

Press Release

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E.SUNBank and Amazon Web Services awarded Best Cloud-based Project for 2017 in The Asian Banker Technology Innovation Awards 2017

- **E.SUNBank integrated open source and cloud technology for big data collection**
- **The cloud based project significantly improves efficiency and saves operating costs by 80%**
- **With this project, the bank has achieved notable improvement in transactions with data-driven scenario marketing and real-time notifications**

Singapore, June 9th 2017- E.Sun Bank and its technology partner Amazon Web Services received the award for **Best Cloud-based Project** for 2017 in The Asian Banker Technology Innovation Awards 2017. The awardsceremony was held in conjunction with the prestigious Asian Banker Summit 2017, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the MAX Atria@Singapore EXPO, Singapore.

Esun Bank integrated open source and cloud technology for big data collection

E.SUN Bank integrated open source and cloud technology to create an ecosystem for big data centre, external data collection, scenario design capability of digital marketing team, and agile development of the information technology (IT) department to create a model towards better analytics. It developed the external data collection centre on Amazon Web Services (AWS) through cloud services to keep track of customers' digital footprints and for online data crawling on the major social media networks, news and open data sources. The data thus collected is integrated with the bank's internal data for a closer view of customers' behaviour and preferences, enabling it to significantly improve its data-driven marketing and achieve business growth.

The cloud-based project significantly improves efficiency and saves operating costs by 80%

E.SUN set up an in-house cloud framework and external data centre to enhance overall efficiency. With web crawler and text mining platformthe bank reduced cost by 80%, compared with the on-site deployment as well as the indirect cost of management. With the use on the cloud platform, the development process now takes only one fifth of time and interdepartmental communication is significantly faster. The project increases analysis and coding ability of employees and the bank can use cloud services to build innovative business prototype and verify model effectiveness quickly.

With this project the bank has achieved notable improvement in transactions with data-driven scenario marketing and real-time notifications

The bank improved high speed data-driven scenario marketing and real-time push notification across different business segments following this project, bringing significant growth in business segments like unsecured loans, credit card and foreign exchange. With real-time exchange rate notification, the foreign exchange enterprise data management(EDM) opening rate improved by 70% and the bank witnessed 200% growth in its transactions.

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, Manila, 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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