

Press Release

FOR IMMEDIATE RELEASE

Samba Financial Group and IT Partner IBM win Best Data and Analytics in the Middle East for 2015

- **Samba and IBM were awarded the Best Data and Analytics for the new Integrated Analytics capability, giving the bank a 360 degree view of the customer**
- **New platform offers campaign management and advanced analytics functions with more than 2,000 attributes and 850 KPIs**
- **The project has enhanced operational efficiency and accountability, while eliminating manual efforts and reducing turnaround times for reporting**

Dubai, May 27th 2015—Samba Financial Group and its technology partner IBM won the award for **Best Data and Analytics 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.

The bank moved from disintegrated data reporting systems for various functions to a single Integrated Analytics capability giving the bank a 360 degree customer view. Data is collected on the platform from various sources, but is segmented and validated, creating standardised reports and analytical outputs, via the IBM Cognos suite of products based on the Business Intelligence platform.

The new platform offers campaign management and advanced analytics functions with more than 2,000 attributes and 850 KPIs. Information management within retail products, reporting and dashboards is integrated across all channels and product lines, providing for customisation of offers for customers. The system also offers historical data and snapshot capabilities.

The centralised information management framework is one of the most secure and sophisticated in the region, giving the bank control on its data. This has enhanced governance and accountability, while eliminating manual efforts, improving operational efficiency and reducing turnaround times for reporting.

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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