



Shaping the future of Marketing for Banking and Financial institutions

Cubic Information Systems is a premier provider of digital transformation solutions for the Banking, Financial Services, and Insurance sectors. Since 2012, we've empowered over 50 enterprise clients globally with innovative, secure, and scalable technologies

WORX Marketing Platform is a marketing digital platform designed for the BFSI sector built on Microsoft Dynamics 365 Customer Engagement, it delivers intelligent, multi-channel campaigns while retaining full control of customers data. Worx combines the security of on-premises systems with the agility and intelligence of the cloud.



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The Power behind WORX Marketing Platform



Whether you're launching new products, onboarding new customers, or reactivating dormant accounts — Worx gives you the power to do it intelligently, securely, and at scale.

Hybrid Architecture

Run marketing campaigns securely across on-premises and cloud — the best of both worlds.

Intelligent Segmentation

Target customers by behavior, segment, region, or product — automatically.

Multi-Channel Journeys

Build campaigns across email, SMS, web, mobile, and portals.

A/B Testing & Performance Insights

Test. Learn. Optimize. Launch campaigns with data confidence.

Copilot AI for Marketing

Generate content, build campaigns, and uncover insights with AI-powered assistance.

Survey & Feedback Management

Capture customer feedback seamlessly using Microsoft Customer Voice.

End-to-End Integration

Connected to Dynamics 365, SMS Gateways, Outlook, and more — all from one unified interface.

What Sets **WORX** Apart?

Modular & Scalable

Select and deploy only the modules you need — fast and flexible.

Seamless Integration

Connects easily with existing core banking systems.

Secure by Design

Banking-grade security with full compliance tools.

AI-Powered Insights

Improve customer experience and decision-making.

Deployment Flexibility

Cloud, on-premises, or hybrid.





WORX Digital Banking – Impact at a Glance

Customer references & the conversion rates below

- 60% Increase in Campaign Conversion Rates
- 40% Improvement in Lead-to-Customer Ratio
- 50% Boost in Customer Engagement
- 30% Increase in Customer Retention

Key Clients Include:



Discover how Cubic Information Systems and the WORX platform can elevate your institution's digital journey. Contact us today to schedule a discovery session and take the first step towards innovation.



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