



VeriPark collaborated with Microsoft to create the Banking Accelerator launched at Microsoft Inspire 2019 today

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VeriPark has shared its industry-specific, proven expertise & deep knowledge with Microsoft to contribute to a common data model for the Financial Services Industry on top of Microsoft Dynamics 365.

With a track record of successful digital transformation projects in different countries, VeriPark's banking data model has matured and evolved over the last 20 years. It became a world-class, field-proven technology that is used by over 100 banks worldwide. Collaborating with other industry leaders, Microsoft and VeriPark created the open source data model which is at the heart of the new [Dynamics 365 Industry Accelerator for Banking](#). And because the data model is open source and interoperable with Open Banking and BIAN, it will be easier for other partners and customers to build innovative banking solutions.

VeriPark's CRM solution, [VeriTouch](#), shows how common financial services data definitions empower innovative solutions that transform banks and enable differentiated customer experiences. Microsoft Dynamics 365 provides the foundation for VeriTouch, and the Microsoft banking data model underlies the entirety of VeriPark's suite of intelligent customer experience solutions.

The Banking Accelerator's data model provides a consistent and defined data structure for generating insights and actions, whether for VeriTouch's advanced CRM for banking, VeriChannel's unified omnichannel delivery, VeriLoan's intelligent loan origination, VeriBranch's cutting-edge branch automation, or other solutions from partners besides VeriPark. On top of that, VeriPark has extended the Microsoft banking data model to incorporate additional data entities, including insurance.

"We are excited to work closely with Microsoft on the development of a data model designed for the needs and business processes of banks and financial institutions. VeriPark is committed to helping define the model and deliver our solutions atop the new Microsoft Dynamics 365 Industry Accelerator for Banking. The new data model allows VeriPark to have a consistent and defined data structure to generate insights and actions to help our joint customers become digital leaders by improving their customer experience and retention." says Ozkan Erener, CEO VeriPark.

"VeriPark's depth of financial expertise and thought leadership provides a tremendous contribution to the Dynamics 365 Industry Accelerator for Banking," adds David Pennington, Principal Program Manager, Microsoft Business Applications Group. *"We're looking forward to helping financial services organizations better serve their customers through more seamless and consistent sharing of banking-specific data across disparate systems."*



About VeriPark

VeriPark is a global ISV enabling financial institutions to become digital leaders with its Intelligent Customer Experience suite. With its main offices located in the United States, United Kingdom, Europe, Asia, Africa and the Middle East, VeriPark is helping businesses to enhance their customer acquisition, retention and cross-sell capabilities by providing proven, secure and scalable Customer Relationship Management, Omni-Channel Delivery, Branch Automation, Loan Origination and Next Best Action solutions. VeriPark works collaboratively with customers and Microsoft to develop innovative technology strategies and solutions, which touch millions of people every day, and bring the promise of digital transformation to life.

For further information:

- About the Banking Accelerator: download the Microsoft Whitepaper: [Transform Banking with the Microsoft Banking Accelerator](#)
- About VeriPark: visit <https://www.veripark.com> or get in touch via info@veripark.com.

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