

Backbase in Gartner's Latest Critical Capabilities for Horizontal Portals Report

Backbase is listed twice in the top 3 for the 'B2C: Portals for Marketing, E-Commerce, Support' and 'Portal as a Common Architectural Framework' use cases.

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SUMMARY

Today, Backbase, the software company behind the omni-channel Customer Experience Platform (CXP) and Digital Banking Platform (DBP), is happy to announce its inclusion in the Gartner Critical Capabilities for Horizontal Portals report. Out of four use cases, Backbase received the third highest score in the 'B2C: Portals for Marketing, E-Commerce, Support' and the 'Portal as a Common Architectural Framework' use cases. You can read the full report via: <https://portal.backbase.com/2015/gartner-cc-portal.php>

In the 2015 Critical Capabilities for Horizontal Portals report, Gartner evaluated 13 Horizontal Portal vendors across four use cases most common for horizontal portal software.

Backbase has been delivering horizontal portals, mobile apps and complete omni-channel projects for the past years, for leading enterprises across the globe. Since 2010 Backbase has been included in Gartner's Horizontal Portals Magic Quadrant, currently positioned the 'Visionaries' quadrant.

"We are very proud to again be included in an evaluation by one of the leading industry analysts," said Backbase CEO, Jouk Pleiter. "We believe our scoring indicates that Backbase is brings strong innovation to the marketplace, traditionally dominated by billion dollar companies that are still banking on legacy software. Our rating shows that we deliver a modern and agile alternative to the status quo."

About Backbase

Backbase is a software company that creates products such as Backbase CXP and Backbase DBP, each designed to help financial institutions organize, create, and manage customer experiences across all channels, and on any device. Our mission is to help organizations transition smoothly into truly customer-centric businesses by adopting an outside-in approach, pleasing customers while delivering measurable business results. We believe that customer experience management is essential for gaining a competitive edge in the financial sector, helping organizations stand out from the crowd, while growing their business in the process. For more information visit

<http://www.backbase.com>

Gartner, Critical Capabilities for Horizontal Portals, Jim Murphy, Gene Phifer, Gavin Tay, Magnus Revang, 10 December 2015.

Gartner, Magic Quadrant for Horizontal Portals, Jim Murphy, Gene Phifer, Gavin Tay, Magnus Revang, 15 September 2015

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RELEVANT LINKS

 **Read the report**

<https://portal.backbase.com/2015/gartner-cc-portal.php>

QUOTES

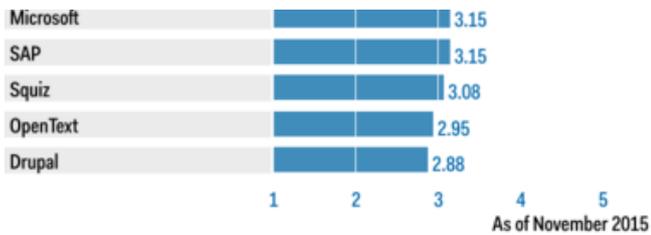
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— Jouk Pleiter, CEO & Co-Founder

IMAGES

Product or Service Scores for B2C: Portals for Marketing, E-Commerce, Support





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ABOUT BACKBASE

Backbase is the maker of Backbase CXP, the award-winning customer experience platform that helps enterprises create, manage, and optimize digital experiences across any device. Backbase CXP offers a new, omni-channel presentation layer, that unifies data and functionality from existing business applications and IT systems into a seamless customer journey.

Alongside Backbase CXP, Backbase has developed Backbase DBP; the omni-channel digital banking platform optimized for retail banking, commercial banking, and wealth management specific scenarios. Similarly, Backbase for insurers is a digital insurance solution that focuses on customer enrollment and self-service scenarios.

With Backbase you can deliver personal, relevant experiences to customers on every device, in any context. Backbase gives enterprises the tools and functionality they need to transform their tired and siloed business applications into engaging customer experiences, holistically orchestrated and managed from a single digital customer interaction platform. Backbase's widget-based architecture provides the flexibility and agility enterprises need to create modern experiences that truly empower your customers and strengthen your digital business operations.

Industry analysts Gartner, Forrester and Ovum recognize Backbase as a leader in terms of customer experience management and omni-channel delivery capabilities. Backbase is among the most innovative vendors in the

market and offers unparalleled speed of implementation and time to value. Additionally, Backbase empowers digital channel owners to quickly change and optimize the digital experience. This means a faster time-to-market for edits or updates, lower costs, and more flexibility to optimize across all online channels without the need for IT support.

Backbase's unique approach enables enterprises to drive self-service, fuel online revenues and turn their online presence into a full-service customer experience platform. Global organizations such as ABN AMRO Bank, Al Rajhi Bank, Barclays, Fidelity, GE, Hapoalim, Hiscox, ING, Legal & General, Nationwide, Nordstrom, OTP Bank, PostFinance, PZU, Sberbank, and SwissCard have all improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase's technology.

Backbase was founded in 2003 and is privately funded with operations in New York, Atlanta, Amsterdam, and London.



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