

# NEWS RELEASE

---

6455 East Johns Crossing, Suite 450 Duluth, Georgia 30097 vsoftcorp.com 770.840.0097 FAX 770.840.0727

Contact:

VSoft Corporation  
Rebekah Youngers  
770.840.0097

Kathryn-Ameilia Simms  
678.781.7221  
[kathrynamelia@williammills.com](mailto:kathrynamelia@williammills.com)

## **VSoft Launches IRIS™ Omni-Channel Banking**

*Omni-channel platform enhances personal and business banking experience*

**ATLANTA**, August, 4 2015 - VSoft Corporation, a global provider of information and technology solutions for financial institutions, launched IRIS, an omni-channel platform spanning across all devices and channels for both personal and business banking. IRIS permits accountholders to address their banking needs anywhere, anytime and with any device of their choice.

The shift in demographics and rapid growth of mobile devices has resulted in a meaningful increase of not only online banking, but also multi-device banking. VSoft's IRIS solution is device agnostic and features a responsive design, all while eliminating the need for separate products such as Internet banking, tablet banking and mobile banking. The consolidation of products and the consistent, intuitive interface ensures a positive user experience while delivering the convenience users expect.

VSoft introduced IRIS at its annual client conference where the application received overwhelmingly positive feedback. Aside from the modern user interface's instant appeal, the feature that resonates most with clients is the single system approach. IRIS is one system that addresses multiple banking needs for both retail and business banking. Unlike other systems, IRIS features built-in imaging capability allowing retail and business accountholders to conveniently deposit a check using mobile deposit. Mobile Deposit is native to the application and does not require integration with a third party remote deposit capture vendor.

"IRIS enables users to start transactional and non-transactional tasks using their preferred device," said Murthy Veeraghanta, Chairman and CEO of VSoft Corporation. "An account holder can begin to fill out a loan application on their mobile device and then finish on a tablet at a later

time. This is just one of the many consistent experiences VSoft wanted to make possible with our omni-channel banking platform. Technology is constantly changing and our goal is to be ahead of the market so financial institutions stand out among their customer base.”

With IRIS, financial institutions can offer both their consumer and commercial account holders a complete suite of transactional services including personal financial management, bill pay, P2P, transfers, capability to view check images, ordering checks and more. To maintain the consistent user experience, each institution has the ability to customize branding themes across devices.

### **About VSoft Corporation**

VSoft Corporation offers platform-based services for the banking, financial services and insurance (BFSI) industry. Its core, payment and omni-channel banking solutions reduce cost and maximize efficiency while providing seamless, real-time, high-volume and high-performance transactions across multiple channels. The VSoft platform can be delivered in-house, or as an outsourced ASP or SaaS model to best meet the needs of individual financial institutions. VSoft’s services have been trusted by more than 2,600 financial institutions worldwide. For more information, please call 770-225-7692, or visit [www.vsoftcorp.com](http://www.vsoftcorp.com), or follow them on Twitter [@VSoft\\_Corp](https://twitter.com/VSoft_Corp).

###