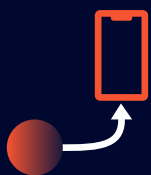# Zentity
ZEN:Play

ZEN:Play redefines the way Beyond Banking product portfolios are put together and managed. It allows you to smartly integrate 3rd party products / widgets into your digital channels faster than ever – providing greater flexibility, lower cost and wider variety to your customers.

ZEN:Play – the Beyond Banking platform – integrated & open

ZEN:Play is a Software Development Platform that allows you to stay in control of your digital channels 3rd party products / apps / widgets. It provides a framework for 3rd parties to develop their own widgets in your digital channel. Through this ZEN:Play keeps your IT team and costs lean but your product portfolio wide and interesting. Instead of developing widgets you manage them and give your customers a wider choice of services.

Reduced development & operational cost

- Leveraging development output
- Quick integration of new innovative features on a plug & play basis

Faster time to market and higher flexibility

- Parallel development of multiple functionalities
- Effective combination of in-house and external resources

Broader product portfolio

- Widest product portfolio giving your customers the best choice of services

Managing instead of developing

- Centrally defined development guidelines
- Full control of implemented functionalities

Higher customer satisfaction and interaction

- The best choice of services
- Customisable individual content

/ How it works

01

Providing Guildelines

Provide development guidelines (which are provided by Zentity within its solution delivery) to external companies so that they can start developing plug-ins.
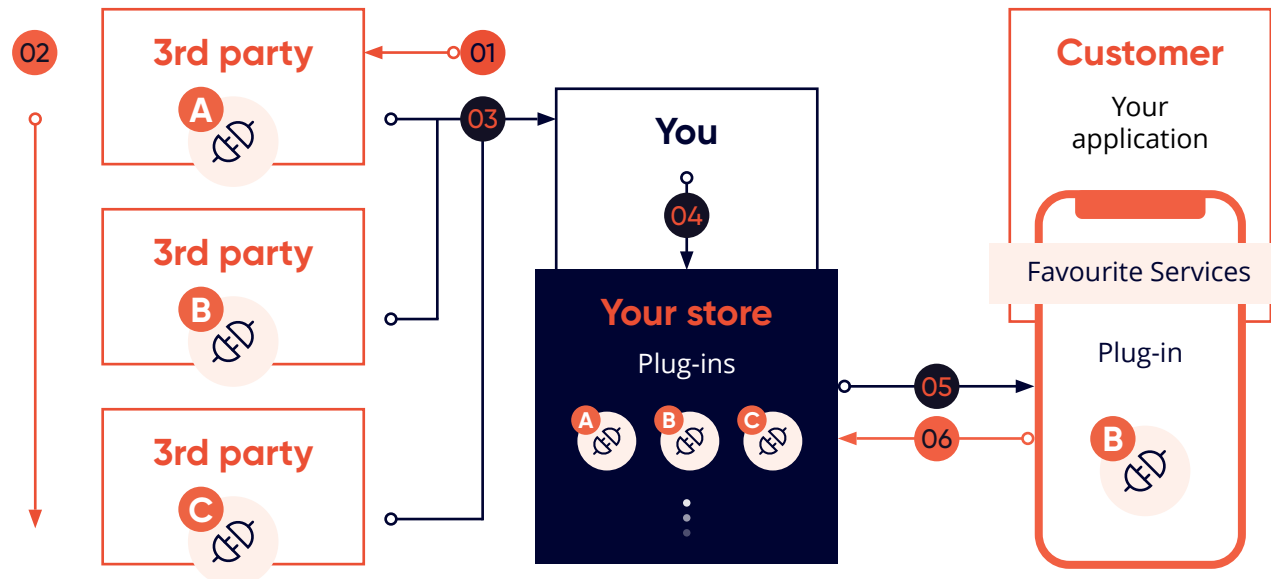
02

Developement of plug-ins

External companies (A, B, C, ...) develop plug-ins covering functionality they require in accordance with development guidelines provided by the organisation.

03

Submission

Once a plug-in is developed, it is submitted to the organization for testing and review.

02

3rd party **A**

3rd party **B**

3rd party **C**

01

03

You

04

Your store

Plug-ins

A B C

05

06

Customer

Your application

Favourite Services

Plug-in

B

04

Approval

If the plug-in is developed in accordance with the development guidelines and passes all quality checks, it is deployed to the organisation's plug-in store.

05

Download + Installing

Customer chooses a plug-in which should be installed in the app and confirms installation.

06

Update

Customers use the functionality provided by the installed plug-in and receives regular plug-in updates.

/ Key features

01
Life cycle management of plugins (development – publish)

ZEN:Play has an integrated process to manage the life cycle of a plugin allowing the ZEN:Play admin to have full control over what is published within the app.

02
Sanboxed Plug-in

The 3rd party plugin does not have access to either the app or the users phone. It can only use and communicate through pre-defined APIs.

03
My favourite plugins dashboard in your App

ZEN:Play has a personalisation feature that allows the end-users to pick their favourite plugins out of a broad portfolio of plugins to be displayed within the app.

04
Front End allowing APP owners to manage 3rd party Plug-ins

The Widget SDK manages adding, removing and updating... of available widgets in the mobile app. The User can install or uninstall any of the available widgets – on-line, on-demand, no compilation needed.

05
Full documentation incl. guidelines for 3rd party developers

ZEN Play is thoroughly documented and allows a quick integration for 3rd parties.

Full guidelines for 3rd parties describing the rules of developing & integrating their plugin.

06
Backend – Production Environment

The Production Environment is a container for backend parts of the widget.

The BE widgets communicate to the APIs published by 3rd parties.

FE widgets communicate to the BE widgets to get all data.

07
Highly Secured

ZEN Play is secured by using leading industry security standards.

08
Developers Portal

The Development Portal manages teams, widgets, widget versions and their life cycle – once a widget is finished by the 3rd party, it has to be approved and deployed by the System administrator.

09
3rd parties support

ZEN:Play system is written in TypeScript, widgets can be written in TypeScript or Javascript, FE part is React / React native. The production environment and the BE Widgets run as microservices.

ZEN:Play is a platform that manages 3rd parties and their work in an easy and controlled way. It provides technologies and processes to significantly reduce complexity and ensure security, while giving third parties access to corporate APIs to create value for customers.

ZEN:Play provides native features without the necessity to publish a new version to Google Play or App Store.

/Use case – Škoda Auto

Requirement

The organization was looking for a quick way of extending app functionality to increase the number of app users while keeping the development costs as low as possible.

Solution

A solution based plug-in method has been selected and used for this purpose. This approach allows secure and easy integration of functionality developed by any developer (even 3rd party) into an existing application released to production. Specifically, the solution includes:

- SDK with plug-in functionality (Android, iOS)

- Administration Console for the administration of plug-in ecosystem

- Development guidelines for plug-ins development

Extending your Service Portfolio is fast and secure

ZEN:Play solution has been delivered end-to-end meeting all customers expectations and requirements providing a unique customer experience and allowing organisations to extend functionality of the application in a secure way and with minimal costs.

/ Explore what we can do for you

GET IN TOUCH

www.zentity.com

info@zentity.com

TRUSTED BY THE WORLD'S BEST COMPANIES

Addiko Bank   KBC   ING   SPARKASSE   vodafone   Raiffeisen BANK   NEDBANK