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Microsoft

[Microsoft Does Banking from Windows and Silverlight to PerformancePoint Server 2007](#)

Technology comes in the focus of the financial industry

Microsoft technology can provide differentiation for entities in the banking crowd. The BAI Retail Delivery Conference & Expo was the stage where Microsoft's U.S. Financial Services Group exemplified how the integration of new technology into the financial industry can spell success. According to Tracy Issel, general manager, U.S. Financial Services Group, Microsoft technology can be present in all aspects of the banking process from attracting new customers to extending and deepening existing relationships. Issel emphasized that Microsoft software products can be leveraged from creating an interactive online interface via Silverlight to managing accounts via Microsoft Dynamics CRM. "I think it starts with what industry problem we're trying to solve. Banks, in order to remain competitive in the market, must differentiate by offering more unique and personalized services to draw in customers. They also have to keep these customers through superior, integrated experiences. Finally, they have to extend these relationships to new products and offerings to gain a greater share of wallet in the marketplace. Microsoft's vision is to provide banks with familiar, easy-to-use and widely supported software to deliver these differentiated services," Issel explained. At the BAI Retail Delivery Conference & Expo, Microsoft showcased a range of offerings including Silverlight, its browser- and platform-agnostic technology designed for creating interactive experiences, but not only. The Redmond company also placed its Unified Communications and Collaboration platform, PerformancePoint Server 2007 and Windows Mobil into the limelight. "In the past five years, Microsoft has grown from six to 600 people supporting the financial services business. Our banking team is made up of industry veterans who have come to us from leading banking institutions and investment firms. (...) Microsoft's large and dynamic partner community, as well as our nearly US\$7 billion in R&D investments, has allowed us to stay on top of key banking trends. We also provide industry feedback directly back to our product teams, so that they are able to continue developing solutions applicable to our customers", Issel added.