Press Release

FOR IMMEDIATE RELEASE

**Housing Bank for Trade and Finance and IT Partner Infosys win Best Regional Core Banking Implementation Award in the Middle East for 2015**

- **Housing Bank for Trade and Finance and Infosys were awarded the Best Regional Core Banking Implementation for the implementation of the Finacle universal core-banking application**

- **The new system has reduced the time to provide services to customers and increased efficiency by 30%**

- **The bank has now standardised and automated several previously manual processes such as its Loan Origination System (LOS) and data mining capabilities.**

**Dubai, May 27th 2015**—Housing Bank for Trade and Finance and its technology partner Infosys won the award for **Best Regional Core Banking Implementation in the Middle East** for the year 2015 at The Asian Banker's 2nd Annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on May 27th 2015.

Housing Bank for Trade and Finance partnered with Infosys to implement the Finacle core-banking, CRM and e-banking solutions. From a fragmented technology landscape, the bank shifted to the Finacle core banking platform which follows open data models and oracle technology. The bank now has a 360 degree view of its customers, improving its CRM and service experience.

After implementing Finacle, the bank has reduced the time to provide services to customers and increased efficiency by 30%. New product launch times have now been shortened from months to weeks and report generation is done online, making the process quicker and easier.

The bank has now standardised and automated several previously manual processes such as its LOS and data mining capabilities. This enabled the bank to offer new, customised fee structures to increase revenues and offering a stronger customer relationship. In an increasingly regulated environment, the bank has enhanced its speed and feasibility to comply with the same.

Award-winning banks attended the gala event that recognised their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

The awards programme is designed to identify emerging best practices as well as to identify implementation goals and challenges from which other banks and vendors can learn. It is also designed to populate The Asian Banker's vendor selection programme with benchmarks and realistic goals that other banks taking the same path can set themselves. This program uses the same criteria and stringent evaluation process as The Asian Banker Technology Implementation Awards presented during our annual Summit and focuses solely on the

achievements in the Middle East & Africa banking industry. Winners are selected by a panel of advisors, industry leaders, practitioners, and academics, based on in-depth submissions that exhibit new concepts, new technologies, and creative thinking.

**About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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