



Technology Banker Magazine Features Global Bankers Institute CEO Clifford Brody on Risks and Challenges of Mobile Money Services

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In its June 2012 issue, Technology Banker Magazine (<http://www.technologybanker.com>), interviews world-wide banking expert Clifford Brody, Founder and Chief Executive Officer of New York-based GBI – Global Bankers Institute (<http://www.globalbankersinstitute.com>). In the article (http://www.technologybanker.com/magazine/archive/TechnologyBanker_issue1_june2012.pdf), Brody is asked about the challenges and risks to banks as they offer mobile payments and other services – contrasting the approach of M-Pesa in Kenya where a mobile network operator took the lead, versus that of banks in Nigeria where banks are working with the Central Bank of Nigeria to bring mobile money services to market.

Brody, who has worked with Access Bank, Bank PHB, Diamond Bank, Ecobank, FCMB, Guaranty Bank, UBA, Unity Bank and Zenith Bank in Nigeria, goes on to discuss the similarities of the struggles of mobile money platforms to the emergence of the ATM decades ago where the first to market were Citibank (then First National City), Barclay's Bank and then Chemical Bank with hardware from companies like Diebold, NCR, IBM and Fujitsu, but it took the interbank network providers like NYCE, CIRRUS, Maestro, Interac and others, to provide the interoperability that gave the technology the critical mass and momentum it needed to become the ubiquitous convenience it is today.

Dr. Linda Eagle, President and Founder of Global Bankers Institute stated, "It is always our pleasure to support the African banking community and we applaud the efforts of Technology Banker Magazine to empower bankers in Africa with a world-class news service of such high quality."

About Technology Banker Magazine

Technology Banker Magazine is an online and print publication dedicated to banking and finance technology in Africa offering timely news and information, as well as in-depth editorial analysis and insight into banking and technology in Africa. A dynamic company run by a passionate team of top banking and finance technology consultants and journalists, Technology Banker is a truly independent platform with a high degree of editorial integrity.

Remi Akinjomo, Managing Editor of Technology Banker Magazine, is excited about the technological advances being made across the African continent. "Within the banking and finance arena there are serious efforts underway to provide better service to customers and increase operational efficiency and effectiveness. For the African continent this has translated into adoption of modern core technologies, mobile banking offerings, and moves towards cashless societies. Our aim is to provide in-depth editorial analysis in critical technology areas and provide insights and analysis which will allow our readers to realise operational efficiencies, innovation, continued growth and success. We at Technology Banker thank Clifford Brody and his team of banking experts at Global Bankers Institute for their support of the African Banking community,"

About Global Bankers Institute

Global Bankers Institute (GBI) is a Training, Communication and Consulting Firm dedicated to the banking, insurance and financial services community with innovative top-quality solutions that provide



measurable business results. With a headquarters in the heart of the financial district in New York at 245 Park Avenue, GBI has locations and representatives around the world. GBI's BEST! Training, Communication and Consulting solutions based on global best practices include Anti-Money Laundering (AML), Bank Secrecy Act (BSA), Branch Management Training, Branch Security Training, Business Development Training, Career Mapping, Cascading Goals, Certification, Children's Programs, Classroom, Coaching, Code of Conduct, Communication Programs, Competency Mapping, Compliance Audit, Consumer Lending Training, Continuity Planning, Corporate Governance, Corporate Culture, Crisis Management, Cultural Sensitivity, Customer TouchPoints, DeNovo Banks, Diversity, Documentation, eLearning, Ethics Training, Fraud Prevention and Reporting Training, Gap Analysis, Harassment, Human Capital Performance Improvement (HCPI) Audit, Information Security Training, Key Performance Indicators (KPI), KPI Dashboard, Key Performance Measures (KPM), Leadership Training, Marketing and Advertising, Marketplace Development, Mentoring, OFAC, Onboarding, Organization Structure, Outsourcing, Outward Bound, Platform Sales, Problem Solving, Product Development, Production Standards, Productivity and Quality, Professionalism, Project Management, Quality Assurance, Records Management, Recruitment, Reengineering, Relationship Management, Relationship Selling, Risk Assessment, Sales and Service Training, Security Planning, Seminars, Strategic Planning, Supervisory Skills, Sustainability, Systems Training, Teller Training, TNA, Train-the-Trainer, Training Value Analysis, Wealth Management, Workforce Development and Workplace Safety.

The Global Bankers Institute Pledge:

- GBI will deliver the finest quality programs you have ever used.
- GBI will deliver the most exemplary service you have ever experienced.
- GBI will measure and demonstrate positive return on investment.

The Global Bankers Institute Philosophy:

- A customer-centric approach reflected in every project.
- No surprises - on time, on budget, on point delivery of every solution.
- Communication and collaboration are the basis of our partnership

Our GBI Money Back ROI Guarantee:

- GBI will measure and demonstrate Business Results.
- GBI will meet ROI targets or we refund your fees.
- GBI is proud to introduce this innovative approach to ROI - the first of its kind in our industry.

For more information about Global Bankers Institute, please visit www.globalbankersinstitute.com or contact Dr. Linda Eagle at +1.212.579.5500 x 3106 or linda.eagle@globalbankersinstitute.com.

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