



SOLUTION PARTNER

## People's Credit and Finance Corporation Selects Key2Flex



Makati City, Philippines. May 27, 2010 – Key2Flex, a Rich Internet Application (RIA) developer and the only Adobe Flex Solutions Partner of the Philippines, today announced that the People's Credit and Finance Corporation (PCFC) has retained Key2Flex's services to develop its geographic information system (GIS).

“Key2Flex is excited about the local relationship with PCFC and the opportunity to provide them with enhanced user experience and advanced data visualization,” said Bertrand Navarre, President, Key2Flex. “Rich Internet GIS is an innovative choice that can leverage technology to best serve PCFC's goals and the microfinance data localization.”

The technology behind the application developed for PCFC is praised for its reliability and richness. As Adobe presents it: “using the open source Flex framework, developers can create more intuitive and engaging web applications that enable customers, partners, and employees to manage and interpret data more effectively. The results are increased productivity and greater user satisfaction.”

Key2Flex is proud to bring PCFC to follow the steps of industry leaders such as NASDAQ and Standard Chartered in making the choice of Adobe Flex for their application.



SOLUTION PARTNER

The microfinance geographic information system being developed by Key2Flex is part of PCFC's effort to further strengthen its programs and improve the delivery of its services through a Microfinance Information Portal. Key2Flex will provide its expert services to the GIS part of this project funded by the Spanish Government's Agencia Espanola Cooperation International (AECI) thru Fundacion CODESPA.

#### About Key2Flex

Key2Flex, the first Philippines Adobe Solution Partner, is an innovative and leading software development studio specializing in Rich Internet Applications (RIA) dedicated to Business processes.

Key2Flex RIA development expertise can build the business applications of today with the technology leading to an optimized future.

Media Contact: [kevin.viard@key2flex.com](mailto:kevin.viard@key2flex.com) & [melinda.yoingco@key2flex.com](mailto:melinda.yoingco@key2flex.com).

For more information, please visit Key2Flex website at <http://www.key2flex.com>.

#### About People's Credit and Finance Corporation

The People's Credit and Finance Corporation (PCFC) is the lead Philippines government entity specifically tasked to mobilize resources for microfinance services for the exclusive use of the poor.

Following its mandate to provide the poor access to credit and other microfinance services to uplift their economic status, PCFC wholesales short, medium & long term investment loans to accredited Microfinance Institutions (MFIs). These are Rural or Cooperative Banks, Thrift Banks, Non- Government Organizations (NGOs) and Cooperatives that implement credit assistance programs using any proven microfinance lending methodology to finance livelihood projects that can augment the income of targeted poor clients.

Media Contact: [gmcquitan@pcfc.ph](mailto:gmcquitan@pcfc.ph).

For more information, please visit the PFCF website at <http://www.pcfc.gov.ph>.