



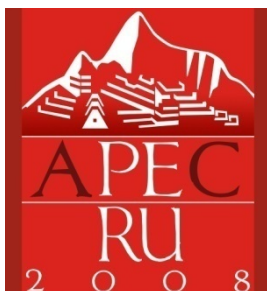
**Asia-Pacific  
Economic Cooperation**

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**2008/TEL38/LSG/IR/007**

## **Case study: Rural Banking Inclusion**

Purpose: Consideration  
Submitted by: Peru



**Industry Roundtable  
Lima, Peru  
13 October 2008**

**Case study: Rural Banking Inclusion**



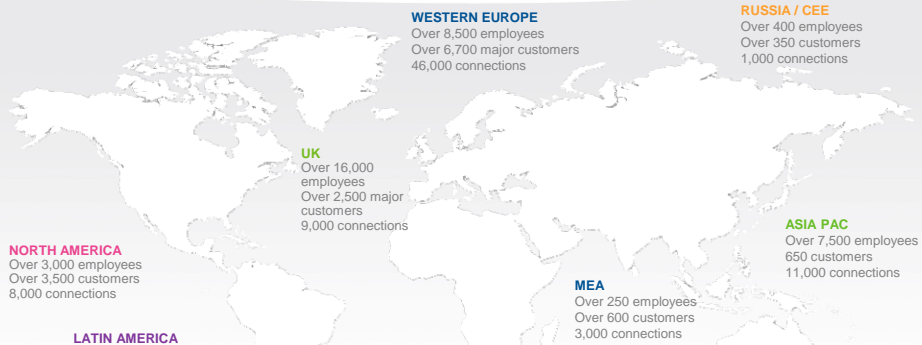
Ivana Kriznic, Head of Regulatory, Latin America, BT  
Manuel Coral, Country Manager, BT Peru  
Lima, Peru, October 12<sup>th</sup> 2008

**British Telecom**

- BT is the world's oldest communications company, with a direct line of descent from the first commercial telecommunications undertaking in Europe, the Electric Telegraph Company established in 1846.
- Fast forward to today, BT is one of the world's leading providers of communications solutions and services serving customers in 170 countries with 100,000 employees across the globe.
- The recent history of BT is a story of business transformation. Today our principal activities include networked IT services, local, national and international telecommunications services, and higher-value broadband and internet products and services.
- BT consists of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale. BT Group plc is listed on stock exchanges in London and New York.
- Revenues for last financial year 07/08 reached £20.7bn.

# BT Global Services

Who we are and what we do



Over **37,000** people delivering service to more than **170** countries  
 8,500 major, multi-site government and private sector customers  
 Over 3,000 local network access points worldwide  
 80,000 customer connections to the global MPLS network  
 Global MPLS generates \$1bn annual revenue (07/08)



# BT Global Services

BT Latin America



## BT as a corporate citizen

- BT is proud of its record as a world class employer and its contribution to Corporate and Social Responsibility projects around the world.
- We have been rated number 1 in the telecommunications sector in the Dow Jones Global Sustainability Index for the last eight years.
- We support the British Red Cross with funding for essential emergency satellite telephones, IT equipment and GPS systems for vehicles to help them deliver disaster relief worldwide.
- Under a three year global development partnership with UNICEF, BT is investing £1.5 million into community projects that will benefit children and young people in South Africa, Brazil and China. The launch of this partnership was announced in April 2007 in South Africa. In this second year, "Inspiring Young Minds" is supporting a community project in Brazil, 10,000 adolescents across ten schools in five of Brazil's largest cities (Sao Paulo, Rio de Janeiro, Belo Horizonte, Salvador and Fortaleza)

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## Latin America

### BT - Digital Inclusion Projects



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➤ Since 2005 Juntos program provides an incentive of approximately USD 30 per month cash to the poorest families in the country to motivate compliance with nutrition, health education and identity goals.

➤ The objective of Juntos is to fight chronic child malnutrition and extreme poverty. It gives priority to rural sectors, families with pregnant women and children up to 14 years.

➤ The program currently reaches 14 departments: Apurímac, Huancavelica, Ayacucho, Haunuco, La Libertad, Ancash, Junín, Cajamarca, Puno, Cusco, Piura, Pasco, Loreto and Amazonas, this represents a geographic coverage of 625 districts, 336,555 homes and around 1,700,000 beneficiaries.

➤ Last July, Banco de la Nación, through a strategic partnership with Juntos, launched a mobile banking network to enable people in the locations reached by Juntos to not only receive payments but also make transfers to family members in other parts of the country and open interest bearing savings accounts.

➤ It is worth noting that this mobile network extends even further the reach of Banco de la Nación, that has the most extensive network in the country with 412 branches (where 200 branches are the only banking option in the area).

➤ This mobile banking network relies on the existing infrastructure of Hermes armored trucks that deliver the Juntos payments. The Hermes trucks are now also a bank branch. Hermes is a successful Peruvian company that started in 1985 and has more than 120 armored vehicles and employs 1,700 people.



## The outcomes



## Rural Mobile Banking



➤Hermes, through a strategic partnership with British Telecom, developed a mobile banking network to enable people in the Peruvian rural locations to count on a fully mobile bank branch.

➤This solution relies on the existing infrastructure of Hermes armored trucks that deliver the Juntos payments and BT state of the art satellite technology.

➤This mobile network extends even further the reach of Banco de la Nación, that has the most extensive network in the country with 412 branches (where 200 branches are the only banking option in the area).

➤The opening of the first bank branch took place last July 2008 in the village of Sinsicap - Trujillo, with the addition of 50 new bank customers and around a 100 bank transfers to other bank entities.



## The Outcomes



## JUNTOS - Inclusion



➤The mobile bank office has enabled the rural people to have all the Banco de la Nación services similar to the ones offered by the bank at the main cities.



➤The incentive of approximately USD 30 per month cash is now provided to the beneficiaries throughout the periodic visits of the mobile bank office, registering all the payment transactions on line.



Design, Implement and Operate a low cost and highly available solution for a fully mobile banking network based of the state of the art technology that can even reach locations where there is no electricity.

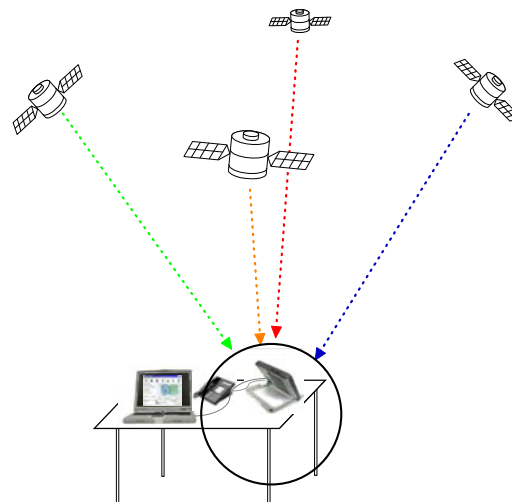
Rural Mobile Banking



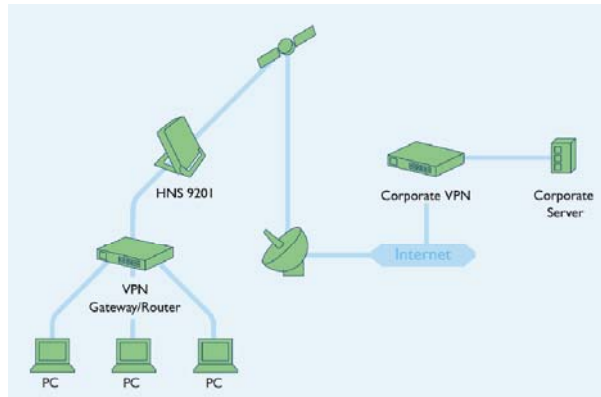
JUNTOS - Inclusion



- Essentially automatic!
- Full mobility
- Secure
- Highly available
- Low cost



The solution design of the Mobile Banking Network was fully done by the engineers and network architects of our subsidiary BT LATAM Peru, based on the state of the art satellite technology, fully compliant with mobility, high availability and security requirements.





Bringing it all together