

Press Release

FOR IMMEDIATE RELEASE

## **NBAD Egypt and IT Partner Intellect Design Arena win Best Single Country Core Banking Implementation Project in the Middle East Award for 2015**

- **NBAD Egypt and Intellect Design Arena were awarded the Best Single Country Core Banking Implementation Project Award for implementing an AS IS core banking system currently being used in the bank's UAE operations**
- **The upgraded system improved efficiency and enhanced customer service while increasing profitability and meeting regulatory requirements**
- **Many processes were centralised including a 360 degree view of the customer and the system was enabled to integrate seamlessly with new technical solutions.**

**Dubai, May 27<sup>th</sup> 2015** - National Bank of Abu Dhabi (NBAD), Egypt and its technology partner Intellect Design Arena won the award for **Best Single Country Core Banking Implementation Project in the Middle East** for the year 2015 at The Asian Banker's 2<sup>nd</sup> Annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on May 27<sup>th</sup> 2015.

NBAD Egypt worked with Intellect Design Arena to upgrade its existing core banking system to an AS IS core banking system currently being used in its UAE operations. The system standardised operations across the various branches in Egypt, enabling operational efficiency and faster launch of new products, while complying with international regulations in reporting.

The upgraded system improved efficiency and enhanced customer service while increasing profitability and meeting regulatory requirements. Migration of customer data and an easy reporting and classification system, consolidation of existing functions and replacement of redundant technology and proper MIS reporting were some of the operations undertaken by the new system.

Many processes were centralised, and the system was enabled to integrate seamlessly with new technical solutions. A one-stop 360 degree view of the entire customer portfolio was introduced, from customer account details to queries and transaction level details in a single screen.

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](http://www.theasianbanker.com)

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