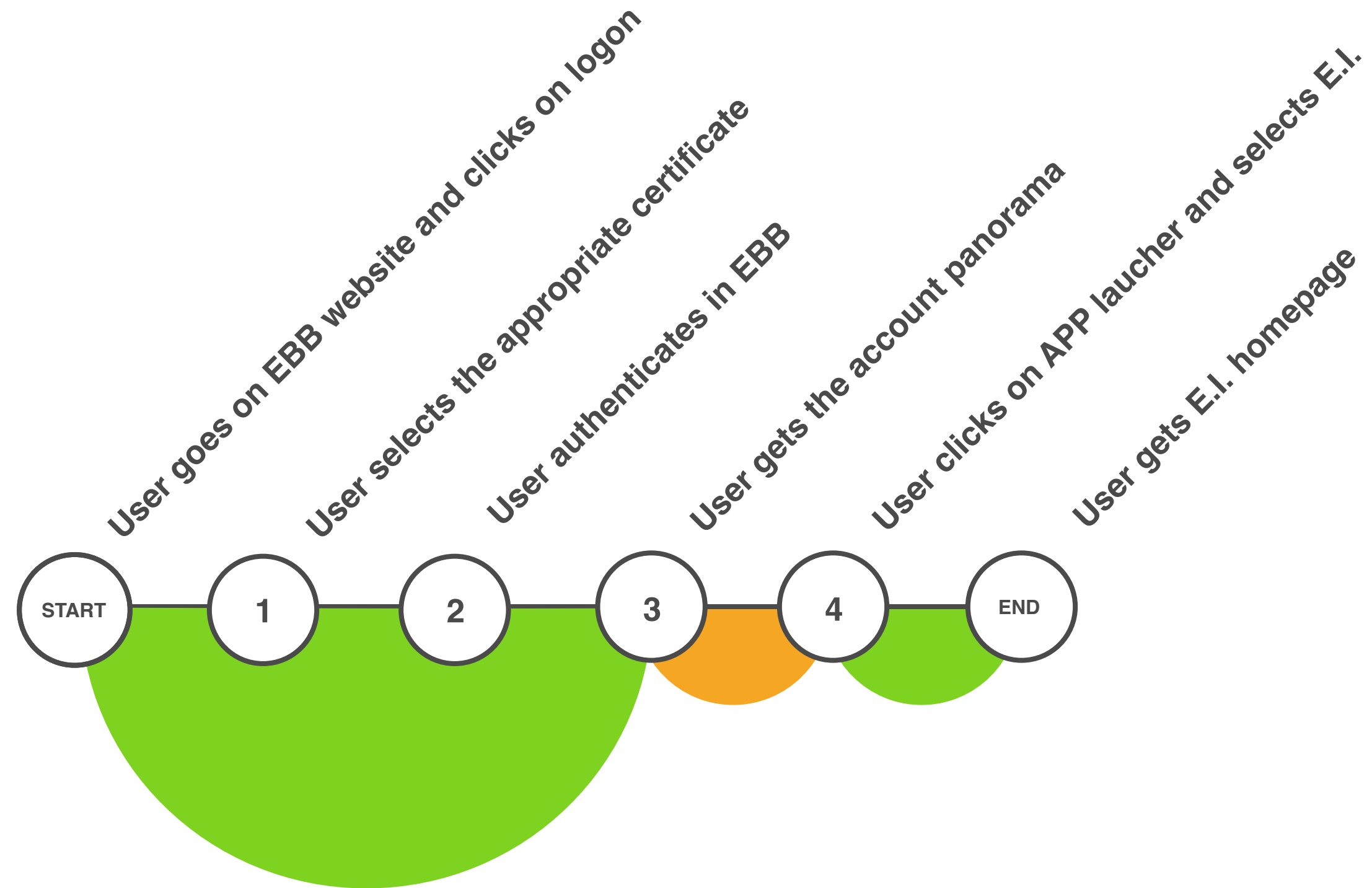
JOURNEY

AS AN EBB USER IN THE SAME CONTRACT, I WANT TO GET ACCESS TO E.I. (FROM A DEEP LINK)



JOUNREY

AS AN EBB USER IN THE SAME CONTRACT, I WANT TO GET ACCESS TO E.I. (VIA APP LAUNCHER)



ITSMEE AS LIGHT ONBOARDING

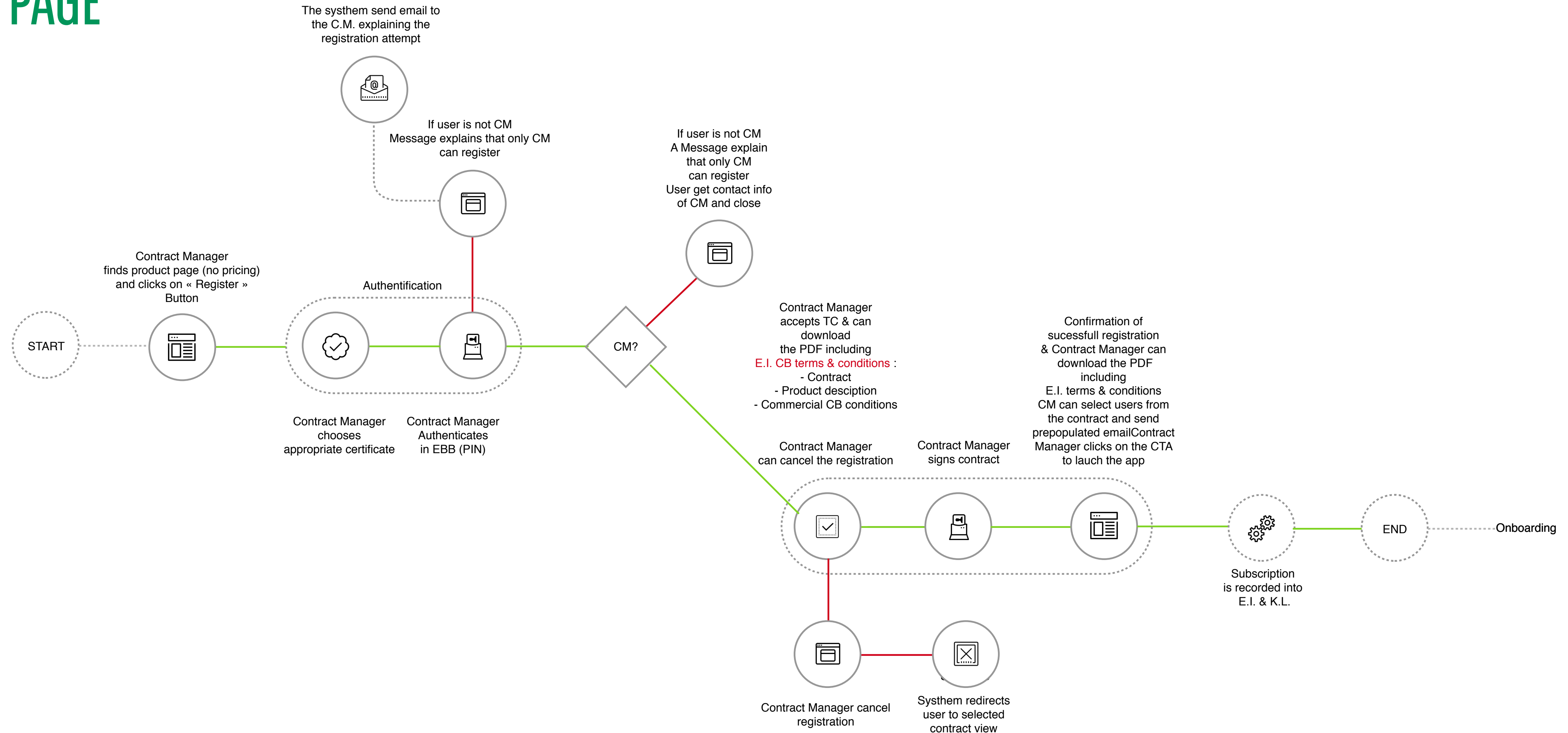


ITSMEE IS NOT A SOLUTION THAT FACILITATES ONBOARDING OF NON-EXISTING USERS

- Still need Isabell card in order to get access to EBB
- 2,3/5 app score rate on Appstore and Playstore
- KYC

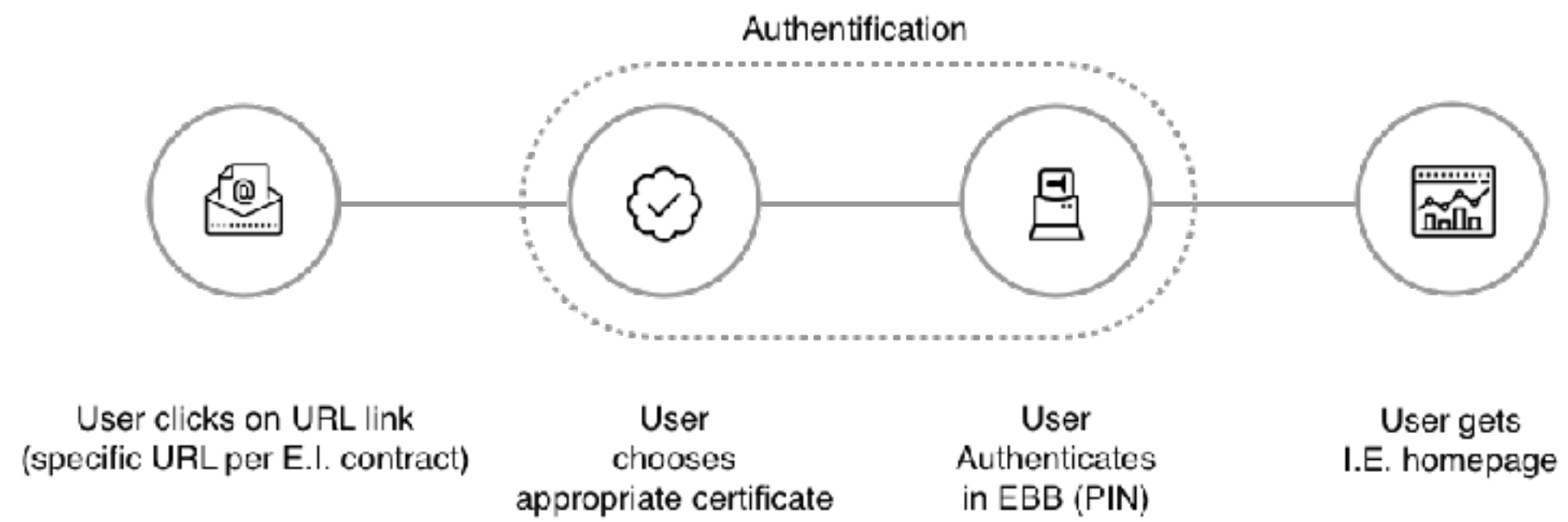
FLOW

FLOW REGISTRATION FROM PRODUCT PAGE



FLOW LOGIN

Login from URL



Login from EBB

