

Super App Itaú Pagos

The first native application converted into a Super App with GeneXus.

Objective

Create a digital ecosystem that connects **Itaú** (Uruguay) providers and customers through the **Itaú Pagos** application. In this innovative channel, customers will access services and products through unique experiences, while the bank's business partners can maximize their sales.

Challenges

- Integrate the services of business partners into the application.
- Ensure a good user experience for partners and customers.
- Protect user data.

Solution

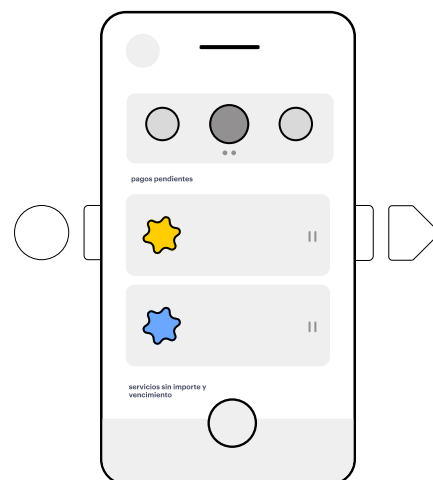
Adopt **GeneXus** to transform the native **Itaú Pagos** application into a **Super App**. To achieve this, the following components were provisioned to the app:

- **Super App Render:** It is the SDK (available for iOS and Android) that dynamically and in real-time incorporates products and services offered by third parties through Mini Apps. It also enables Mini Apps to securely consume Super App services, such as payment gateway and login, without friction.
- **Mini App Center:** It is the web-based back-office where Super App administrators provide access to partners to publish Mini Apps developed for the Super App.

Results

"GeneXus allowed us to transform our native app into a Super App in just a few weeks. With this, we will improve the experience for our customers and increase business potential for the bank and partner companies. We are currently integrating more businesses through Mini Apps," says Diego Lanza, Head of Digital Innovation and Strategic Partnership, awarded as the Best Bank in Uruguay by Global Finance.

GeneXus is your gateway to the world of Super Apps!



Contact us

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