

CREALOGIX

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# Digital Banking & Learning

Finance 2.0 Conference, Zurich, 21.5.2014

**BANK** 2.0  
powered by  
CREALOGIX

# DIGITAL BANKING & LEARNING



CREALOGIX has seamlessly integrated an e-learning management system into its online banking suite. The short interactive e-learning units are directly integrated into the transactions of online banking customers with the aim of combining regulatory compliance with the effortless development and enhancement of the financial expertise of customers in a unique manner by combining gamification and contextual compliance.

## EDUCATIONAL

A comprehensive basket of cool learning nuggets can be made available in a learning store.



BASIC EDITION

## PERSONAL

Based on knowledge profile costumers get personalized content to enhance their knowledge.



ADVANCED EDITION

## REWARDING

Knowledge of customers is rated based on learning track record with a personal knowledge score.



## CONTEXT AWARE

Learning modules are provided in the context of situations and customer data.



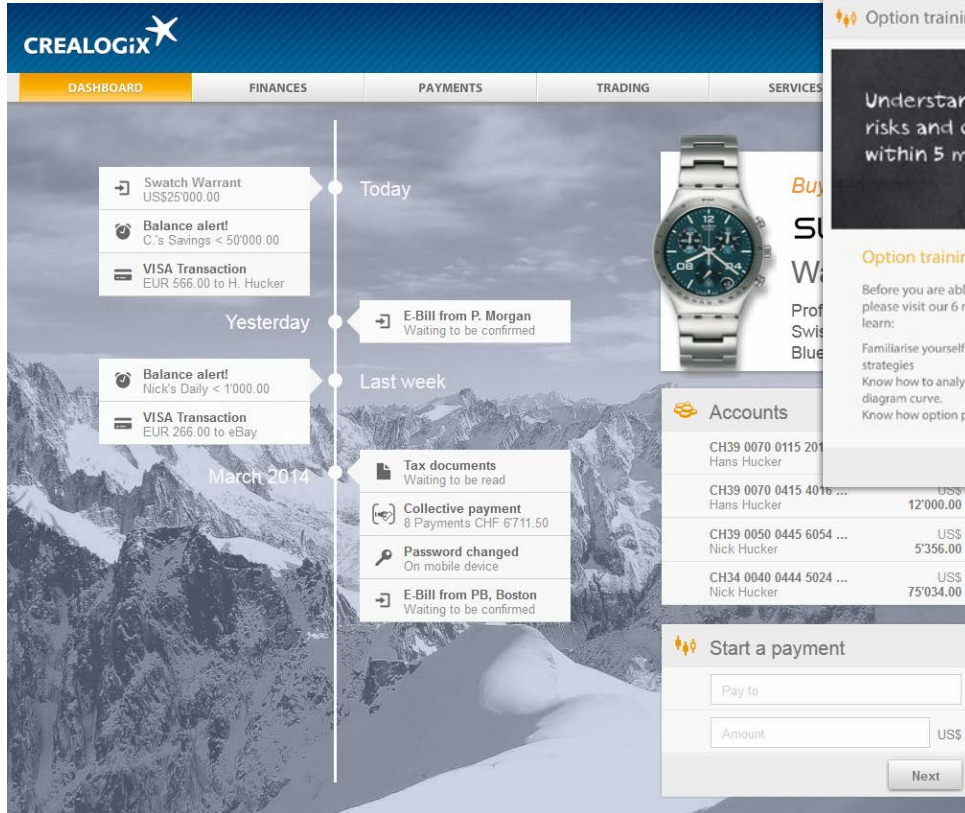
EXPERT EDITION

## COMPLIANT

Enforcing regulatory compliance individualized and automated for each client.



# E-Learning integrated in Online Banking



**CREALOGIX**

DASHBOARD FINANCES PAYMENTS TRADING SERVICES

**Today**

- Swatch Warrant US\$25'000.00
- Balance alert! C.'s Savings < 50'000.00
- VISA Transaction EUR 566.00 to H. Hucker

**Yesterday**

- E-Bill from P. Morgan Waiting to be confirmed

**Last week**

- Balance alert! Nick's Daily < 1'000.00
- VISA Transaction EUR 266.00 to eBay

March 2014

- Tax documents Waiting to be read
- Collective payment 8 Payments CHF 6'711.50
- Password changed On mobile device
- E-Bill from PB, Boston Waiting to be confirmed

**Accounts**

CH39 0070 0115 201 Hans Hucker	US\$	12'000.00
CH39 0070 0415 4016 ... Hans Hucker	US\$	5'356.00
CH39 0050 0445 6054 ... Nick Hucker	US\$	75'034.00

**Start a payment**

Pay to:

Amount:  US\$

Next



**Option training**

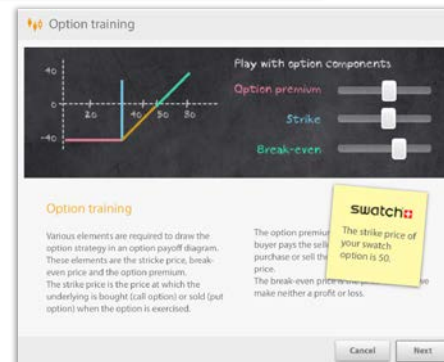
Understand the most important risks and chances of options within 5 minutes

**Option training**

Before you are able to buy your option, please visit our 6 minute training about and learn:

- Familiarise yourself with basic option strategies
- Know how to analyze and explain a payoff diagram curve.
- Know how option prices are determined.

Cancel Next



**Option training**

Play with option components

Option premium:

Strike:

Break-even:

**Option training**

Various elements are required to draw the option strategy in an option payoff diagram. These elements are the strike price, break-even price and the option premium.

The strike price is the price at which the underlying is bought (call option) or sold (put option) when the option is exercised.

The option premium buyer pays the sale purchase or sell the price.

The break-even price is the price at which the option neither makes a profit or loss.

**swatch**

The strike price of your swatch option is 50.

Cancel Next

## More information

Watch our short video

<http://www.youtube.com/watch?v=2HhKW8vspzI>

## Contact

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