

# PHOENIX

## Update

October 2006

### THE WAIT FOR IFX IS OVER!

#### TD Canada Trust takes the lead with over 2,400 ATMs converted to the IFX Standard

The wait for Interactive Financial eXchange (IFX) is over. Since 1997, a group of vendors and financial institutions has been working on this XML-based universal messaging format that provides the ability to exchange financial data regardless of the technology platform. While other financial institutions and vendors have been watching and waiting, TD Canada Trust (the Canadian Retail Bank of TD Bank Financial Group), Phoenix Interactive and the Hewlett-Packard Canada (HP) Consortium have been moving ahead.

And now... *TD Canada Trust is first to market with a full-scale IFX implementation on over 2400 ATMs coast-to-coast* and they are ready to reap the benefits:

- ✓ Enhanced interoperability between delivery channels
- ✓ Increased speed to market of new products and services
- ✓ Reduced costs of maintaining numerous systems and hardware

Phoenix Interactive, an integral part of the HP-led partnership, provided the ATM software solution. Phoenix's *VISTAatm* multi-vendor solution supports the IFX messaging standard as well as the full set of features and functions that are enhancing TD's (13 million) customers' experience at the ATM: **Text-to-Speech Audio lead through, five languages, personalization** and more. Phoenix is a leader in software design and development for the ATM industry and is the first and only ATM software provider to demonstrate that IFX technology is an attainable and proven reality.

TD Canada Trust was recognized for "Excellence in Overall Quality of Customer Service among the Big 5 Banks in Canada" according to the Customer Service Index conducted by **Synovate**, September 2006. They were awarded first place in five separate categories, including ATMs. To win this prestigious award, while undergoing the most comprehensive transformation of an ATM network in the industry, is a testament to the overall vision of the bank and the chosen technology from Phoenix—who again, this year, has been honoured with the coveted **Deloitte Technology Fast 50 Award**. With this partnership, it is no surprise that we're leading the industry.

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**Canada Trust**



#### **First and largest IFX implementation in the world!**

*"One of our key members, Phoenix Interactive Design, has demonstrated to the financial services industry that the IFX standard is a functional, scalable reality. The deployment of a full function and robust IFX messaging solution across almost 2500 ATMs represents the most significant deployment of IFX on ATM/Self-service devices to date anywhere in the world. Not only is this deployment of IFX impressive in terms of scope and scale, the fundamental philosophy of IFX is upheld whereby this industry-accepted standard has been adopted to support both traditional and extended functionality. The IFX Forum congratulates Phoenix and their partners on this accomplishment! Their direct participation in IFX was vital in helping this standard meet real industry needs and we are confident that more organizations will follow their lead to incorporate IFX into their environments to achieve the same open standard benefits that this deployment represents."*

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President of the IFX Forum

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