EXPERIENCE, INNOVATION, AND RESULTS
Helping Banks and Financial Institutions to Better Serve the Mass Market Segment

VIZURI'S EXPERTS ADDRESS A MULTITUDE OF FINANCE CHALLENGES including messaging infrastructure, application provisioning, customer-facing applications, and IT operations. Our solutions have saved millions of dollars for Fortune 500 clients, substantially improving automation and reducing critical risks.

After years of transforming the practices of other companies, we saw an opportunity to apply our business and technology expertise to help address the looming American retirement crisis. Our analysts identified a clear need and proposed a novel product.

We designed and developed plynty using best-of-breed technologies and human-centered design principles. Now available on the App and Play Store, plynty offers a simple approach for customers of all backgrounds to develop a financial plan that meets their monthly cash flow goals in retirement.

As a white label prospecting tool, plynty provides banks and financial institutions with rich data and integrated opportunities to cross-sell products that their customers need. This solution is now in the process of being licensed and integrated by several leading companies.
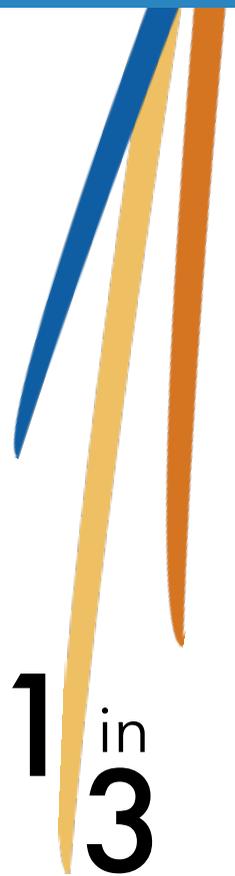
1 in 3 plynty users complete a financial plan without follow-up required.

HIGHLIGHTED CAPABILITIES

DevOps
plynty leverages a fully automated DevOps pipeline that supports a high velocity agile development team.

- Codeship provides a fully managed continuous integration / continuous delivery platform.
- The scrum team uses Atlassian JIRA and BitBucket to manage the product pipeline and stream new functionality into the app.

Native cloud (AWS) API
The plynty API is built to run as a cloud-native or containerized package for on-premise deployments.

VIZURI
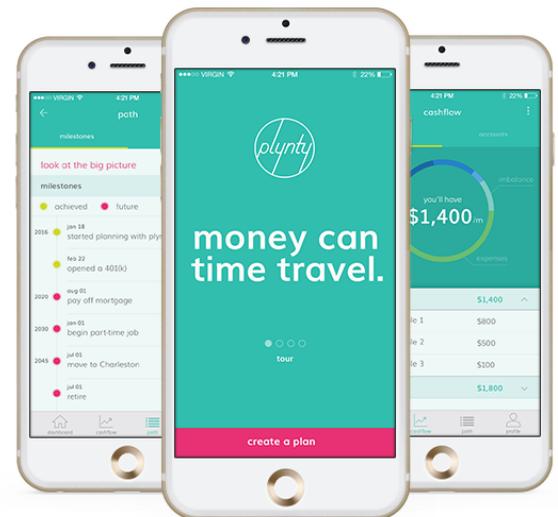
OUR PROCESS

We designed plynty to scale, we invested the resources to build it right, and we built it quickly enough to move with the market.

We first validated that the market existed.
We conducted survey research, and ran intensive focus groups that provided validation of the need and key customer insights.

We mapped the competitive landscape
to understand our competitors and project the trajectory of a quickly evolving industry. These insights helped to shape our solution.

We developed customer personas
and refined a set of stories about how our solution would meaningfully address customer needs.

> *The app's interface is clean and uncluttered. Plus, the interactive pie chart that shows your retirement expenses in relation to your retirement income is a great way to take stock of where you really stand.*
>
> **DailyWorth**

AS SOON AS WE HAD A CLEAR VISION FOR THE PRODUCT, we set out to engineer a compelling solution that could evolve through user testing. We used modern software development techniques. For scaling, we used all of the Amazon assets.

We also worked to keep data safe and systems hardened, leveraging expertise working with finance, healthcare, and defense clients, and we validated this through external penetration tests and vulnerability assessments.

Throughout, we invested in user experience and the right messaging and branding to appeal to our customers. We wanted to find the best way to present complex information in a simple way, ensuring accessibility and impact of information and also sustained engagement.

We often say that our solutions pay for themselves. Vizuri integrates business strategy and processes with the right set of technologies. In developing plynty, we applied the same frameworks at the scale of a full enterprise.

TIMELINE

2015
plynty team reaches 8 people

LATE 2015
Alpha version released for testing

EARLY 2017
Beta version released for expanded testing

2018
Public launch at FinovateSpring

COMING SOON
Partnership announcements

For more information about plynty or to download the app, visit plynty.com.

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