



8th October 2015

AIB offers business customers up to 80 per cent discount on key business applications

Allied Irish Banks, p.l.c (“AIB”) has teamed up with leading cloud services provider Business Centric Services Group Ltd (BCSG) to offer AIB customers a tailored suite of business applications, called MyBusinessToolkit, at a heavily discounted rate.

MyBusinessToolkit brings together a selection of leading cloud-based business apps to help customers start, manage and grow their business. The toolkit offers market-leading business applications, such as Sage, which help customers to:

- Manage their accounts and payroll
- Build a business website and online shop
- Create a professional business plan
- Record expenses at the click of a button
- Protect their business files through data back-up

The toolkit gives access to all five tools for a monthly fee of €15, while AIB is offering the business planning app -- PlanHQ -- for free.

AIB Head of Business Banking Ken Burke announced the partnership with BCSG to coincide with the Dublin Chamber of Commerce Annual Dinner tonight (Thursday 8th October).

“AIB is constantly looking at new ways to back our customers and the type of support we provide as the economy moves from a recovery to a growth phase is important. We are not only offering big savings to small businesses on these applications, we are also encouraging small businesses to use these cloud-based tools to help them start, manage and grow their business,” he said.

“We have been testing the offering with our business customers in recent weeks and received an overwhelmingly positive response to this unique and innovative solution from an Irish bank,” he added.

Gina Quin, Chief Executive Officer of the Dublin Chamber of Commerce, welcomed the announcement: “Many small business owners can often have a lot on their plate. That’s why it’s important for them to find ways to simplify the running of their businesses and to have access to all the tools they need whether they are in the office or on the move. ”

Jenny Brooks, owner of Rathfarnham Equestrian, Dublin said: “I’m amazed at how easy it is to get started. I have no problems signing up to the product and got right into using the apps. It’s great to have access to five really useful and well thought out business tools in one place.”

Businesses that sign up for the toolkit can access all the tools from a smartphone, tablet or computer once there is access to an internet connection. All customer service and technical support will be provided directly by BCSG.

“Our research shows that nearly one in two SMEs would feel more engaged with their bank if they provided tools and services to help them run their businesses” said Tom Davies, Head of Strategic Partnerships at BCSG. “AIB is addressing this issue by introducing MyBusinessToolkit in partnership with BCSG. MyBusinessToolkit will give AIB customers access to a range of tools that help them address challenges such as effective business planning, simplifying accounting processes and building an online presence. Providing services that help SMEs develop their business based on advice and support, rather than purely transactional services, is critical for the retention and growth of this segment among financial institutions. With MyBusinessToolkit, AIB has taken a major step in ensuring that it provides its SME customers with what they genuinely need.”

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Notes for Editors:

About My Business Toolkit:

The toolkit gives AIB customers access to key business apps: Plan HQ for business planning; Receipt Bank for expense management; MozyPro for data back-up; bOnline for website building and Sage for managing accounts and payroll. The toolkit gives access to all five tools for a monthly fee of €15 – an 80 per cent discount when you subscribe to the full package. Discounts are also applied when a customer opts not to use the entire package but uses just one of the tools. See also www.mybusiness toolkit.ie.

About BCSG:

BCSG is a leading cloud services marketplace provider. It has been providing IT applications to small businesses for the past 10 years in partnership with global brands such as Barclays, MasterCard, Westpac, EE and Deutsche Bank. Established in 2008, BCSG is headquartered in the UK. See also www.bcs g.com

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