



**Media Release**

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official hashtags

## OCBC BANK IS THE FIRST BANK IN SOUTHEAST ASIA TO LAUNCH OPEN API PLATFORM

*In line with Singapore's Smart Nation vision, OCBC Bank's API platform - Connect2OCBC - will allow any software developer to easily integrate OCBC Bank products and services into their applications to benefit their end-users*

Singapore, 17 May 2016 – OCBC Bank is the first bank in Southeast Asia to launch an open Application Programming Interface (API) platform with the rollout of its own developer portal, *Connect2OCBC*, today. This API platform provides a range of services that allow software developers – whatever their focus, from fintech to lifestyle – to access OCBC Bank's products and services in a fast and seamless manner.

OCBC Bank's move supports the government's Smart Nation initiative, the Monetary Authority of Singapore's (MAS) vision to create a Smart Financial Centre and MAS' drive towards an open API architecture.

APIs are tools and protocols used to build software applications. They are defined as sets of requirements that specify how one application interacts with another.

At launch, *Connect2OCBC* provides free access to the following four open APIs:

- 1. Branch Locator API:** provides a list of OCBC branches as well as information on location and operating hours. One of the top customer enquiries received by the bank's Contact Centre is from customers wanting to know where the nearest OCBC branch is. With this API, software developers can avail this information for their end-users on their applications.
- 2. ATM Locator API:** provides a list of OCBC ATMs along with location information. End users of third party applications that use this API can easily find the nearest OCBC ATM without having to visit the OCBC website or call the OCBC Contact Centre.
- 3. Smart Card Advisor API:** provides recommendations on which OCBC credit card to use for different purposes. For example, a dining website can recommend to its users the most relevant OCBC credit card to use at the newest restaurant in town.

**4. Foreign Exchange Rates API:** provides updated currency exchange rates. For example, an e-commerce business could integrate this API into its website to allow overseas users to view the product prices denominated in their home currencies.

Said Mr Praveen Raina, Senior Vice President, Group Operations & Technology, OCBC Bank: “We are pleased to be the first bank in Southeast Asia to launch an open API platform. This is indeed a momentous step forward not only for us but for Singapore, as we move towards an “open data” economy, which is in tandem with the government’s vision of a Smart Nation and Smart Financial Centre. Building a Smart Financial Centre is not simply about using high-tech applications. It is about embracing innovation - which is very much part of the OCBC DNA. By taking the lead in transforming how banks work with the rest of the online community in a seamless manner, we hope to help spur collaboration within the industry to develop innovative solutions that will benefit consumers.

“The open APIs will put our data to more efficient use as it can be shared both internally across the bank and externally with third-party software developers. It is about being social. We want to create a “data social network” which facilitates free flow of certain non-customer data that will benefit any third party and the community as a whole in a secure manner. It will help us extend our reach to not only our customers but potential customers as well, while creating a better user experience. The API platform was developed in-house and we believe it will bring about significant cost savings, not just for OCBC but third-party software developers. We will be rolling out more APIs in time to come.”

Mr Sopnendu Mohanty, Chief FinTech Officer of MAS, said “FinTech is enabling banks to create better financial services and products for customers, with APIs as a key enabler for this innovative collaboration. Aligned with the API conference organised by MAS and the ABS in March to encourage the financial industry to leverage on emerging and innovative technologies, we are delighted that OCBC is taking the lead and contributing to the FinTech ecosystem with the launch of its first set of public APIs in Singapore. The enabling of these APIs is a step in the right direction towards an ecosystem that allows customers to benefit from interoperable FinTech innovations.”

APIs present opportunities for OCBC Bank and at the same time create value and benefits for both software developers and end users.

### **1. To Software Developers**

- Faster time to market: The APIs can be easily integrated into both new and existing applications within a few hours; without APIs, It can take more than two months for a software developer to research, build and integrate the same functions into its application.

- Easy integration: The software developer gains access to information on OCBC's products and services which can be easily embedded into its applications. The APIs can also be easily adapted and integrated across various applications.
- Value Add: The APIs allow software developers to enrich their service applications with more and better features.
- Efficiency: The APIs allow for the updating of information, eliminating the need for software developers to check and carry out manual updates on an on-going basis and thus increasing productivity.

## 2. To End Users

- Convenience: With APIs, a software developer of a website or mobile application is able to provide all the relevant information needed for its customers on a single platform without the need for customers to toggle between multiple websites to search for the information. For example, with the ATM Locator and Smart Card Advisor APIs integrated into a dining guide app, users can locate the OCBC ATM nearest the restaurant they are dining at, so as to withdraw money. They will also be given recommendations on which OCBC credit card they might best use at a given restaurant eg. the OCBC 365 card which gives up to 6% cashback on weekend dining.
- Better user experience: With APIs, a software developer of a website or mobile application is able to integrate information from different sources so end users can better understand a fact in the context of other facts. For example, with the Branch Locator and ATM APIs integrated into a street directory app, a user mapping the route to a restaurant can also locate the nearest OCBC Branch or ATM to perform banking transactions after his meal.

## 3. To OCBC Bank

- Extension of reach: The bank extends its reach to existing customers and non-customers by providing relevant and targeted information relating to OCBC products, services and data – when and where needed.
- Building digital capabilities: OCBC has been at the forefront of digital customer and technology innovation. The API platform is the latest such investment that will enhance the bank's product and service offerings as well as provide a better customer experience.
- Collaboration: Through innovative collaboration, OCBC and fintech firms or potential partners can now come up with more applications that will meet the needs of end users.

The APIs do not contain any customer information and have undergone the necessary system testing to ensure the API platform is secure.

## About *Connect2OCBC*: An Open Banking Platform

The portal contains all the features that are currently considered best practice for developer engagement, including self-serve registration and instant API access, “sandbox” testing environments, documentation, code snippets and reference applications with sample code.

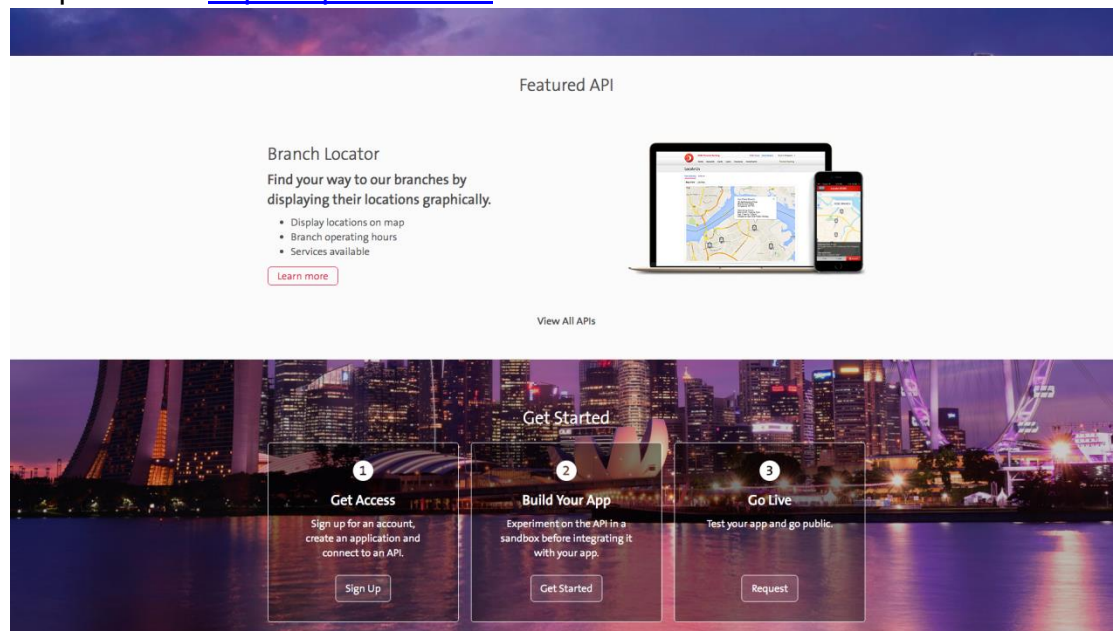
*Connect2OCBC* is open to software developers globally. It gives them what they are looking for: Easy-to-integrate APIs, a robust testing environment, user documentation that is comprehensive and simple as well as sample code and reference applications. Fintech start-ups who are working with the bank’s Fintech unit, The Open Vault at OCBC, can also employ these APIs to bring innovative solutions to the market.

This portal will also become the depository for any new open APIs that OCBC develops in future.

For more information about *Connect2OCBC* and the APIs, go to <http://api.ocbc.com>.

How developers can download the APIs via *Connect2OCBC*:

Step 1: Go to <https://api.ocbc.com> to know more about our API store



## Step 2: Sign up for an account

OCBC Bank  
CONNECT2.OCBC

APIs About Forum Sign In **Sign Up**

### Sign up for a New Account

Username\*  
Characters left: 30  
  
No special characters allowed

Password\*

Re-type Password\*

First Name\*

Last Name\*

Email\*

**More Details**

Please draw the shape in the box:  
**New shape**

I/We agree to the [Terms of Use](#) of OCBC's API Store and API, as may be amended by OCBC from time to time.

## Step 3: Learn how to use our API

OCBC Bank  
CONNECT2.OCBC

APIs Applications Subscriptions About Forum Logged in as admin Logout

### Branch Locator

Provides a list of OCBC Bank branches with their respective location details and operating hours.

Overview **Documentation** API Console

#### Overview

This API provides OCBC branch location information (address, longitude & latitude) and opening hours. The endpoint for this API is as follows:

Sandbox URL:

```
https://api.ocbc.com/branch_locator/1.0
```

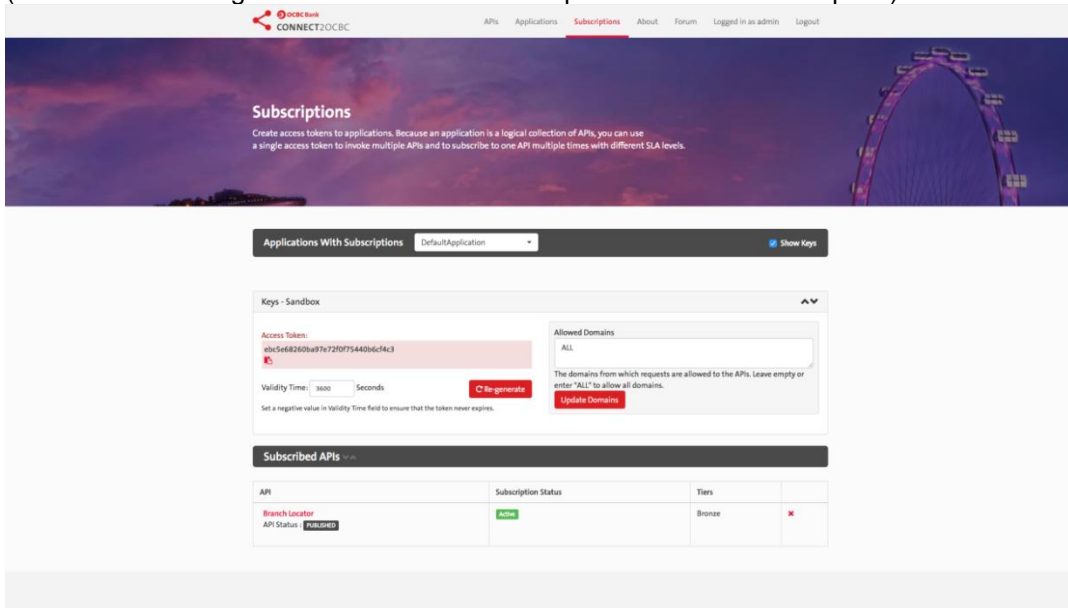
Note:  
This API is called using the HTTP GET method and returns a JSON data object.  
Refer to [Terms of Use](#) before using our API.

#### Authorization

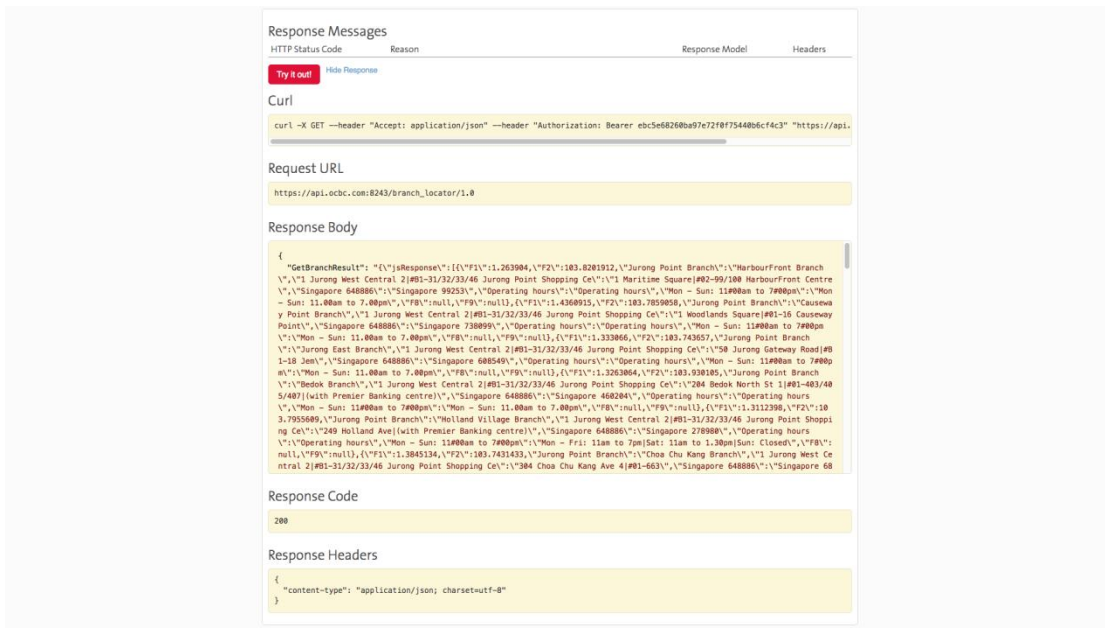
You need an access token to pass into the HTTP header to call this API for authorization. To do this, follow the steps below:

1. Sign-up if you are new or Sign-In if you have an existing account.
2. From the Menu, click on Applications.
3. Fill in the Name and Description of your application, then click the Add button.
4. From the Menu, click on APIs, then choose an API that you will like to consume.

**Step 4: Create an application and subscribe to get authentication token.**  
 (Note: User will be granted immediate access upon successful subscription)



**Step 5: Try out the API on the Connect2OCBC platform**



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## SOCIAL MEDIA ASSETS

**Official hashtags:** # Connect2OCBC #ocbcbank #API  
#OpenBankingPlatform

**Keywords:**

OCBC, Connect2OCBC, Open Banking Platform, OCBC APIs, Open API  
Architecture



**Suggested tweet:**

OCBC embraces Singapore's Smart Nation vision by being the first to launch an open API platform for software developers - from fintech to lifestyle. (125 characters)



**Suggested Facebook post:**

OCBC Bank embraces Smart Nation vision by being the first bank in Southeast Asia to launch an open API platform for software developers - from fintech to lifestyle - to simply and quickly integrate OCBC Bank's products and services into their applications in order to benefit their end users.

For all other updates on OCBC, follow @OCBCBank on Twitter and "like" facebook.com/ocbcbank on Facebook.

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## About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 620 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients' goals.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

For more information, please visit [www.ocbc.com](http://www.ocbc.com).

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