

HYBRID APP DEVELOPMENT

WHY A HYBRID APP IS THE RIGHT APPROACH FOR FINANCIAL INSTITUTIONS



- **Safeguard Systems and Data**
- **Maximum Efficiency and Streamlined Updates**
- **Enhanced Experience and Seamless Authentication**
- **Utilizes Data for Strategic Growth**

When developing mobile applications, businesses often face the decision between native app development and wrapped app development. VisiFI offers a hybrid mobile app solution for digital banking that combines the benefits of cross-platform functionality with the personalization of a native app. This approach aligns with our

strategic pillars of Security, Efficiency, Experience, and Growth. Unlike traditional native mobile applications, VisiFI's native web apps leverage the benefits of both native and application wrapping technology, to enhance the overall performance and security of our mobile banking applications.

Maximum
Efficiency



Streamlined
Updates



Rapid
Implementation



High-Level
Authentication



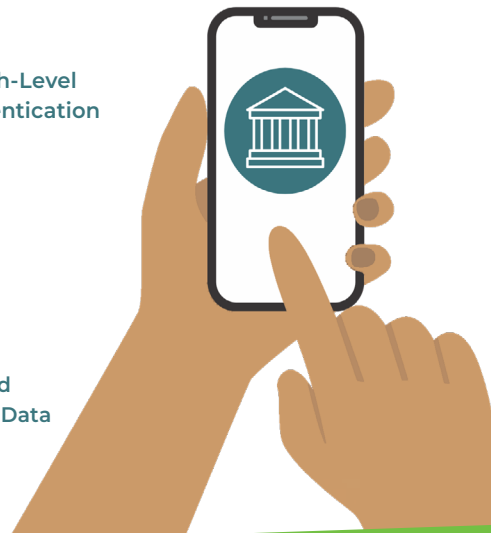
Enhanced
Experience



Safeguard
Systems and Data



Data for
Strategic Growth



Safeguard Systems and Data

In today's environment, where more consumers are using a variety of mobile devices, the challenge of securing data has intensified, particularly with the widespread adoption of BYOD (Bring Your Own Device) practices. The BYOD market is projected to reach USD 587.3 billion by 2030, according to [Market Research Future](#). However, managing security on personally owned devices is complex, making it difficult to maintain full control over data and effectively mitigate the risk of breaches.

To address these challenges, VisiFI ensures that our hybrid apps do not store any data locally; all data is kept exclusively in memory and is available only for a short period of time. Additionally, we enhance security by restricting system access not only to the user, password, and token but also by linking it to a specific device and verifying that it originates from the authorized app.

Our hybrid approach also creates a private and secure connection, regardless of the technology used by the endpoint devices. This ensures that sensitive information remains protected at all times.

Maximum Efficiency and Streamlined Updates

We can instantly automate release changes for all financial institutions, with minimal to no involvement from the financial institution or the end user. For the user, the update occurs instantly and completely transparently. This not only increases efficiency but also ensures 100% that the end user is always using the latest verified and certified version.

In contrast, traditional native applications only require each instance to be managed independently, which can be burdensome. For example, each financial institution would need to manually update their app following every release. VisiFI conducts four major digital banking releases annually, along with an estimated eight minor releases. Without a hybrid application it would necessitate significant resource allocation from both the financial institution and VisiFI to manage and track these updates across all platforms.

Enhanced Experience and Seamless Authentication

The landscape of banking has evolved, with many members now integrating their Digital Banking applications with a variety of financial fintech apps via platforms like Plaid. This integration expands the capabilities of a financial institution's Digital Banking app within seconds. VisiFI's use of hybrid development simplifies the secure and rapid implementation of single sign-on (SSO) and authentication processes, ensuring a consistent and seamless user experience across all linked services.

Utilizing Data for Strategic Growth

Data is a critical asset for financial institutions, providing valuable insights and support to members. While hybrid enhances security, it also contributes to growth by offering a framework for tracking and analyzing data. The technology not only accelerates data transmission, but also facilitates the monitoring and auditing of app usage and data access. These capabilities help identify potential security threats, prevent fraud, and support informed decision-making within financial institutions.

Our hybrid app approach provides the best of both worlds and enables each financial institution to have a branded native app in app stores. The apps are customized with brand-specific colors and images and leverage the strengths of both native and web-based technologies. This provides a cost-effective, secure, efficient, and scalable solution that meets the needs of the modern consumer and our digitally savvy financial institutions looking to grow and provide personalized service.