

E-BANKING- MODERN BANKING SERVICES

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E-banking is the first of those banking services that really economize time, because it allows to the user to accomplish from behind the computer many operations in the bank account, represents the computational solution that allows to the holder to have access at distance at the capitals from his account, purposing to obtain information about his account situation and the situation of the effected operations, of the payment and of the capitals transfers over a beneficiary, by a computational application, of a authentication method and of a communicational average, the e-banking is absolutely necessary in the integration conditions.

Keywords: e-Banking, Mobile Banking, Home Banking, risk, comparative analysis

JEL codes: M

Internet Banking, Mobile Banking or Home Banking are modern banking instruments, intended to the banks' customers, natural or legal juristic persons, for the payment of bills, accomplishment of transfers, money transfer from an account to an another and so on. [[7]].

The Internet-banking can be used from any computer connected to Internet, no matter where it is. Practically, in the most of cases, the user of this service doesn't need to have his own computer, an I-Cafe being useful for him. There are the same operations as for E-banking: transmission of payment orders, transfers, exchange, view of the accounts' situation etc. Banks started to jump over the primary stage of E-banking, directly to Internet Banking.

The E-banking services subsist from more than 20 years, and in Romania, beside ING Barings and ABN Amro, they are the founders of this kind of services. The operations that can accomplish by E-banking are starting from the view of the companies' account balances, arriving to payments, transfers and exchange, creating term deposits etc. The Electronic-banking or E-banking is the first of these banking services that really economize time, because it allows to the user to accomplish from behind the computer many operations in the bank account, without being necessary to go to the bank, to wait at the office, to complete forms, to sign it, to stamp it, to allow it to the clerk, all these needing many time.

To exemplify, we will refer to the order ticket, that is a payment instrument and credit title, under private signature, by which a person, named under-writer or issuer, in quality of debtor, must pay to a person named beneficiary, in quality of creditor, a sum of money, in a certain term or at presentation.

The obligation of the under-writer (the issuer) of a ticket at order is identical with that of the acceptant draw of a bill, because it must absolutely pay at term the sum inscribed on the title, so the order ticket must contain the following obligatory mentions:

- a) the name of order ticket. The absence of the name of order ticket attracts the nullity of the title;
- b) the unconditional promise to pay a determined sum (sum that must be mentioned in ciphers and letters). The issuer (the under-writer) must absolutely pay a sum of money. Any conditions, limitations or anti-performances that add to the promises to pay the order ticket attract the nullity of the title;
- c) the name of the person for which or at the order of which the payment must be accomplished (the beneficiary). The banks only accept order tickets where the name of the person for which or at the order of which the payment must be accomplished- the beneficiary of the order ticket- is indicated very clear.
- d) the date of issuance. The date of issuance must be unique, possible and certain.

The order tickets will wear clear mentions respecting the day, the month and the year of the issuance, to admit:

- the estimation of the date of payment on a certain period after the issuance;
- the finding of the legal capability of subscribers at the moment of signing on the title;
- the determination of the subscribers' rights for the bill action against the bill obligators (protest, regress etc.)

- e) the signature of the issuer (under-writer), and, for legal juristic persons, the stamp.

The comparison between the necessary time for the manually complement and the time necessary for the electronic complement is not necessary, because, in fact, there is many time economised: time with the complement, time to go to the bank, time to waiting at the pay office and time necessary to the office operator.

The services offered by E-banking are the following:

- payment orders in lei;
- scheduled payment in lei;
- global payment orders used for the employees salaries;
- intra-banking transfers between the own accounts of card and/or current;
- intern or extern currency payments;
- exchanges;

the visualisation in any moment of the account balances opened
information about different appreciations
possibility to visualise and to print the statements
definition of the beneficiary of the payments, directly by the client.

The banking transfers, the payment orders, the banking changes and the operations' historical consultation can be applied directly from the mobile phone. Demirbank has introduced, for the first time in Romania, the service Mobile-banking. The bank doesn't collect any tax for this service, and the client need only a mobile phone with WAP (Wireless Application Protocol) and a subscription for this service. To use Mobile-banking, a client of the bank must sign a contract with the bank. He receives a "user-name" and a password, and after this he can use his mobile phone for banking operations. There is only one constraint- the money from the account can be transferred over a predefined list of companies. In the case in which the mobile phone is lost and, hypothetically, the person who found it would know the "user name" and the password, he could transfer the money only over a company from the predefined list.

A successfully system is that system that evolve, that adapts the faster to the needs of every customer, so the customer must analyse the hard and the poor points at the banks' offers and to choose what corresponds to his demands.

In this sense, we took over some information from four banks, to create a comparative analyse of the opportunities.

1. The Transilvania Bank [6]

Transilvania Bank, conscious of the dangers that result from the informatics identity robberies, firmly engage to assure the dates' privacy of it's customers and of their transactions. At the same time with the bank's efforts for the dates' security, because of the risk development of the illegal attacks, online or otherwise, and of the sophisticated methods, it is necessary that the customers be conscious of the potentially menaces, that he can identify a malevolent action and to apply the adequate protection measures. To keep the privacy of the personal information and of the security of the on-line activity, the bank demands to the customers to NOT communicate any information regarding the personal identity, the accounts, the card number, the expiry date, the code PIN or other banking produces and services detained. If the method used is the e-mail, than an electronic message is send to the customers, pretending being sent by a lawful source (in this case, the bank), message which demands some confidential information, which can be introduced using a link over a site indicated in the message text. This link directs the customers over a false site that reproduces very well the original page of the bank or of the e-Banking product used. By introducing the personal and confidential data and validating it, the attackers take possession of these information and they can use it to scroll operations in the account of the identity attacked by them. The fishing-attack can be realised also by the phone: a person pretends that he calls from the bank and, by inventing technical problems (for example in the payment system), he demands confidential data as: the PIN code, the account number, the password. Transilvania Bank will never admit e-mail messages that contain links over different sites where you must introduce information about the personal identity, the accounts, the card number, the date of expiry, the PIN code or other banking products and services that you use.. Transilvania Bank engages it-self to assure the higher security standard in its own systems, but you, as final user, you are playing a very important role in the assurance of the information security sent by internet.

2. The Commercial Romanian Bank:

The service Home banking MultiCash BCR admits the realization of banking operations in lei and currency, convenient and in totally security, directly at the customer's seat, by an application that will be installed on the customer's PC. The Internet service Banking e-BCR/e-BCR+ offers the opportunity to effect convenient and in maximal security of the banking operations in lei and currency, from any computer connected at the Internet.[7]

The customer signs the Convention for authorized legal and physical persons, regarding the accomplishment of banking operations by MultiCash and e-BCR/e-BCR+; he must dispose of a minimal technical endowment, consisting in: a computer compatible IBM, Pentium II, modem/connection at the Internet and operation system WINDOWS 2000, XP, ME etc.[6]

The operations that can be effected by the service MultiCash/e-BCR/e-BCR+ [6]:

- payments from the accounts/undercounts in lei and currency, in intra and inter-banking system;
- sale/buy of currency;
- visualization of the statements for the own accounts (inclusive Maxicont) and for under- accounts (in lei and currency);
- constitution of deposits at term in lei and in currency;
- consultation of the informative report of the Treasury Direction, which contains information about: appreciation, interest rates of deposits at term, the quotations of the deposits Certified with discount, the quotations of the Stock Exchange;
- the import/export of payment Orders/ statements in/from other applications;
- liquidation of deposit before the term;

buy/buyback of deposit certificates with discount ACTIV BCR.

Customer's advantages [6]:

the program installation (only for Multicash), the training for the customer and the technical assistance are free;

permanently electronic link with the bank with intention to transfer the payment orders and to obtain financial-banking information;

rapid and secure transfer of the sums in currency for and from Romania;

security and privacy of the transactions effected;

operations control from distance by using the electronic and/or dispensed signatures or the facility of subscription, using the function Sign;

control over the rights of access and operation of users of the company and/or the facility to decide over the users' rights of operations, inclusive sum limits on day/operation.

The collection and the payment operations in intra and inter-banking system are commissioned according to the price list in force. [6]

The level of commissions can modify making allowance of the bank policy, and the modifications are posted at the BCR centres.

3. Uni Credit Ţiriac Bank [7]:

Uni Credit Ţiriac Bank started an age group for the use of the services Online Banking and Business Net, that address to the physical persons, respectively to little and middle companies. For contracts concluded until 31 March 2009, the banks offer gratuity in using the appliance "digipass" for six months.

After these six months, the customer can choose the take-back of the access appliance at the accounts of the issuer branch office and the closure of the account for Online Banking, or he can choose to use it on, paying the guarantee.

"In 2008, the number of transactions realised by internet banking by the bank customers physical persons and little and middle companies doubled relative at 2007. It is certain that the banking operations at distance are more and more appreciated and they will probably continue to develop, considering also the costs advantages. The company new-launched is one of the measures that regard the amelioration of services quality, in this case by offering to the customers who want to manage their banking accounts from distance the most advantageous access at internet banking", has declared Zoltan Major, vice president Uni Credit Ţiriac Bank, responsible of Retail Division.

The bank perceives commissions 50% lower for the operations realised by internet, comparative with those from pay box.

4. ING Home'Bank:

Description:

- ING Home'Bank is your own bank, to which you can dial at any hour and from anywhere in the world;
- ING Home'Bank- you can effect banking operations 24 hours from 24, 7 days from 7, wherever you are in the world, as long as you have access at a computer connected at the Internet;
- you have total security by: the most advanced date encryption algorithm and by the certificate VeriSign SSL, for the website identity and authenticity verification.

Benefits [6]:

- with ING Home'Bank, you can verify the balances of all your accounts opened at ING, debit accounts or credit accounts, as well as the deposits and the assurances afferents to credits;
- your on-line bank from ING allows you to effect payments and transfers in lei and currency over the accounts opened at ING Bank or at other banks from Romania and in foreign countries;
- you use and reimburse the credit lines;
- you pay the utilities bills;
- you effect exchanges, without commission;
- you verify the transactions effected during the last six months.

On the BCR site, at a simple search, you can find information about the benefits of this kind of transactions and how you can realise them, what do you need for such a transaction. Unfortunately, there are too few information about security, or even at all, and this is the reason for which it is questionable the election of this bank services.

The third offer of UniCredit Ţiriac Bank in an offer in process, but we can't find anything about the benefits and the security of these services. We also find articles about robberies from this bank by the fishing method, but this can not convince us to choose this bank as new customers who care about their money.

From these banks, the most preferable is Transilvania Bank, because it specifies the security measures for the financial cash of customers, the operations that can be effected and protection measures for the customers.

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Conclusions

By making a comparative analysis, on concrete situations, over the four banks taken in our study, we can note that the problems opened by e-banking, are:

- the risk of fraudulent attacks;
- comfort in using the application;
- the customers' option behind the multitude of e-banking applications and the criterions that lie at the bedrock of the choose of one application;
- the commissions and the taxes that banks perceive for these applications;
- the diversity of the operations offered by the application;
- the rapidity in the information transfer from the payer over the bank;
- the transfer rapidity between the banks;
- the rapidity to actualize the information after having finished the transfers;
- correction possibility in the case of the introduction of some incorrect information or some possible mistakes;
- the compatibility with financial- bookkeeping systems, those that belong to the banks and also those that belong to the companies;
- the way in which this kind of operations answer or fold on the customers' needs.

Consequently, we consider the these problems resolution supposes first of all a marketing study on the banking market and a comparative analysis of the banking offers, so that the decision for one version can be the best and folds on the beneficiary demands.

Starting by the e-banking definition, given by the ORDER no. 389 from 27 June 2007, as a payment instrument with access at distance, represents the computational solution that allows to the holder to have access at distance at the capitals from his account, purposing to obtain information about his account situation and the situation of the effected operations, of the payment and of the capitals transfers over a beneficiary, by a computational application, of a authentication method and of a communicational average, the e-banking is absolutely necessary in the integration conditions.

The analysis of the computational commerce indicates us an ascending evolution from the view point of the clients, but also from the view point of market transactions until October 2009, date after which, because of the economical crisis, the situation will change: the value volume on the first trimester of 2009 diminish in comparison with the same period of the year 2008, but the transactions number in the same period grows up.

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