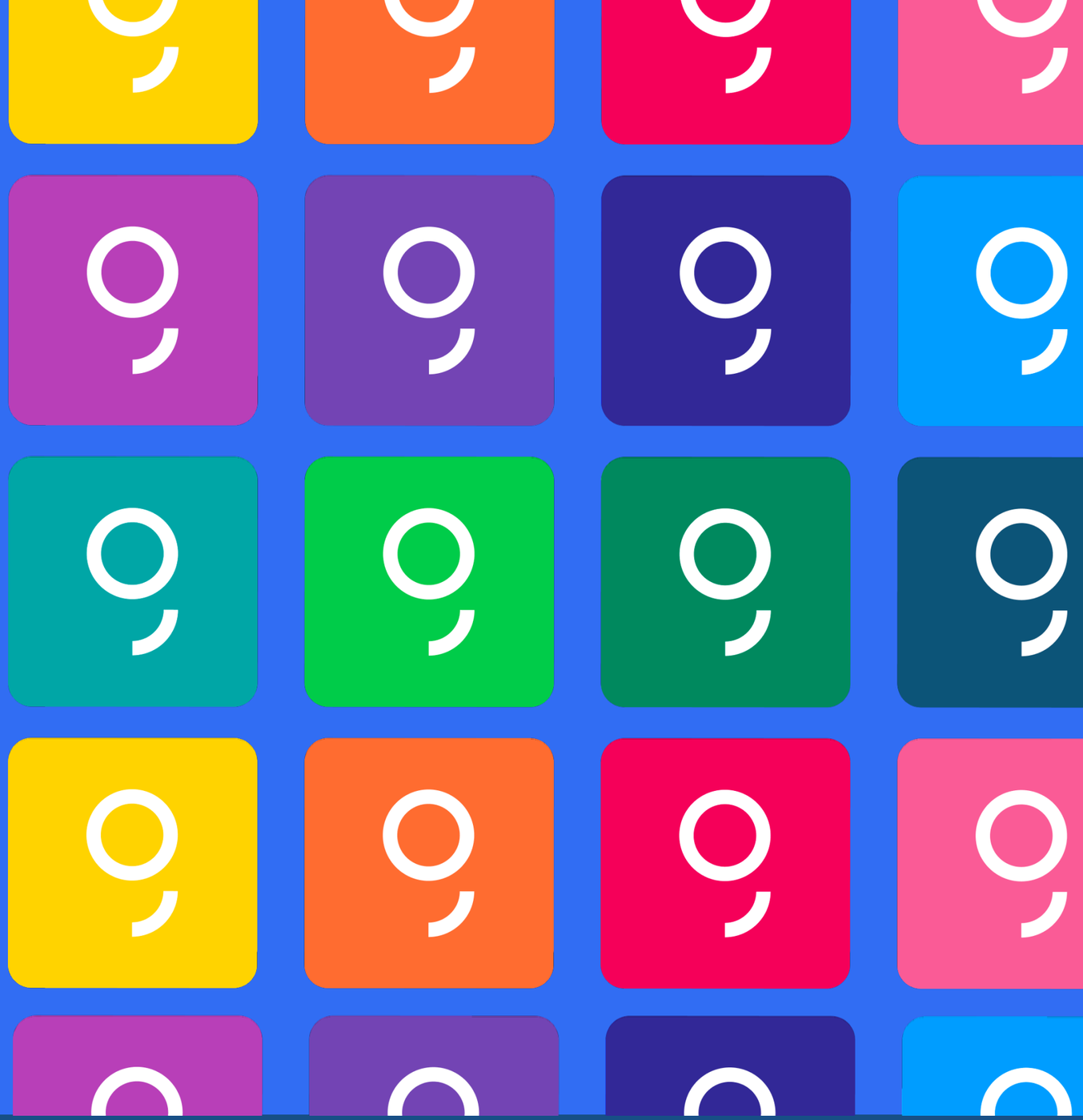
Banking (transformation)
has a name…

George

10.11.2022



© 2022 Erste Group Bank AG — Do not share, copy or use without explicit permission

A brief history of time…

2012
Let's do this!
First line of code written…

2015
Hello World. It's me. George!

2016 - now
Conquer the (Erste) world
Turning into a financial health company

© 2022 Erste Group Bank AG — Do not share, copy or use without explicit permission

George Factsheet

„We focus on one product and our mission to build and scale one Platform across Europe."

- 450 people, 40+ nationalities
- Offices in Vienna, Bratislava & Prague
- 8.6 million users
- 153 million logins per month
- 26.5% digital sales share on total sales
- 4 weeks to bring a new version of George to production
- 500+ APIs to power digital banking
- 10+ Core Banking systems synced in real time

© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG

George Tech Stack

iOS Tech Stack

Language: 100% Swift

Frameworks: ReactiveSwift and Combine

Android Tech Stack

Language: 100% Kotlin

Frameworks: Android Architecture Components, Coroutines/Flow, Retrofit

Web Tech Stack

Language: TypeScript

Frameworks: ReactJS, Redux Toolkit, D3

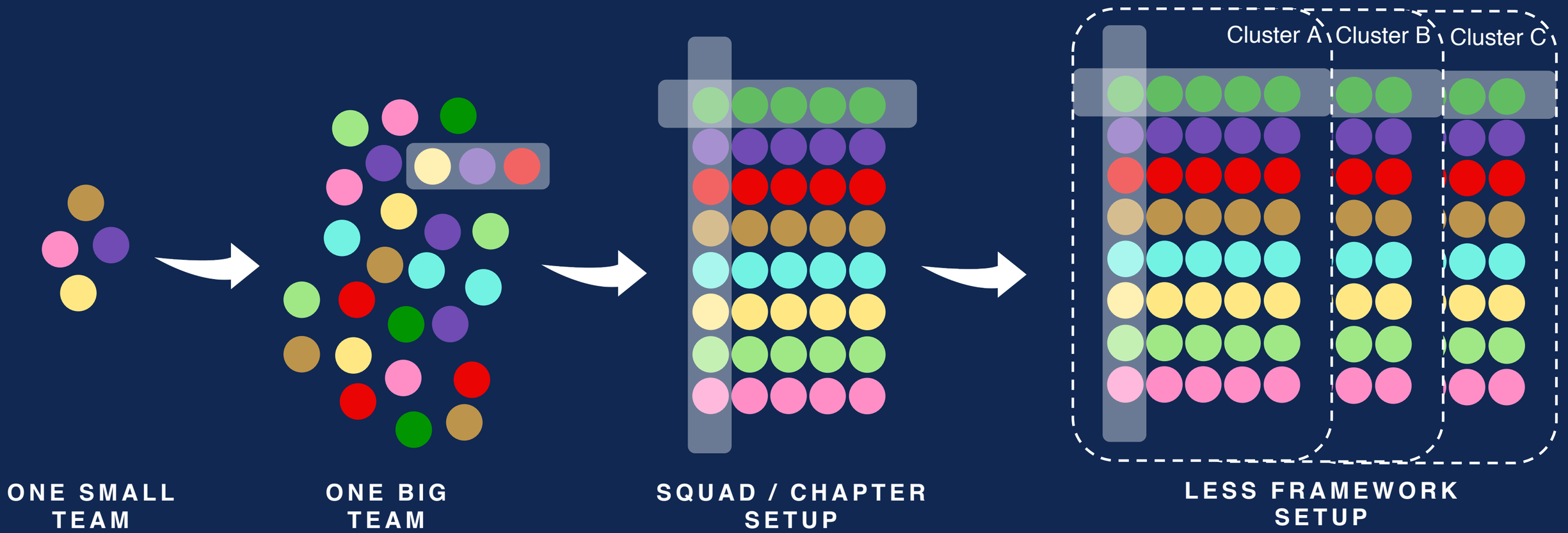
Backend Tech Stack

Language: Kotlin, Java

Frameworks: Spring

© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG

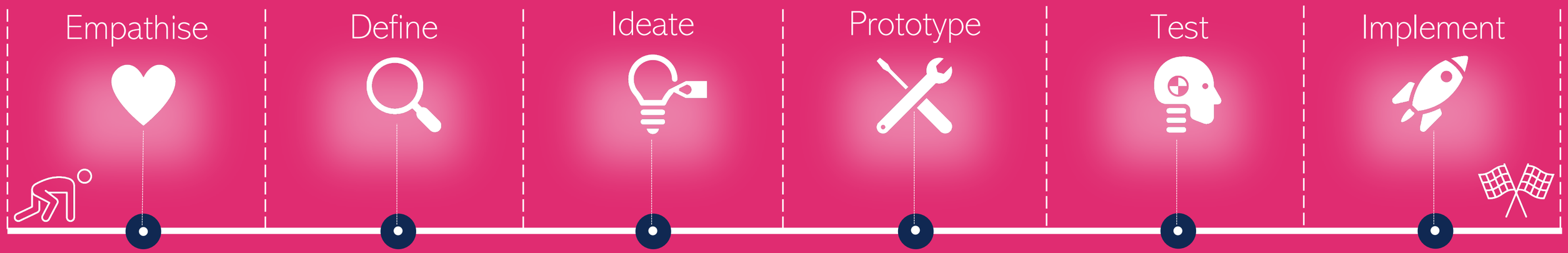
Transformation as part of our DNA



Product Owner *Web Dev.* *Android Dev.* *iOS Dev.* *Backend Dev.* *UI/UX Designer* *Business Analyst* *Tester*

© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG

Our way of working…



© 2022 Erste Group Bank AG — Do not share, copy or use without explicit permission

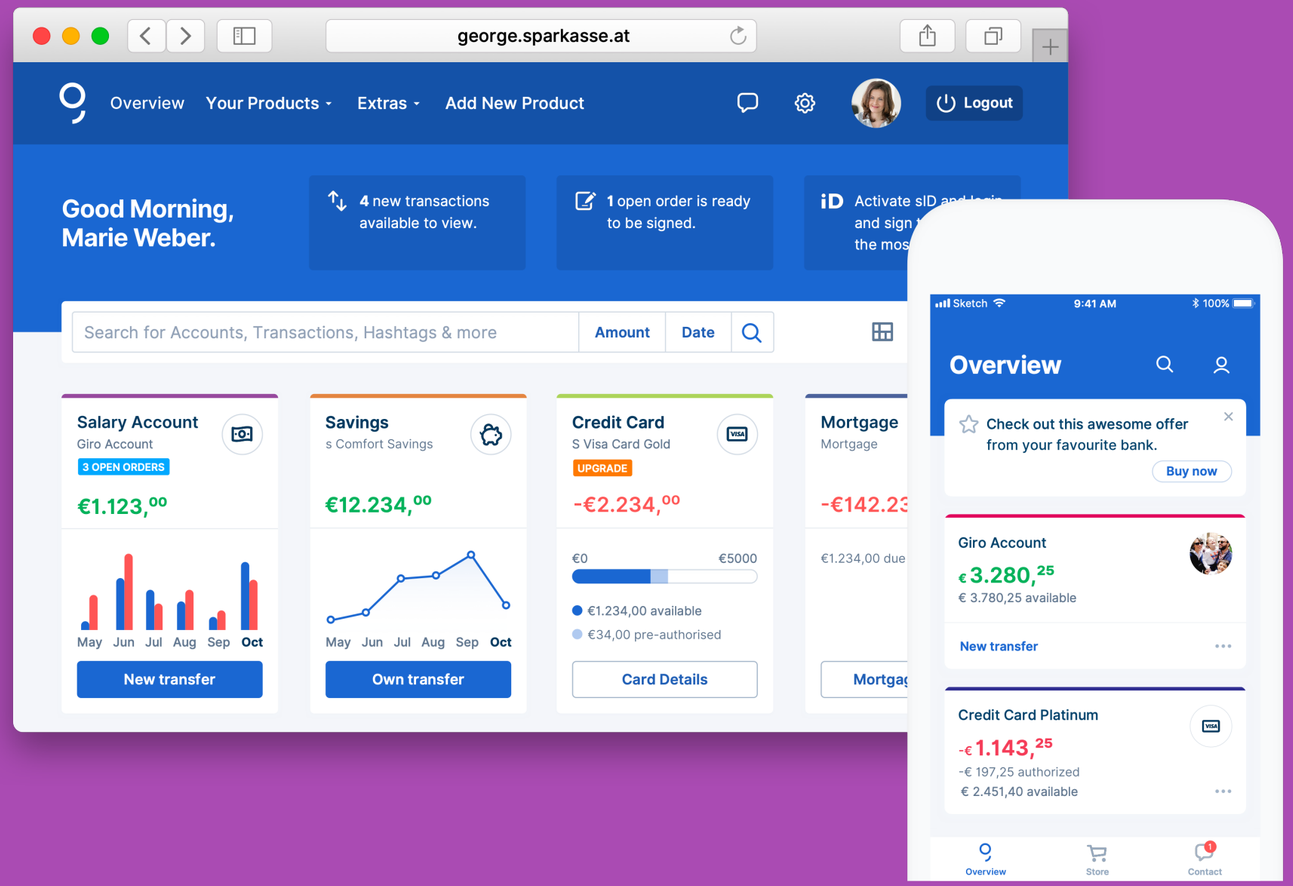
Our mission...

1. Access and understand

   - Easy to access
   - Simplified UI
   - Manage complexity

2. Manage and empower

3. Guidance and improve



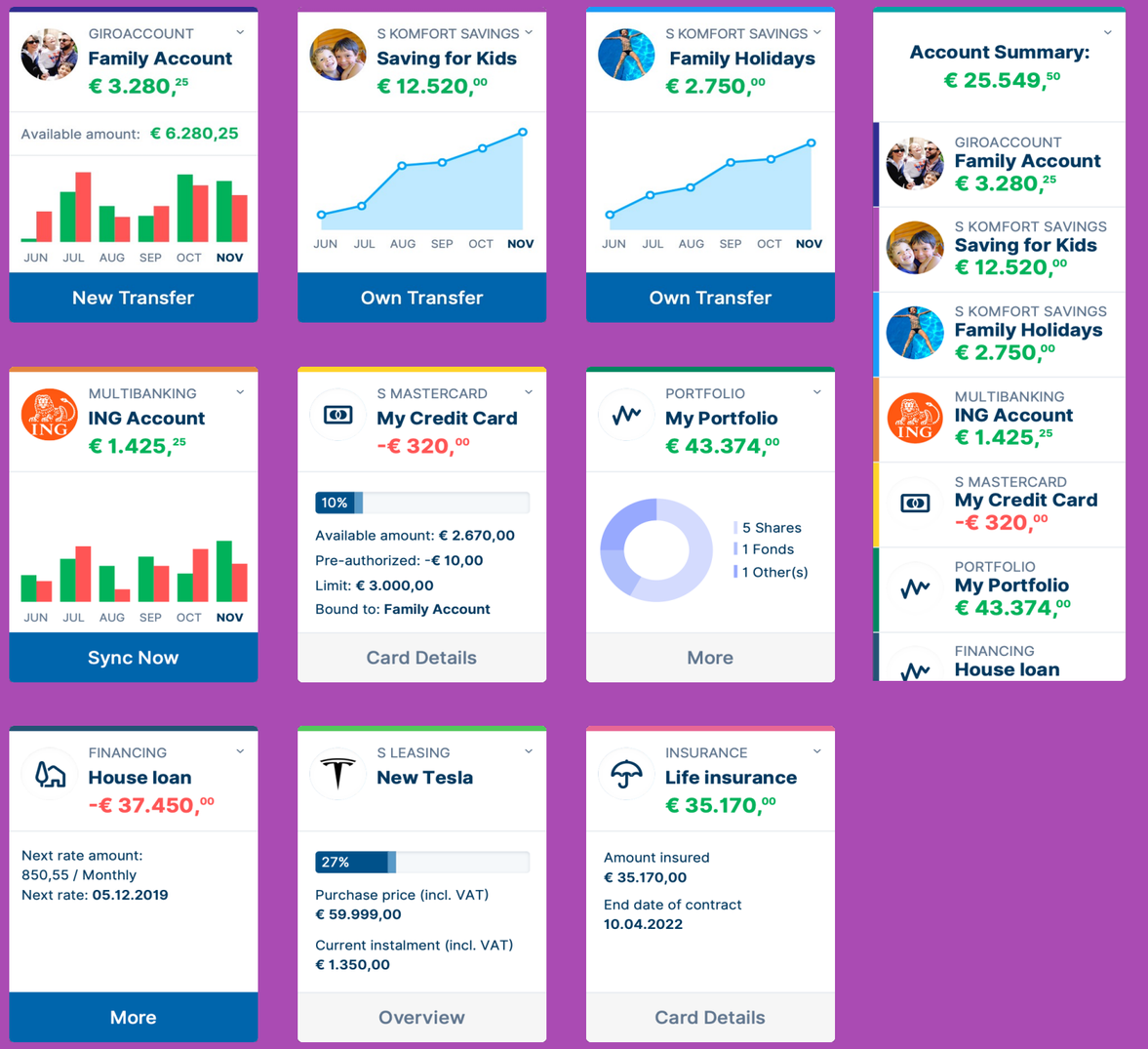
© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG

Our mission...

1. Access and understand

2. Manage and empower
   - All products
   - 80/20 + more
   - + Network

3. Guidance and improve



© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG

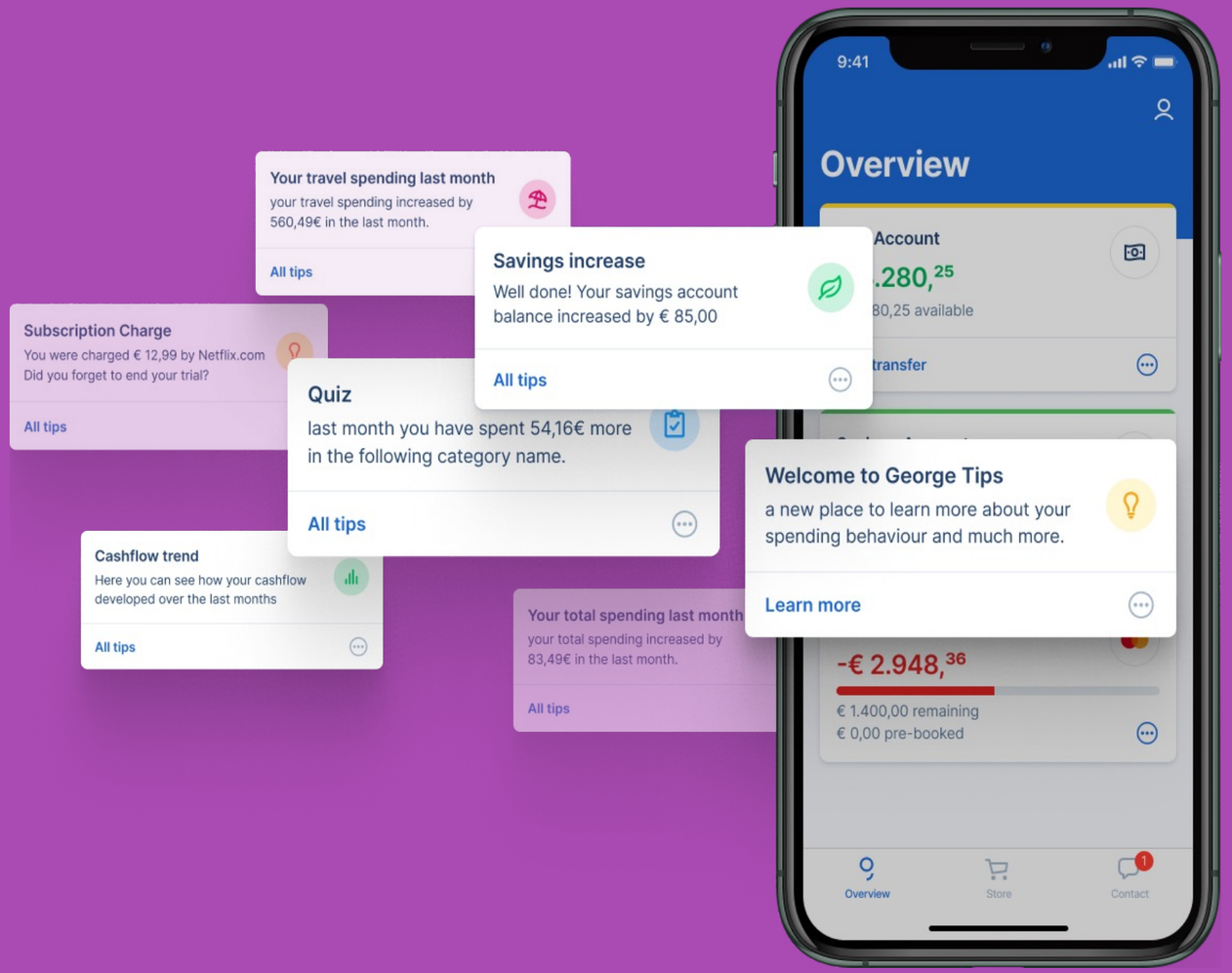
Our mission…

1. Access and understand

2. Manage and empower

3. Guidance and improve

   - Understanding customer context
   - Self Directed Digital Advice
   - Digital Native Product Sales



© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG

We are hiring!

QUESTIONS ?

FEED my INBOX

christoph.nekolar@erstegroup.com

© 2022 Erste Group Bank AG / George Labs — Strictly Confidential — Do not share, copy or use without explicit permission. All George features and design patterns are copyright of Erste Group Bank AG