George invites potential partners to join the party

George, the largest pan-European banking platform with almost 5 million customers, is opening up to external partners that are able to meaningfully expand the range of innovative services it is offering.

One of George's distinctive features is its open and modular architecture that allows partners to directly plug their solutions into the platform. While most of George's functionalities have so far been conceived in-house by George Labs, its designers think "*easy integration with partners is definitely the way to take George to the next level.*"

"*Our goal in building this ecosystem is for potential partnerships to be win-win-win, so that our customers benefit from even more innovative services, partners can offer their solutions to a wide user base and our platform keeps growing through new plug-ins*," explains Maja Gostovic, Product Owner at George Labs. "*We will carefully evaluate all proposals to determine whether they fit with our DNA and our values and if providing the respective service is the right thing to do for our customers.*"

George has been dubbed by international financial publication Euromoney "*possibly the most transformational development of the last few years in CEE.*" In its current call for new partner submissions, the main focus will be on smart payment services, integrating loyalty schemes as well as enhancements for investments, savings or donations; but all ideas that have the potential to make users' experience more personal and simple are welcome.

Ultimately, George's designers are seeking fresh and sharp new features that can seamlessly integrate into the George experience and make a difference in people's lives.

See for yourself and check out https://partners.george-labs.com