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DEVELOPMENT OF THE BANK TECHNOLOGIES IN UKRAINE. INTERNET-BANKING

The tasks which the financial organizations face nowadays are mostly the same – the integration of new systems through the structure of local and global networks. It helps banks find new means of relations with client and getting a profit.

In this research I studied different banking technologies, for instance, a system of production and delivery of bank products for the target audience for the purposes of fulfilling requirements.

Analysts say that new technologies are actively introduced by investment firms and then by banks. Researches of the global Insight shows that electronic technologies (in payment system) are considerably cheaper (on the average on 40 %) than paper systems, and considers that cost of cash services transfers save 18-20 % of banks' expenses. I'd like to underline that cost of bank services with the use of modern high technologies such as Internet-banking, mobile banking, phone banking, is about 20 times less then in usual bank branch. Besides, clients have round-the-clock access to their banc accounts.

New perspective technologies which successfully develop in the world markets now are always or with a long delay inserted in the domestic banking system. Certainly banks on their own are not capable to solve all problems of bank system such as high credit rates, low income, and risk on liquidity of mortgages only with the help of introduction of corresponding financial technologies. The developed operating market is needed and it will provide the demand among investors on corresponding services.

The basic directions of innovative changes in foreign banks are:

- the virtual financial technology – management of the bank accounts cash calculations, digital signature, and conclusion of contracts;
- the virtual finance organizations (banks, stocks);
- new automatic machines of self services (mono and multy functional information);
- gathering, storage and analytical processing of the inner information.

So as I have mentioned, the Internet-banking is the most widely spread technology. The number of Europeans using services of Internet-banking during the last few months of 2009 increased from 25,6 to 30,6 million users. Thus as turned out the volume of the use of online banking in each of the European countries is not identical. So occurred that the Internet-banking is mostly popular

in Swiss and Finland, where 65 % users of financial sites use services of Internet-banking.

The interest of development of computerized banking systems is determined mainly by strategic interests. As practice shows investments in such projects begin to bring profit through a certain period of time (personnel training, adaptation of the system etc.).

In Ukraine the law about bank and bank activity declares possibility of granting of the financial services which is on adequate level in developed countries, however in practice possibilities of the Ukrainian bank sector remain to be limited. At the present stage there is a considerable backlog of Ukrainian financial establishments.

National features of the Ukrainian system of Internet-banking in most cases are taken only to inform client about the condition of current account. The majority of banks do not provide payments by mean of Internet-banking. But in such banks as “Aval”, “Privat Bank”, “Ukrsib Bank” and few others represent such technology. But for example in “Privat Bank” 1,3 % of the clients have an opportunity to use Internet-banking.

Under forecasts of some Ukrainian banks the realization of the project of Internet-banking will allow to extend client base on 30 %. They promote creating of system modern and in full accordance with protection of the information and speed realization of operations in Internet-banking. On the average the cost of development and introduction of similar system is about of 3-5 million dollars. Of course there are such problems as absence of legislative base.

Thus we can assert that services of “removed” banking gradually but not confidently get on the Ukrainian bank market. All business is in law level of use of the Internet. The quantities of clients of Internet-banking by most optimistically set estimations do not exceed 3 % of population of our country. Most widespread so far are systems of type “client bank” but mainly legal entities use this system.

To summarize I'd like to say that according to all available information more than 1 500 banks already render services of Internet-banking worldwide and 26 banks work only over the Internet. Such technologies can influence not only the speed of operations but reduce cost of services. In order to promote widespread system of banking services especially Internet-banking, Ukraine needs to:

- populate the Internet activity of persons;
- provide the policy of conquering the trust of users of Internet-banking;
- create a strait legal base;
- create secure usage of Internet-banking;
- modulate the investments on governmental level.