



ANZ launches iPhone payments application: 30,000 downloads and counting

By FST Media

1 September 2010

ANZ has generated an impressive rate of 30,000 downloads on the iTunes store in just four days, following the launch of its *goMoney* payments application last week.

According to ANZ's Group General Manager Innovation, Peter Dalton, *goMoney* is Australia's first iPhone app that allows person-to-person payments to anyone with a mobile phone number and an Australian bank account. ANZ plans to expand the application to other devices, however, the BlackBerry device may not form part of the bank's future mobile strategy agenda due to blocking restrictions among some corporates.

Following a 12 month research and development initiative, the free app is designed to allow users to quickly access balances, personalise accounts with images, make P2P payments, transfer funds and review historical transactions during a 30 day period. Customer passwords are also now replaced with a four-digit PIN.

Mr Dalton said ANZ is pleased with the results thus far. "We have only been live on the iTunes store for four days and we are overwhelmed with the response. We went to the number one finance app in the iTunes store within a few hours and also the number two overall app in the free apps category."