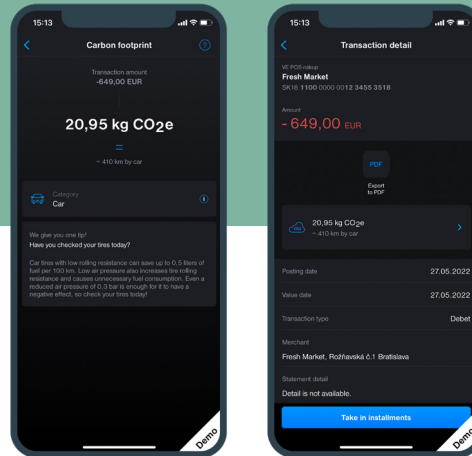


Tatra banka



About Tatra banka

Tatra banka, member of the Raiffeisenbank Group, was founded in 1990 as the first private bank in Slovakia. The award-winning bank is a leader in digital banking offerings whose mission is to transform continuous innovation into superior customer experience.

Business scenario

Tatra banka is a pioneer in digital banking offerings. Having won multiple awards for its design, customer experience, and engagement, Tatra banka looks to build upon that success by taking the next step with sustainability. Tatra banka knows green banking to be the next driver of positive change and more personalized customer experiences, so they launched their Blue Planet product to do just that.

Solution & integration

Together with ecolytiq, Tatra banka has developed its green banking feature, Account for Blue Planet, to improve its online banking brand. Blue Planet offers Tatra banka customers state-of-the-art sustainability features, including CO₂-enriched transactions, localized climate content and category-specific footprint refinement opportunities. Tatra banka chose an on-premise private cloud solution.

“ We have decided to launch the Account for Blue Planet, which represents a unique connection of digital solutions that make the daily maintenance of finance easier and intelligent technologies directed at a sustainable future better. We appreciate that we could cooperate with such creative partners as ecolytiq and Visa when creating this innovation.

Peter Golha,
Acquisition, Segments & Non-credit
Products Division Director at Tatra banka

Why Tatra banka chose ecolytiq

1

Visa relationship

Having the backing of Visa, a world leader in payments, assured Tatra that ecolytiq was the best partner to work with.

2

Flexible and fast integration

ecolytiq's technical agility and expertise allowed Tatra banka to go live within two months.

3

Complete sustainability value chain

The comprehensive Sustainability-as-a-Service® solution from ecolytiq gave Tatra banka all the tools they needed to support their customers in taking effective climate action every day.