

Banking on the move with DBS

Wireless Application Protocol (WAP) is rapidly transforming everyday life by giving mobile phone users access to personalized services irrespective of time and place. DBS, one of the leading banks in Asia, recognized this by launching WAP banking services via Nokia Activ Server, enabling customers to be in charge of their finances 24 hours a day and thereby providing a welcome and innovative extension to their existing services.

DBS Group Holdings is the holding company for the largest banking group in Southeast Asia. Its flagship DBS Bank in Singapore is ranked among the top banks in Asia and the 70th largest in the world. In Singapore, DBS Bank is the market leader in Singapore-dollar loans and deposits and a recognized leader in Internet banking and e-commerce solutions.

Through the efforts of more than 10,000 DBS employees, DBS provides comprehensive banking services to more than 5 million customers in the Asia-Pacific region, working to meet the unique needs of individuals and growing enterprises.

Beyond Singapore, the DBS Group serves corporate, institutional and retail customers through subsidiaries in Hong Kong, The Philippines, Indonesia and Thailand, and international banking services through a network of overseas branches and offices in 13 countries.

A key focus of the bank is providing innovative, responsive and affordable banking solutions wherever it operates. With a strong focus on customer needs, the bank is committed to delivering superior customer service through innovation and the adoption of the latest technology.



E-nabling financial business

DBS e-Business Group has the following mission: "To be the e-banking partner of choice in Asia delivering innovative financial products, services and tools that customers need anytime, anywhere."

DBS was the first bank to launch Internet Banking services in Singapore in 1997. It now has the largest number of Internet Banking users in



Singapore. DBS was also accredited as Asia's best Internet Banking website by Lafferty of London in June 2000.

In February 2000, DBS launched the GSM SIM toolkit Mobile Banking which allows customers to make basic banking enquiries at their finger-tips and enjoy the convenience of banking when and where they want. Being a market leader, DBS is constantly seeking to provide customers with better and more services. As a result, the bank launched its wireless banking services in December 2000.

DBS worked with Nokia to build the architecture and is using the Nokia Activ Software Suite to launch the wireless banking services and activate the WAP settings on their customers' WAP-enabled mobile device.

Why WAP?

The mobile phone penetration in Singapore at time of going to press is a staggering 66.3% - a total of 2.1 million mobile subscribers. The opportunities afforded by wireless banking are therefore considerable.

For DBS, implementing WAP is a way to learn and get ready for the next stage of wireless implementation. The move is in line with the bank's commitment to continually look towards adoption of the latest technology to enhance its customer service.

WAP offers the advantages of increased access speed, cost reduction and higher transaction volume. With enhanced WAP devices supporting GPRS, EDGE and UMTS, access speed will be greatly improved. Data transmission will become cheaper than GSM voice as WAP technology advances. WAP will be able to handle more data than SMS and thus enable a more sophisticated transaction such as Electronic Share Application, where

downloading of prospectus might be required. WAP also enables DBS to fulfill its mission to deliver the financial products, services and tools that customers need and to give them the choice between face-to-face and remote banking.

Current DBS wireless banking services

The DBS wireless banking services currently include:

- deposit account balance enquiries
- loan account balance enquiries
- credit card account balance enquiries
- funds transfer
- information such as:
 - rates for saving, current, fixed deposit accounts
 - location of ATMs, branches, international offices
 - hotline numbers
 - financial news briefs

New wireless banking services in the pipeline

The wireless banking services planned for the future include:

- mobile sales force staff access to customers' information
- location-based services such as search for information on promotion activities of nearby branches
- equity transactions such as electronic share application, share trading, notification and confirmation of purchase
- e-mail
- alerts such as loan application approval, initial public offering allotment results and fixed deposit maturity dates

The partnership with Nokia

DBS believes in providing customers secured, convenient and affordable e-banking services. This is key to DBS in maintaining its lead as Asia's most

progressive financial institution in the area of e-business.

DBS chose Nokia as its partner because Nokia could provide invaluable technical support as the acknowledged industry leader in WAP and because the Nokia Activ Software Suite provided the secure and robust platform DBS needed to launch its wireless banking services.

"DBS is a market leader in the financial industry in Singapore, says Bastari Irwan, Managing Director, DBS e-Business Group. "In choosing a partner for our wireless banking, Nokia was a natural choice as it is a leader in mobile technology and communications. With two strong partners coming together to offer the WAP service, customers can be assured they will get the best and most innovative services."

For more information on WAP at work in business, visit www.nokia.com/corporate/wap

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