

Banco Inter, One of Brazil's First Fully Digital Banks, Teams with IBM Services to Provide Best-in-Class Client Experience by Migrating to MacOS

The solution creates a collaborative and secure environment designed to help improve employee and client experience

BELO HORIZONTE, Brazil, Sept. 27, 2018 /PRNewswire/ -- In a move to make its employee and customer service experience the best in Brazil, Banco Inter has announced that it is working with IBM Services (NYSE: [IBM](#)) to migrate its workplace platform to Apple MacOS.

The first fully digital bank to offer a free checking account in the country, Banco Inter has reached 1 million clients this month and has seen new accounts growth per day soar from 1,400 per day in 2017 to 4,500 nowadays, which is evidence of the region's changing culture shift from the traditional institutional methods and the embrace of the digital transformation.

Banco Inter has now taken a significant step towards pioneering this model by acquiring 1,000 Macs and collaborating with IBM Services who will help the financial institution in seamlessly and securely upgrading software, managing multiple devices, and integrating the current business applications into the Apple environment without any business disruption.

[The solution](#) is designed to increase productivity and improve employee experience, which then gives customers more agility and availability, essential qualities for digital banks to win in this digital era.

This year Banco Inter has been through the opening of their IPO and handled R\$ 721 million in a primary offer of R\$ 541 million. "We will use part of this resource to invest in technology and we see IBM as an essential partner to advance in our strategy of providing the best digital experience to our client," says João Vitor Menin, President of Banco Inter. "Due to their partnership with Apple and great expertise, IBM is the only provider in Brazil that is able to implement and manage Apple MacOS devices in the corporate environment."

"In the process of digital transformation, the work environment, like all other areas, is undergoing a profound shift. More collaborative tools with superior design and usability will be an immense competitive edge for corporations," said Eduardo Marcinari, Executive of Digital Workplace Services at IBM. "With this project, we can help Banco Inter build and run a workplace platform that is secure, easier to implement and has a lower cost in technical support."

As a global partner to Apple for the enterprise market, IBM has extensive experience in the distribution and management of Mac equipment internally. For its customers, it aggregates managed and financial services as part of the project.

Apple & IBM partnership

Apple and IBM have been partnering since 2014 to develop mobility solutions together, uniting the entire IBM experience with solutions for the enterprise market and Apple's differential in Design and User Experience.

[Learn more here.](#)

About Banco Inter

Banco Inter has more than 23 years of history and operates throughout the Brazilian territory. It is the country's

first fully digital bank and the only one to offer a tax-free checking account, which serves as a gateway for customers to a complete digital services platform. The institution believes that people's relationship with their bank can be simpler, more transparent and fair, and it works for this transformation to happen.

Currently, the bank has a credit portfolio of more than R\$ 2.9 billion and is responsible for more than 1% of the real estate credit segment in Brazil. Its shareholders' equity is R\$ 924.6 million and total assets exceed R\$ 4.9 billion.

About IBM

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